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**CSR SEBAGAI BAGIAN BENTUK INVESTASI PENGELOLAAN  
LINGKUNGAN OLEH SEKTOR INDUSTRI**  
(STUDI KASUS : PT. COCA COLA BOTTLING INDONESIA DIVISI JAWA  
TENGAH, PT LEO AGUNG RAYA, PT DJARUM KUDUD, DAN SENTRA  
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**Abstract :** *Environmental sustainability become imperative due to the development paradigm changed, from economy to environment oriented development. Private sector such as manufactures, could be involved in the environmental sustainability efforts. Regarding this, it is important to identify environmental management investment forms which are occupied. Environmental management activity by private sector which related to social affairs has become a main issue. After having economic gain, this manufacture would pay back to the surrounding community in order to substitute their role on water, air, noises, or soil pollution. These activities are known as CSR or Corporate Social Responsibility. Each manufacture has different pattern on the environmental management activity. CSR become one of the most preference planning. It can support to development process in urban planning and management. This study recommended a policy and environmental management strategy through CSR as part of the environmental management investment forms which done by manufactures.*

*Key Word : CSR, environmental management investment, manufacture sustainable development.*

<sup>1</sup> Merupakan salah satu bagian tugas akhir yang disusun oleh penulis dengan judul "Identifikasi Bentuk-Bentuk Investasi Pengelolaan Lingkungan oleh Sektor Industri.