

Strategi Community Relations PT Pertamina Persero dalam Membangun Hubungan Baik dengan UMKM Indonesia = Community Relations Strategy of PT Pertamina Persero in Building Good Relations with Indonesian SMEs

Muhammad Asep Yori Mutaqin, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920535207&lokasi=lokal>

Abstrak

Penelitian ini membahas strategi Community Relations (CR) PT Pertamina Persero dalam membangun hubungan positif dengan Usaha Kecil dan Menengah (UKM) di Indonesia. Penelitian ini menyoroti pendekatan utama yang digunakan perusahaan untuk mendukung pertumbuhan UKM dan mengevaluasi dampak strategi tersebut terhadap sektor UKM serta citra perusahaan Pertamina. Hasil penelitian ini mengungkapkan pentingnya program CR dalam membina kemitraan saling menguntungkan antara perusahaan besar dan UKM di Indonesia. Program UMK Binaan Pertamina telah berhasil membangun hubungan kuat antara Pertamina dan pelaku UKM di Indonesia. Melalui program ini, Pertamina memberikan pendanaan, pelatihan, dan bimbingan kepada UKM di berbagai sektor seperti kerajinan, kuliner, dan fashion. Program ini juga mengikutsertakan UKM dalam berbagai event, termasuk Kebumen International Expo 2023, untuk mempromosikan produk unggulan asal Kebumen. Dengan pendekatan terencana dan berfokus pada hasil yang terukur, program UMK Binaan Pertamina telah membantu UKM meningkatkan kualitas produk, memperluas jangkauan pasar, dan meningkatkan efisiensi operasional. Selain itu, program ini juga memberikan dampak positif terhadap lingkungan dan keberlanjutan. Melalui program CSR UMK Binaan Pertamina dan hubungan baik dengan komunitas, hubungan antara perusahaan dan UKM di Indonesia diperkuat, serta citra positif perusahaan Pertamina di mata masyarakat semakin meningkat.

.....

This research discusses the Community Relations (CR) strategy of PT Pertamina Persero in establishing positive relationships with Small and Medium Enterprises (SMEs) in Indonesia. The study highlights the primary approaches employed by the company to support SME growth and evaluates the impact of these strategies on the SME sector and Pertamina's corporate image. The results of this research reveal the importance of CR programs in fostering mutually beneficial partnerships between large companies and SMEs in Indonesia. Pertamina's Supported SME Program has successfully forged strong connections between Pertamina and SME stakeholders in Indonesia. Through this program, Pertamina provides funding, training, and guidance to SMEs in various sectors such as crafts, culinary, and fashion. The program also involves SMEs in various events, including the Kebumen International Expo 2023, to promote outstanding products originating from Kebumen. With a planned and results-oriented approach, Pertamina's Supported SME Program has aided SMEs in enhancing product quality, expanding market reach, and improving operational efficiency. Furthermore, the program has also had a positive impact on the environment and sustainability. Through Pertamina's Supported SME CSR program and its good relations with the community, the relationship between the company and SMEs in Indonesia is strengthened, and Pertamina's positive image in the eyes of the public is further enhanced.