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Implementasi *Corporate Social Responsibility* Kao Corporation dalam Kampanye *Go-Green* melalui *Painting Contest*

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## ABSTRAK

Penelitian ini membahas mengenai penerapan strategi kegiatan *Painting Contest* sebagai salah satu bentuk *Corporate Social Responsibility* Kao Corporation yang bersifat edukasi *Go-Green* terhadap anak. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana implementasi kegiatan *Corporate Social Responsibility Painting Contest* Kao Corporation serta alasan Kao Corporation menjalankan *CSR Painting Contest* sebagai strategi kampanye *Go Green*.

Penelitian ini dilakukan dengan pendekatan kualitatif dengan paradigma konstruktivis dan metode penelitian studi kasus. Teknik pengumpulan data diperoleh dengan dua cara yaitu primer dan sekunder. Primer yaitu wawancara terhadap subjek penelitian yang merupakan *key person* dalam kegiatan *Painting Contest*, dan sekunder dengan cara studi pustaka. Teori *Tripple Bottom Line* juga digunakan sebagai teori utama, sehingga penelitian ini dapat membongkar bagaimana kegiatan *CSR* melalui *Painting Contest* dapat berkontribusi langsung terhadap *sustainability* perusahaan.

Hasil penelitian menunjukkan bahwa *Painting Contest* adalah salah satu bentuk kegiatan *CSR* Kao Corporation yang bertujuan untuk memberikan edukasi kepada anak-anak usia 6-15 tahun tentang bagaimana pentingnya menjaga kelestarian lingkungan. Tema tersebut sejalan dengan *value go-green* perusahaan, dimana segala kegiatan dan aktifitas bisnis tidak hanya bersifat *profitable* namun juga harus memperhatikan faktor SDM dan lingkungan sehingga tujuan *sustainability* perusahaan bisa tercapai.

Simpulan dari penelitian ini adalah *Painting Contest* merupakan bagian dari kampanye *Go-Green* Kao Corporation yang bertujuan untuk membangun citra perusahaan. Tiga faktor utama dalam *Painting Contest* yaitu anak-anak sebagai target utama audience (*People*), cinta lingkungan sebagai tema lomba (*Planet*), serta *sustainability* perusahaan sebagai tujuan akhir kegiatan (*Profit*) memenuhi konsep *Tripple Bottom Line* yang digunakan dalam penelitian ini.

Kata Kunci: *Painting Contest*, *Coorporate Social Responsibility (CSR)*, *Tripple Bottom Line*

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### **ABSTRACT**

*This research discussed on how the Painting Contest is implemented as one of the Kao Corporation Corporate Social Responsibility by running Go-Green educational program to children. The purpose of this research is to discover how Painting Contest as a Corporate Social Responsibility is implemented and the reason why Kao Corporation run the CSR Painting Contest as part of their Go-Green Campaign strategy.*

*This research is approached by qualitative with constructive paradigm and case studies methods. There are two techniques in data gathering, which is primary and secondary. The primary technique is by conducting interviews on research subjects who held vital role in the Painting Contest, and the secondary technique is by literature studies. Triple Bottom Line is served as the main theory, so the research can conclude on how the CSR program through Painting Contest will directly contribute to the Corporate Sustainability.*

*The outcome of the Research shows that Painting Contest is one of the Kao Corporation CSR program which aim to give educational campaign to children between 6-15 years old on how important is to conserve the environment. The main theme is as well served as the Kao Corporation company Go-Green value, means that all activity and business programs are not only focused on the profitable factor but also consider the people and planet elements so that the main objective of corporate sustainability will be achieved.*

*This research concludes that Painting Contest is part of the Kao Corporation Go-Green campaign that aims to build corporate images. Three main factor on the Painting Contest, Children as the main audience (People), Preserve the Environment as the main theme (Planet), and Corporate sustainability as final objective (Profit) meet the concept of Tripple Bottom Line as main theory on this research.*

**Key Words:** *Painting Contest, Coorporate Social Responsibility (CSR), Tripple Bottom Line*