

Penilaian masyarakat terhadap program community development dalam membangun reputasi perusahaan (studi kasus pengembangan community development oleh general electric indonesia pada kegiatan job shadow bagi siswa Sekolah Menengah Atas) = Community assessment of the community development program in building a company s reputation case study the development of the community / Siti Fitri Andina Rosfieta

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Abstrak

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Penelitian ini bertujuan untuk mengetahui penilaian masyarakat terhadap program community development dengan reputasi perusahaan. Pelaku bisnis atau perusahaan saat ini tidak hanya mencari keuntungan guna menjadi yang terdepan. Saat ini perusahaan juga fokus menerapkan program community development yang merupakan salah satu strategi perusahaan demi membantu meningkatkan reputasi perusahaan. Melalui community development, perusahaan dituntut untuk menunjukkan kepeduliannya terhadap lingkungan sekitar perusahaan. Selain itu, dengan adanya community development diharapkan dapat membantu pemerintah dalam mengatasi permasalahan kesejahteraan sosial. Penelitian ini menggunakan metode kualitatif dan didukung dengan kuantitatif deskriptif, untuk melihat penilaian masyarakat terhadap program community development dalam membangun reputasi perusahaan, dengan studi kasus pada perusahaan yang bergerak di bidang infrastruktur yaitu General Electric (GE) yang melaksanakan program community development pada pengembangan kegiatan Job Shadow bagi siswa Sekolah Menengah Atas di Yogyakarta. Reputasi dapat dipandang dari teori reputasi yang dikemukakan oleh Fombrum yang menjelaskan empat sisi reputasi korporat yang perlu ditangani, yaitu credibility, trustworthiness, reliability dan responsibility. Hasil penelitian menunjukkan adanya penilaian yang positif dan keandalan dalam mengemas suatu kegiatan sehingga dapat membantu membangun reputasi perusahaan.

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This study was aimed to determine community assessment of a Community Development program towards a company's reputation. Gaining profits is not the only strategy for businessmen and companies to become leaders these days. Companies are also currently focusing on implementing the Community Development program as one of companies' strategies to help improve their reputations. Through the Community Development program, companies are expected to express their concerns towards their surroundings. In addition, the

presence of the Community Development program is expected to assist the government in addressing social welfare issues. A qualitative method supported by quantitative method to observe the effect of the Community Development program impact in building a company's reputation. The case study was on General Electric (GE), a company engaged in infrastructures. General Electric implemented the Community Development program to the Job Shadow development event for high school students in Yogyakarta. A reputation can be seen from the theory proposed by Fombrum explaining the four sides of a corporate reputation needed to be addressed, such as credibility, trustworthiness, reliability and responsibility. The study results showed a positive assessment in presenting program in order to help build the company's reputation