

Analisis penerapan manajemen stratejik dalam implementasi CSR (studi kasus program "L`Oreal-Unesco for women in science PT L`Oreal Indonesia) = Analysis of strategic management public relations in the implementation of csr case study on l or al unesco for women in science program of L`Oreal Indonesia

Muthia Pratiwy, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20388939&lokasi=lokal>

Abstrak

Penelitian ini merupakan sebuah analisa terhadap penerapan manajemen stratejik public relations (PR) dalam implementasi kegiatan corporate social responsibility (CSR). CSR dilihat sebagai perwujudan dari aktivitas community relations yang merupakan salah satu kegiatan PR dalam penerapan manajemen stratejik. Pada penelitian ini, peneliti menggunakan beberapa konsep inti seperti manajemen stratejik, manajemen stratejik PR dan CSR. Penelitian dilakukan dengan menggunakan metode penelitian kualitatif dengan objek penelitian program CSR L`Oreal-UNESCO For Women in Science. Metode penelitian ini dirasa tepat untuk menjelaskan secara holistik mengenai fenomena peneraman manajemen stratejik PR dalam implementasi CSR.

Berdasarkan hasil penelitian ditemukan bahwa penerapan manajemen stratejik PR dapat dilihat melalui penempatan fungsi PR dalam struktur organisasi serta ruang lingkup fungsi PR dalam organisasi. CSR merupakan sebuah aktivitas PR yang dapat mewujudkan hubungan yang baik antara perusahaan dengan publiknya yang penting bagi penerapan manajemen stratejik. Integrasi yang seimbang antara komunikasi eksternal dan internal serta penerapan perencanaan stratejik akan mewujudkan kesuksesan CSR demi terwujudnya visi misi perusahaan.

<hr>This research aims to provide deep analysis about strategic management of Public Relations (PR) in the implementation of Corporate Social Responsibility (CSR). CSR is a part of community relations activity, which happens to be one of PR function in strategic management. In this research, some concepts as used as reference, such as strategic management, strategic management of PR and CSR. This research uses qualitative method of which object is L`Oreal-UNESCO For Women in Science program. This method is considered as the right method to provide a holistic preview about strategic management of PR for CSR implementation.

According to the findings of the research, strategic management of PR can be identified by the position of PR function in organizational structure. It can also be seen through the PR scoop of work in the organization. CSR is known to be the PR activity that contributes to build and maintain good relationship between company and its stakeholders. This is becoming an important result of strategic management implementation. The integrated communication between external and internal public; and the implementation of strategic planning process will lead the program to succeed in order to achieve company`s vision and mission.