

**PERAN GENDER DALAM PENYAJIAN LAPORAN CSR:
Studi *Content Analysis* Perusahaan Otomotif dan Kosmetik di Indonesia**

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Abstract

This study aim to explore the role of gender stereotype while company conducting Corporate Social Responsibility (CSR) and reporting the particular program. This study takes two different companies as research object, the automotive and cosmetic companies in Indonesia. As a nature of the products, automotive and cosmetic industries were interpreted to serve different kind of customer type which based on gender consideration. This qualitative study, collected data through the secondary data which are being provided in public domain. The result found differences between both industries which being effected by gender stereotype. “Gendered-product type” creates industry with gendered-based leadership style as well as the composition of employee. Furthermore the research conveyed, that an automotive company with masculine-product type, tends to run “hard and masculine” CSR’ program and provide the “more masculine” sustainability report. While a cosmetic company shows the beauty of CSR program implemented and “feminism” report.

Keywords: CSR, Gender, Sustainability report