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Pengelolaan Program *Corporate Social Responsibility* (CSR) PT. Optik Tunggal Sempurna (Studi Deskriptif Pada Kegiatan Pembagian Kacamata Untuk Anak Penderita Katarak Kongenital)

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Bibliografi : 22 Buku + 8 Jurnal + 2 website

### ABSTRAK

*Public Relations* menyangkut kepentingan setiap organisasi, baik itu organisasi yang bersifat komersial maupun yang non-komersial, begitupula didalamnya dengan pengelolaan program *Corporate Social Responsibility* (CSR) salah satunya kegiatan pembagian kacamata untuk anak penderita katarak kongenital. Banyak yang menganggap katarak hanya diderita oleh orang dewasa saja, namun hal itu tidak tepat. Bayi dapat mengalami katarak bawaan lahir atau katarak kongenital.

Teori yang digunakan dalam penelitian ini adalah teori pengelolaan program *public relations* oleh Wilcox dan Cameron yakni ada 6 tahapan yaitu step pertama *research and analysis*, step ke-dua *policy formulation*, step ke-tiga *programming*, step ke-empat *communication*, step ke-lima *feedback*, and step ke-enam *assessment*.

Metode yang digunakan dalam penelitian ini adalah deskriptif dengan pendekatan kualitatif. Paradigma penelitian ini adalah post-positivisme. Dimana data yang diperoleh melalui wawancara mendalam serta melakukan observasi.

Hasil dari penelitian menunjukkan bahwa Pengelolaan program *Corporate Social Responsibility* (CSR) Optik Tunggal telah melalui 5 tahapan, yaitu *research and analysis, programming, communication, feedback, and assessment*.

**Kata Kunci:** Pengelolaan Program *Public Relations, Corporate Social Responsibility* (CSR), PT. Optik Tunggal Sempurna



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Managing Corporate Social Responsibility (CSR) Program of PT. Optik Tunggal Sempurna (Descriptive Study of Glasses Distribution Activities for Children with Congenital Cataract Patients)

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### ABSTRACT

Public Relations related to the interests of each organization, both commercial and non-commercial related organizations, as well as managing the Corporate Social Responsibility (CSR) program, one of which is a company that provides glasses for children suffering from congenital cataracts. Many people think that cataracts only affect adults, but this is not appropriate. Babies can recover from congenital cataracts or congenital cataracts.

The theory used in this study is the theory of the management of public relations programs by Wilcox and Cameron, namely there are 6 stages, namely the first research and analysis, the second step of policy formulation, the second step of programming, the fourth step of communication, the fourth step of communication, the fifth step of feedback, and the sixth step of the assessment.

This type of research used in this research is descriptive research with qualitative. The paradigm of this research is post-positivism. Where data obtained through interviews are collected and observations are made.

The results of the study show that the management of the Single Optical Corporate Social Responsibility (CSR) program has gone through 5 stages, namely research and analysis, programming, communication, feedback, and assessment.

**Keywords:** *Management of Public Relations Programs, Corporate Social Responsibility (CSR), PT. Optik Tunggal Sempurna.*