

Implementasi program corporate social responsibility dalam membangun reputasi perusahaan : studi kasus tokopedia beraksi yayasan wisma cheshire = The implementation of corporate social responsibility program in building company reputation : case study of tokopedia beraksi yayasan wisma cheshire

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Abstrak

Penelitian ini membahas tentang program Corporate Social Responsibility di Tokopedia. Fokus penelitian ini adalah program Corporate Social Responsibility Tokopedia yang dilaksanakan di Yayasan Wisma Cheshire. Penelitian ini menggunakan metode kualitatif untuk menggambarkan implementasi Corporate Social Responsibility di perusahaan dijalankan sebagai salah satu cara untuk meningkatkan reputasi perusahaan di mata penggunanya dalam hal ini penghuni Yayasan Wisma Cheshire.

Berdasarkan penelitian ini, dapat disimpulkan bahwa implementasi program Corporate Social Responsibility Tokopedia di Yayasan Wisma Cheshire adalah perwujudan dari investasi sosial yang berdampak pada reputasi Tokopedia karena ada kesesuaian dengan kebutuhan utama dari peserta penerima program dengan jenis bantuan yang diberikan.

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This study examines Corporate Social Responsibility Program in Tokopedia. The main focus of this study is about the Corporate Social Responsibility program that implemented in Yayasan Wisma Cheshire.

Qualitative method is used to describe company rsquo s Corporate Social Responsibility implementation as one of techniques to increase the company rsquo s reputation for its users, in this case the occupants of Yayasan Wisma Cheshire.

As a conclution, the Corporate Social Responsibility program of Tokopedia in Yayasan Wisma Cheshire is a objectification of social investment that affect the reputation of Tokopedia, for there is a congruity between the main necessity of Yayasan Wisma Cheshire rsquo s occupants and the kind of assistance that have been given.