

ABSTRAK

Kesadaran stakeholder akan *sustainability* dan menuntut transparansi bukan hanya dilihat dari perusahaan yang sudah terakreditasi *sustainable* dan material yang digunakan juga suda terakreditasi tetapi *sustainable* juga dalam proses pembuatan sampel produk. Dalam mengembangkan *sustainable* dalam proses pembuatan sample produk dilakukan oleh kompetensi *designer* yang bukan hanya berperan dalam membuat merancang *design* produk tetapi juga dapat berkomunikasi dengan baik dalam menyampaikan sampel produk kepada *buyer* melalui penggunaan aplikasi 3D. Penelitian ini bertujuan untuk menjelaskan Pengaruh kapasitas komunikasi kelembagaan dalam mengembangkan *corporate sustainability*. Studi kasus di Perusahaan business development ULS. Penelitian ini ditinjau kritis terhadap teori komunikasi korporasi yaitu, *constitutive capacity of communication, sensemaking, identity*. Teori Komunikasi organisasi (CCO) dengan empat alur *member negotiation, self-structuring, activity coordination, institutional positioning*, yang menghubungkan *corporate reputation* dengan *corporate sustainability*. Paradigma penelitian yaitu paradigma konstruktivis dengan pendekatan kualitatif dan metode studi *kasus single case study*. Kapasitas komunikasi kelembagaan melalui kompetensi designer dapat mengembangkan *sustainability corporate*. Bentuk komunikasi *designer* yaitu komunikasi *bussines to business* karena klien dari perusahaan ULS adalah buyer retail. Komunikasi designer dalam pembuatan produk sampel yang *sustainable* melakukan tindakan koordinatif yang melibatkan beberapa divisi *merchandiser* dan *pattern maker*. Kompetensi designer dalam membuat 3D *simulation sample* menggunakan aplikasi 3D mengurangi limbah material, mengurangi waktu pembuatan dan saving coat material dan pengiriman sampel kepada buyer hal ini menjadi identitas perusahaan sebagai corporate sustainable yang terakreditasi secara internasional.

Kata Kunci: Kapasitas, Komunikasi Kelembagaan, *Corporate Sustainability*.

ABSTRACT

Stakeholder awareness of sustainability and demands for product transparency not only seen from companies that have been sustainability accredited and material used also been accredited however sustainable in the product manufacturing process. To develop sustainability in process product design is carried out by competent designer who do play a role in product design but also communicate well in delivering product sample to buyer through 3D application. This study aims to explain the capacity of communication organizations to develop corporate sustainability. A case study at Business development ULS. This study is critical of the theory of corporate communication, that is, constitutive capacity of communication, sensemaking, identity. Communicative Constitution of Organization (COO) with for flow; member negotiation, self-organization, activity coordination, institutional positioning, evolving theories reputation with the company's sustainability. The research paradigm is the constructivist paradigm with a qualitative approach and a single case study method. The designer form of communication is business to business communication due to the clients are retail buyers. Designer communication in the process sample making perform coordinated action involving merchandiser and pattern maker. The designer competence in making 3D simulation design sample using 3D application, saving time, save cost materials, delivery of sample product. Designer competencies becomes the identity of the company realize sustainable manufacturing with a reputation for product certification internationally.

Keywords: Capacity, Organizational Communication, Corporate Sustainability.

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