

ABSTRAK

Pandemi Covid-19 merubah strategi pelaksanaan program CSR *Online Scholarship Competition* Media Group menjadi daring. Media Group menerapkan model CSR *Cause promotion* dan *corporate philanthropy*. *Emotional Appeal* dan *Social Responsibility* merupakan elemen reputasi yang dihasilkan dari pelaksanaan *Online Scholarship Competition* oleh Media Group. Penelitian ini bertujuan untuk menggambarkan dan menjelaskan pengelolaan program CSR *Online Scholarship Competition* (OSC) oleh Media Group pada masa pandemi Covid-19 tahun 2020 dan 2021 dalam membangun reputasi perusahaan. Metode penelitian yang digunakan adalah studi kasus dengan pendekatan deskriptif kualitatif. Paradigma penelitian yakni konstruktivis. Hasil penelitian menunjukkan bahwa perencanaan program CSR *Online Scholarship Competition* hanya mencakup dua tahapan yakni *awareness building* dan *CSR assessment*, tahap implementasi program *Online Scholarship Competition* dilakukan dengan menerapkan rangkaian langkah yang meliputi: pemetaan sumber daya, infrastruktur, dan jenis tugas, pengarahan, *controlling*, hingga *executing*, indikator keberhasilan dalam program CSR OSC diukur melalui jumlah pendaftar, jangkauan dan impresi di media digital, serta partisipasi kampus mitra. Pelaporan dilakukan oleh *project officer* kepada *board of director* serta para kampus yang menjadi mitra sekaligus penyedia beasiswa.

Kata kunci : *Corporate Social Responsibility, Online Scholarship Competition, Media Group, Reputasi*

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ABSTRACT

The Covid-19 pandemic has transformed the strategy of implementing the CSR Online Scholarship Competition by Media Group into an online format. Media Group has adopted the CSR Cause Promotion and Corporate Philanthropy model. Emotional Appeal and Social Responsibility are reputation elements resulting from the implementation of the Online Scholarship Competition by Media Group. This study aims to depict and explain the management of the CSR Online Scholarship Competition (OSC) program by Media Group during the Covid-19 pandemic in 2020 and 2021 in building the company's reputation. The research methodology employed is a case study with a qualitative descriptive approach, rooted in the constructivist paradigm. The research findings indicate that the planning of the CSR Online Scholarship Competition program encompasses two stages: awareness building and CSR assessment. The implementation of the Online Scholarship Competition program is carried out through a series of steps, including resource mapping, infrastructure and task categorization, guidance, controlling, and executing. Success indicators for the CSR OSC program are measured by the number of applicants, reach and impressions on digital media, as well as participation from partner campuses. Reporting is conducted by the project officer to the board of directors and the partner campuses, who also provide the scholarships.

Kata kunci : Corporate Social Responsibility, Online Scholarship Competition, Media Group, Reputation

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