

**ANALYSIS OF PT. RAPP STRATEGY IN FOREST RESTORATION
TO REALIZE CORPORATE SOCIAL RESPONSIBILITY AND
BUSINESS SUSTAINABILITY: AT OF PADANG ISLAND**

Student Name : Rahmat Sabani
Registration Number : 5404201316
Advisor : Teguh Widodo, S.Sos.,M.SM.,M.Rech.,CIIQA
Student Institue : State Polytechnic of Bengkalis

ABSTRACT

Corporate social responsibility has become an important aspect in business operations, in the context of sustainable business development and its relationship with the environment, society and corporate stakeholders is increasingly receiving attention. By strengthening positive interactions with the environment, local communities and other stakeholders, companies can maintain a good reputation, build sustainable relationships and support sustainable business growth. The aim of this research is to determine the forest restoration strategy carried out by PT Riau Andalan Pulp and Paper to realize corporate social responsibility and business sustainability in the Padang Island area. The method used in this research is descriptive qualitative using interview, observation and documentation techniques. The implication of this research is that by referring to the research results, the results of this research show that the forest restoration strategy carried out by PT. Riau Andalan Pulp and Paper in the Pulau Padang area to realize corporate social responsibility and business sustainability, through Protection, Assessment, Restoration and Management.

Keyword: Restoration Strategy, CSR, Business Sustainability