

Analisa implementasi corporate social responsibility education program membentuk corporate image kasus: corporate social responsibility PT. Krama Yudha Tiga Berlian Motors Mitsubishi = Implementation analysis corporate social responsibility education program in forming the corporate image case study corporate social responsibility PT Krama Yudha Tiga Berlian Motors / Nadya Ramadhani

Nadya Ramadhani, author

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Abstrak

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Tesis ini membahas tentang implementasi Corporate Social Responsibility Mitsubishi Education Program membentuk Corporate Image, Studi pada PT. Krama Yudha Tiga Berlian Motors. Penelitian ini dilakukan dengan metode kualitatif yang digunakan untuk mendeskripsikan bagaimana implementasi sebuah program CSR dapat membentuk citra perusahaan pada Mitsubishi CSR Education Program. Melalui penelitian ini diketahui implementasi program ini sudah sangat baik, namun belum ditunjang oleh sosialisasi yang efektif. Meskipun demikian, program CSR terbukti dapat membentuk citra perusahaan di mata para penerima bantuan. Untuk masa mendatang, penelitian ini dapat disertai dengan melakukan evaluasi perencanaan dan evaluasi proses untuk dapat memperkaya hasil penelitian terhadap citra perusahaan dan tercapainya tujuan CSR.

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**ABSTRACT**

This thesis discusses the Implementation Analysis Corporate Social Responsibility Mitsubishi Education Program the Formotion Corporate Image in PT. Krama Yudha Tiga Berlian Motors. The research use qualitative method in order to describe how the implementation of a CSR program could form the corporate image on Mitsubishi CSR Education Program. The research discovered that the implementation of the program is already been well-executed but haven't been supported by effective socialization. However, the CSR program is proved to have been successful in forming the corporate image on its participant. In the future, this research should be equipped with a planning and process evaluation in order to enrich the result of the research related on corporate image and reaches the CSR purposes.