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**Implementasi Corporate Social Responsibility PT Diego Mandiri Jaya  
Melalui Donasi Alat Pelindung Diri (APD) Untuk Penanganan Covid-19 di  
RSUD Cipayung 2021.**

Bibliografi: 5 Bab 71 hal + Lampiran + 21 Buku + 3 Internet + 5 Jurnal

## **ABSTRAK**

Di era pandemi COVID-19 ini, penggunaan alat pelindung diri (APD) sangatlah penting untuk menurunkan risiko penularan penyakit infeksius pada tenaga medis. Perlindungan tenaga kesehatan garis depan kita sangatlah penting dan APD, termasuk masker medis, respirator, sarung tangan, jubah, dan pelindung mata, harus diprioritaskan bagi tenaga kesehatan dan orang-orang lain yang merawat pasien COVID-19. Peneliti mengangkat permasalahan tersebut dalam skripsi dengan judul **“Implementasi Corporate Social Responsibility PT Diego Mandiri Jaya Melalui Donasi Alat Pelindung Diri (APD) Untuk Penanganan Covid-19 di RSUD Cipayung 2021.”**

Penelitian ini menggunakan metode deskriptif-kualitatif dan menggunakan paradigma konstruktivisme. Teknik pengumpulan data yang digunakan yaitu wawancara mendalam dan studi kepustakaan dilakukan sebagai referensi dan penunjang pengumpulan data. Teknik pemeriksaan keabsahan data menggunakan triangulasi.

Hasil dari penelitian ini membahas mengenai Implementasi Corporate Social Responsibility PT Diego Mandiri Jaya melalui donasi Alat Pelindung Diri (APD) untuk Penanganan Covid-19 yaitu dengan hasil yang berdampak positif, keuntungan yang di dapatkan dari kedua belah pihak dan mendapatkan antusias dari nakes dan rumah sakit dengan program donasi APD.

Kata kunci: Public Relations, Corporate Social Responsibility, Implementasi.



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**Implementation of PT Diego Mandiri Jaya's Corporate Social Responsibility through Donation of Personal Protective Equipment (PPE) for Handling Covid-19 at Cipayung Hospital 2021**

Bibliografi: 5 Bab 71 hal + Lampiran + 21 Buku + 3 Internet + 5 Jurnal

## **ABSTRAK**

In this era of the COVID-19 pandemic, the use of personal protective equipment (PPE) is very important to reduce the risk of transmitting infectious diseases to medical personnel. The protection of our frontline healthcare workers is critical and PPE, including medical masks, respirators, gloves, gowns and eye protection, must be prioritized for healthcare workers and others caring for COVID-19 patients. The researcher raised this problem in a thesis with the title "Implementation of PT Diego Mandiri Jaya's Corporate Social Responsibility through Donation of Personal Protective Equipment (PPE) for Handling Covid-19 at Cipayung Hospital 2021".

This research uses descriptive-qualitative method and uses constructivism paradigm. The data collection techniques used are in-depth interviews and literature studies carried out as a reference and support for data collection. The technique of checking the validity of the data uses triangulation.

The results of this study discuss the implementation of PT Diego Mandiri Jaya's Corporate Social Responsibility 2021 through the donation of Personal Protective Equipment (PPE) for Handling Covid-19, namely with positive results, benefits obtained from both parties and getting enthusiasm from the health workers and homes. sick with the PPE donation program.

Keywords: Public Relations, Corporate Social Responsibility, Implementation.