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Pengaruh Corporate Social Responsibility Melalui Organization-Public Relationship Terhadap Corporate Reputation PT. AE Indonesia, Tbk (Survei Pada Petani Karet di Kalimantan Selatan)

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Bibliografi: 9 Buku, 20 Jurnal Penelitian, 3 Sumber Lain.

ABSTRAK

Resistensi banyak pihak atas beroperasinya perusahaan pertambangan dikarenakan identik dengan perusakan lingkungan. Di satu sisi, perusahaan sebagai pelaku bisnis, sebagaimana tujuan dari berdirinya perusahaan adalah laba (*profit making*), yang bukan semata untuk menguntungkan pemilik perusahaan. Perusahaan dengan reputasi yang baik adalah perusahaan dengan *financial performance* yang baik. Hal ini lah yang menjadi tugas besar perusahaan, menjaga stabilitas reputasi organisasi, membina hubungan baik jangka panjang antara organisasi dengan publiknya melalui tanggung jawab sosial berkesinambungan.

Variabel yang diteliti dalam penelitian ini adalah *Corporate Social Responsibility* (Carrol), *Organization-public Relationship* (Grunig dan Huang), dan *Corporate Reputation* (Charles Fombrun). Sub variabel CSR terdiri dari *Economic, Legal, Ethical, dan Philantropic Responsibility*. Sub variabel OPR terdiri dari *Control Mutuality, Trust, Satisfaction, Commitment*. Dan sub variabel CR terdiri dari *Emotional Appeal, Products and Services, Financial Performance, Vision and Leadership, Workplace Environment, Social Responsibility*.

Tipe penelitian ini bersifat eksplanatif. Metode yang digunakan adalah metode survei dengan populasi petani karet yang diterpa oleh program CSR “Kebun Karet Unggul” PT. AE Indonesia, Tbk di Kecamatan Tanjung sebanyak 66.291 dan diperoleh sampel sebesar 118 responden petani karet dengan teknik penarikan sampel *purposive sampling*. Analisis data penelitian adalah melakukan pengujian hipotesis dengan menggunakan metode *Structural Equation Modeling*.

Hasil penelitian menyatakan bahwa; a) *Corporate Social Responsibility* tidak berpengaruh terhadap *Organization-public Relationship*, dengan koefisien dari CSR adalah sebesar -0,004 nilai *p-value* sebesar 0,830; b) *Corporate Social Responsibility* memiliki pengaruh terhadap *Corporate Reputation* dengan nilai koefisien dari CSR adalah sebesar 0,062 dan nilai *p-value* sebesar 0,041; c) *Organization-public Relationship* berpengaruh terhadap *Corporate Reputation* dengan besarnya koefisien dari OPR adalah sebesar 0,085 dan nilai *p-value* sebesar 0,039.

Kata Kunci : *Corporate Social Responsibility, Organization-public Relationship, Corporate Reputation*



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The Influence of Corporate Social Responsibility Through Organization-public Relationship Towards Corporate Reputation PT. AE Indonesia, Tbk (Survey on Rubber Farmers in South Kalimantan)

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ABSTRACT

The resistance of many parties over the operations of the mining company because of the identical to environmental destruction. On the other hand, the company as a business, as the purpose of the establishment of the company is profit (profit-making), which was not only to provide benefits for business owners. Companies with a good reputation are a company with good financial performance. It had been the major task of the company, to maintain the stability of the company's reputation, builds long-term relationship between an organization and its publics through sustainable social responsibility.

The examined variables in this study is Corporate Social Responsibility (Carrol), Organization-Public Relationship (Grunig and Huang), and Corporate Reputation (Charles Fombrun). Sub variables of CSR consist of Economic, Legal, Ethical, and Philanthropic Responsibility. Sub variables of OPR consist of Control mutuality, Trust, Satisfaction, Commitment. And a sub variable of CR consists of Emotional Appeal, Products and Services, Financial Performance, Vision and Leadership, Workplace Environment, Social Responsibility.

This research is an explanatory. The method used is a survey method. The population of this research is the rubber farmers that buffeted by the by CSR program "Kebun Karet Unggul" PT. AE Indonesia, Tbk in the district of Tanjung by the number of 66.291 and obtained a sample of 118 respondents rubber farmers with sampling purposive sampling techniques. Analysis of the data in this study is hypothesis testing using structural equation modeling.

The results stated that; a) Corporate Social Responsibility does not affect the Organization-public relationship, with a coefficient of CSR is at -0.004 and p-value of 0.830; b) Corporate Social Responsibility has an influence towards Corporate Reputation with coefficient of CSR is at 0.062 and p-value of 0.041; c) Organization-Public Relationship has an influence towards Corporate Reputation with the coefficient of OPR is at 0.085 and p-value of 0.039.

Keywords : *Corporate Social Responsibility, Organization-public Relationship, Corporate Reputation*