A DRAMATURGICAL REPORTING OF CORPORATE SOCIAL RESPONSIBILITY

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Abstract: This research aims to reveal the other side of corporate social responsibility (CSR) reporting related to the occurrence of important events related to fulfilling environmental and humanity responsibility. The study focuses on CSR reporting by a public company in Indonesia that is linked to actual facts. The literature study was implemented by exploring data from sustainabilty reports and journalistic news in online media. Data were analyzed based on Erving Goffman's dramaturgical theory. This research reveals a five-act drama surrounding CSR reporting. The company made changes to its CSR reporting strategy to restore public trust regarding the discrepancy between the information disclosed in the CSR report and the actual facts. Sustainability reports are one source of stakeholder legitimacy. The company must maintain stakeholder trust by carrying out honest CSR reporting. This research applies dramaturgical analysis of CSR reporting and critical events in the Indonesian context to provide a different perspective in uncovering CSR practices and reporting.

Keywords: Dramaturgy, Erving Goffman, CSR Reporting, Critical Events

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