

Analisis program Corporate Social Responsibility (CSR) sebagai bagian dari strategi komunikasi eksternal PT Pertamina (Persero) = Analysis of Corporate Social Responsibility programs as part of the external strategy PT Pertamina (Persero)

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Abstrak

[Program Corporate Social Responsibility (CSR) di Indonesia saat ini sedang menjadi trend di kalangan perusahaan. Khususnya bagi perusahaan yang memanfaatkan sumber daya alam sebagai usaha bisnisnya. Kondisi ini dilihat oleh Pertamina sebagai sebuah peluang untuk menciptakan nilai baru yang lebih baik kepada masyarakat dan lingkungan dalam mengatasi dampak negatif dari operasi perusahaan. Berdasarkan pertimbangan tersebut, Pertamina membuat payung tema CSR dengan nama Pertamina Sobat Bumi yang mencakup Sobat Bumi Pendidikan, Sobat Bumi Masyarakat, dan Sobat Bumi Lingkungan. Dalam jurnal ini, penulis ingin menganalisis pelaksanaan program CSR sebagai bagian dari strategi komunikasi eksternal PT.Pertamina (Persero). Analisa akan dilakukan melalui media online serta akan dikaitkan dengan konsep panorama CSR strategis dan melalui konsep 3P (Profit,Planet,People).;Corporate Social Responsibility (CSR) program in Indonesia is currently a trend among companies. Especially for the company that uses natural resources as a business. This condition is seen by Pertamina as an opportunity to create a new and better value to society and the environment to overcome the negative impact of the company's operations. Based on the considerations, Pertamina make the umbrella theme of CSR with Pertamina Sobat Bumi which includes Sobat Bumi Pendidikan, Sobat Bumi Masyarakat, dan Sobat Bumi Lingkungan. In this paper, the author would like to analyze the implementation of CSR programs as part of the external communication strategy of PT.Pertamina (Persero). The analysis will be conducted via online media and will be linked to the concept of panorama CSR strategic and through the concept of 3P (Profit, Planet, People)., Corporate Social Responsibility (CSR) program in Indonesia is currently a trend among companies. Especially for the company that uses natural resources as a business. This condition is seen by Pertamina as an opportunity to create a new and better value to society and the environment to overcome the negative impact of the company's operations. Based on the considerations, Pertamina make the umbrella theme of CSR with Pertamina Sobat Bumi which includes Sobat Bumi Pendidikan, Sobat Bumi Masyarakat, dan Sobat Bumi Lingkungan. In this paper, the author would like to analyze the implementation of CSR programs as part of the external communication strategy of PT.Pertamina (Persero). The analysis will be conducted via online media and will be linked to the concept of panorama CSR strategic and through the concept of 3P (Profit, Planet, People).]