

ABSTRACT

Corporate Social Responsibility is not an entirely altruistic program. The implementation of CSR should be based on three pillars of sustainable development i.e profit, people and planet. Regardless of perception that CSR is a gift sharing, corporate should aware to and be responsible for empowering the community and those who receive financial assistance from corporate. This study reveals findings that companies do not just deliver their CSR funds but corporate need to be more involved with the process of empowering their social networks by taking steps such as the company having strong relationships with the network that was formed, being able to become a partner for the network and vice versa community also being ready to go hand in hand with the company. , companies and networks open up to each other to be easily contacted/accessed and companies and networks alike share information and tutorials on the competencies required for the management of CSR funds proposed by the network. Based on Stakeholder Theory where two parties have different interests, it is possible to have different interests between the company and its social network. It takes a process of connecting the two parties to align the goals of both parties. Corporates need their networks trust and the need to build relationships with companies; and in other side - corporate also need to provide facilities on their social networks to continue developing their programs independently. By empowering of social networks, the corporate gets positive word of mouth and finally the company will get a good reputation as a social company.

