

Analisa strategi Unilever Sustainable Living Plan (studi pada sustainability report PT Unilever Indonesia project Sunlight #brightfuture-volunteer day = Unilever Sustainable Living Plan analysis (case study from sustainability report PT Unilever Indonesia project Sunlight #brightfuture-volunteer day)

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Abstrak

ABSTRAK

Suatu perusahaan atau organisasi idealnya perlu melakukan program atau kegiatan yang bertujuan sebagai bentuk pengabdian terhadap komunitas dan masyarakat dimana perusahaan atau organisasi tersebut beroperasi. Terutama perusahaan yang telah memiliki eksistensi dan nama besar seperti perusahaan Unilever. Penulisan artikel jurnal ini bertujuan untuk melihat bagaimana strategi dan pelaksanaan program Unilever Sustainable Living Plan yang dibuat PT Unilever Indonesia dan penerapannya jika dikaitkan dengan konsep Community Relation dan Corporate Social Responsibility. Sumber analisis yang dilakukan pada penulisan artikel jurnal ini diambil dari Sustainability Report PT Unilever Indonesia, dimana penulis melihat adanya keterkaitan konsep Community Relation dan Corporate Social Responsibility pada pelaksanaan program ndash; program dalam naungan kampanye Unilever Sustainable Living Plan. Hasil analisis yang dilakukan oleh penulis dalam penulisan artikel ini, membuktikan bahwa kampanye Unilever Sustainable Living Plan merupakan implikasi dan eksekusi dari peran Public Relation yang memberikan dampak berkelanjutan bagi komunitas dan masyarakat di Indonesia dengan lingkup yang lebih luas serta pencapaian target yang dapat mempengaruhi kredibilitas dan keberlanjutan bisnis perusahaan.

ABSTRACT

Ideally, a company or an organization need to make a program or an activity that aimed as a form of devotion to the community and public society where this organization is standing and operating. Particularly to the company that already has the existence and well known names as Unilever. The writing intention of this article is to describe and to analyze how the Unilever Sustainable Living Plan program that made from PT Unilever Indonesia, is executed and implemented in the Indonesian society, and also how this program is applied, related to the concept of Community Relation and Corporate Social Responsibility. The analysis resource of this article is taken from Sustainability Report of Unilever Indonesia where the author has seen that there is an association of Community Relation and Corporate Social Responsibility concept to the programs execution under the patronage of Unilever Sustainable Living Plan campaign. The analysis result that has been found by writing this article from the author, has been proved that the Unilever Sustainable Living Plan campaign is an implied and executed form of the Public Relation role, that give the big impact to a sustain community and society life cycle in Indonesia with a wider scope and also the achievements of certain targets that actually affect to credibility and sustainability of the company business.