

Stakeholder mapping sebagai salah satu upaya penerapan GCG: studi kasus pada PT. Bank Tabungan Negara (Persero), Tbk = Stakeholder mapping as an implementation of GCG: case study in PT. Bank Tabungan Negara (Persero), Tbk

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Abstrak

[Studi ini bertujuan untuk meneliti dan menganalisis implementasi stakeholder mapping pada PT Bank Tabungan Negara Persero Tbk Data diperoleh melalui wawancara dengan manajemen perusahaan tinjauan literatur dan pengamatan Peneliti selama magang di perusahaan Studi ini merupakan studi mengenai persepsi yang berarti bahwa penggolongan stakeholder pada satu perusahaan bisa saja berbeda dengan perusahaan yang lain Berdasarkan penilaian atas stakeholder salience ketergantungan stakeholder dengan perusahaan power dan interest stakeholder serta posisi strategik stakeholder maka dapat disimpulkan bahwa stakeholder utama dari perusahaan adalah regulator asosiasi pengembang Kementerian Perumahan Rakyat customer dan Pemerintah Indonesia Pengelolaan hubungan dengan stakeholder memberikan manfaat berupa peningkatan brand image reputasi yang baik dukungan moral dari stakeholder persepsi baik dari customer dan bebas dari tuntutan.

.....This study aims to review and analyze the implementation of stakeholder mapping in PT Bank Tabungan Negara Persero Tbk Data for this research was obtained through interview with management literature review and researcher's observation during internship This study is a study of perception which means classification of stakeholder in one company might be different from other company According to the assessment of stakeholder salience stakeholder interdependence stakeholder power and interest and strategic position of a stakeholder company's key stakeholders are regulator association of developer Kementerian Perumahan Rakyat and Indonesian Government Stakeholder management has given benefit for the company such as building brand image good reputation moral support good customer perception and free of charges. This study aims to review and analyze the implementation of stakeholder mapping in PT Bank Tabungan Negara Persero Tbk Data for this research was obtained through interview with management literature review and researcher's observation during internship This study is a study of perception which means classification of stakeholder in one company might be different from other company According to the assessment of stakeholder salience stakeholder interdependence stakeholder power and interest and strategic position of a stakeholder company's key stakeholders are regulator association of developer Kementerian Perumahan Rakyat and Indonesian Government Stakeholder management has given benefit for the company such as building brand image good reputation moral support good customer perception and free of charges. This study aims to review and analyze the implementation of stakeholder mapping in PT Bank Tabungan Negara Persero Tbk Data for this research was obtained through interview with management literature review and researcher's observation during internship This study is a study of perception which means classification of stakeholder in one company might be different from other company According to the assessment of stakeholder salience stakeholder interdependence stakeholder power and interest and strategic position of a stakeholder company's key stakeholders are regulator association of developer Kementerian Perumahan Rakyat and Indonesian Government Stakeholder

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