

Community relations sebagai strategi utama dalam membentuk positive corporate reputation (kasus pada PT Saung Angklung Udjo di kota Bandung Jawa Barat dalam konteks pelestarian kesenian tradisional musik angklung = Community relations as the main strategy used in building positive corporate reputation (case of PT Saung Angklung Udjo in Bandung west Java in preserving angklung as traditional music of Indonesia) / F X Kevin Lineria

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Abstrak

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Penelitian ini berfokus untuk melihat konsep community relations sebagai salah satu bentuk implementasi dari CSR yang juga merupakan salah satu jenis hubungan yang dilaksanakan oleh praktisi public relations suatu perusahaan. Peneliti mengambil sebuah contoh kasus unik dari sebuah perusahaan yang berfokus pada pelestarian kesenian tradisional musik angklung, PT Saung Angklung Udjo (SAU) di Kota Bandung, Jawa Barat. Tujuan penelitian ini adalah menggali bagaimana konsep community relations digunakan oleh PT SAU sebagai strategi utama perusahaan dalam membentuk reputasi yang positif di mata stakeholder terkait. Melalui pendekatan kualitatif dan strategi studi kasus, peneliti melakukan wawancara mendalam dengan informan kunci yang telah dipilih, observasi, dan data sekunder digunakan sebagai metode pengumpulan data pada penelitian ini, Penelitian ini menggunakan metode analisis data tematik. Hasilnya adalah community relations telah diinternalisasikan menjadi nilai kunci yang dianut oleh perusahaan dan menjadi dasar dalam setiap perkembangan bisnis PT SAU kedepannya. Nilai dasar tersebut kemudian diturunkan menjadi strategi utama yang diterapkan ke dalam setiap bidang bisnis PT SAU. Community relations terbukti dapat digunakan sebagai strategi utama dalam membentuk reputasi perusahaan PT SAU secara positif di seluruh mata stakeholdernya. Hasil temuan yang menarik juga bahwa community relations memberikan efek lanjutan selain reputasi positif, yaitu berupa keberlanjutan perusahaan PT SAU yang telah bertahan selama 48 tahun sejak 1966. Akan tetapi hal ini tidak dibahas secara mendalam dan menjadi rekomendasi akademis untuk penelitian lanjutan.

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**ABSTRACT**

This research is focusing on the concept of community relations which seen as one form of implementation of CSR and also one kind of relationship that is carried out by corporate public relations practitioners. In this study, the researcher took on a fairly unique case of a corporate that focuses on the preservation of angklung as traditional music of Indonesia, PT Saung Angklung Udjo (SAU) which located in Bandung, West Java, Indonesia. The purpose of this study is to explore and explain how PT Saung Anklung Udjo uses community relations as the main strategy to shape a positive corporate reputation in the eyes of their stakeholders. The approach used in this study is qualitative approach. First, the research conducted in-depth interview with key informants who have been chosen on the basis that they were directly or indirectly involved in PT. SAU's decision to use community relations as their main strategy. Secondly, the researcher conducted observation in PT. SAU for a determined period of time. Thirdly, the researcher also collected secondary data to back up

his findings. Using a thematic data analysis method, the study finds that community relations is internalized as a core corporate value in PT SAU and adopted as the basis for every single business development. The study also finds that community relations is indeed used as PT SAU's main strategy to shape a positive corporate reputation in the eyes of its stakeholders. In addition to that, the study also finds that community relations has not only resulted in a positive corporate reputation, but also corporate sustainability of PT SAU – which is evidenced by the length of PT SAU's existence for 48 years since 1966. However, PT SAU's corporate sustainability will not be discussed in depth in this study, but instead will only be put forth as a future research recommendation.