

# Analisis stakeholder mapping studi kasus pada professional products division l or al Indonesia periode Januari-Juni 2013 = Stakeholder mapping analysis case study on professional products division l or al Indonesia on the period January-June 2013

I Made Ari Mahadi, author

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## Abstrak

Studi ini bertujuan untuk meneliti dan menganalisis implementasi stakeholder mapping pada Professional Products Division di L'Oréal Indonesia. Pengumpulan data diperoleh melalui tahapan wawancara dengan manajemen level atas, tinjauan literatur, dan pengamatan Peneliti selama bekerja di perusahaan bersangkutan. Stakeholder mapping merupakan perangkat yang digunakan manajemen untuk menganalisis pemangku kepentingan kunci bagi aktivitas bisnisnya. Berdasarkan penilaian terhadap stakeholder salience, tingkat ketergantungan stakeholder pada perusahaan, dan stakeholder power, disimpulkan bahwa stakeholder utama perusahaan adalah hairdresser, edukator, manajemen, karyawan, distributor, regulator, dan media. Pengelolaan hubungan yang efektif dengan stakeholder kunci mendorong peningkatan brand image dan brand awareness, meraih kepercayaan konsumen, serta goodwill di mata masyarakat.

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This study aims to investigate and analyze the implementation of stakeholder mapping that is focused on Professional Products Division L'Oréal Indonesia. Data collection was obtained through the interview with top level management, literature review, and researcher's observations while working in the company concerned. Stakeholder mapping is a tool used by management to analyze key stakeholders for their business activities. Based on an assessment of stakeholder salience, the level of dependence between stakeholders on corporate, and stakeholder power, it can be concluded that the company's main stakeholders are hairdressers, educators, management, employees, distributors, regulators, and the media. By managing effective relations with key stakeholder, the company has improved their brand image and brand awareness, consumer's trust, and goodwill from the society.