

Analisa program corporate social responsibility sebagai bagian strategi manajemen reputasi PT Chevron Pasific Indonesia = Analysis of corporate social responsibility program as a part of PT Chevron Pasific Indonesia social reputation management strategy

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Abstrak

[ABSTRAK

Praktik Corporate Social Responsibility tidak lagi hanya sebagai kewajiban bagi perusahaan di Industri Minyak Bumi dan Gas, CSR sekarang ini dapat dilakukan sebagai salah satu strategi manajemen reputasi perusahaan. Reputasi terbentuk melalui kumpulan persepsi-persepsi para pemangku kepentingan mengenai perusahaan atas apa yang dilakukan oleh perusahaan. Salah satu yang mempengaruhi reputasi perusahaan adalah adanya liputan media yang positif. PT Chevron Pasific Indonesia sebagai salah satu perusahaan migas tertua di Indonesia menjalankan program CSR yang bertujuan untuk mendorong komunitas untuk mampu memenuhi kebutuhan sendiri melalui kerjasama antar para pemangku kepentingan. Berdasarkan hasil analisis terdapat kontribusi sebesar 37 1 dari CSR atas liputan media yang positif mengenai perusahaan hal ini menunjukkan bahwa CSR mempunyai peran penting pada strategi manajemen reputasi perusahaan.

ABSTRAK

Nowadays Corporate Social Responsibility practices are not only viewed as company's obligation but also as a reputation management strategy. Reputation is formed by stakeholder's perception of company's practices. One of the key factors of company's reputation is positive media coverage As one of the oldest Oil and Gas Company in Indonesia. PT Chevron Pasific Indonesia aim to support the communities with engaging key stakeholders in every CSR practices. The result shows that there is 37 1 of positive media coverage from CSR practices this shows that CSR has important role as a part of reputation management strategy.;

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