

Analisis Corporate Social Responsibility (CSR) untuk corporate branding: analisis kasus aktivitas CSR satu Indonesia awards PT Astra International Tbk = Analysis of corporate social responsibility for corporate branding context: case analysis of corporate social responsibility activities satu Indonesia awards PT Astra International Tbk

Lely Fachrul Ilmi Wahyudi, author

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Abstrak

Tesis ini bertujuan untuk menganalisis aktivitas corporate social responsibility untuk corporate branding, dengan analisis kasus yang digunakan Program SATU Indonesia Awards dari PT Astra International Tbk. Penelitian ini menggunakan pendekatan penelitian kualitatif dengan desain deskriptif. Informan yang terlibat dalam penelitian ini adalah beberapa penerima apresiasi SATU Indonesia Awards. Hasil penelitian menunjukkan bahwa terdapat gap antara identitas yang dikomunikasikan korporasi melalui aktivitas corporate social responsibility yang berada di dalam konteks corporate branding dengan persepsi stakeholder. Serta adanya dampak dari pelaksanaan kontinuitas program corporate social responsibility dapat menjadi sebuah katalisator untuk keterlibatan beberapa elemen sosial dalam keberlangsungan program, atau biasa disebut dengan konsep penta-helix.

.....This research aim to analyze the corporate social responsibility activities in the context of corporate branding, with the case analysis used is SATU Indonesia Awards program of PT Astra International Tbk. The research used qualitative approach with descriptive design. Informants involved in this research are several recipients of awards. The research indicated that there was a gap between corporate identity through corporate social responsibility within the corporate branding context, and with the stakeholder perceptions. As well as the impact a form of continuity from corporate social responsibility program can be a catalyst for the involvement of some social elements in the sustainability of the program or commonly called the concept of penta helix.