

ABSTRAK

Nama : Retno Engelita Devi Permata Sari
NIM : 44218310004
Program Studi : Public Relations
Judul Laporan Skripsi : IMPLEMENTASI PENGELOLAAN CORPORATE SOCIAL RESPONSIBILITY STARBUCKS COFFEE INDONESIA PADA SEPTEMBER 2022
Pembimbing : Martina Shalaty Putri Pane, M.Si
Bibliografi : 5 Bab + 96 Halaman+ 15 Buku + 2 Internet

Undang-Undang Nomor 40 Tahun 2007 tentang Perseroan Terbatas (selanjutnya ditulis UUPT 2007) telah mengatur bagian Tanggung Jawab Sosial dan Lingkungan. CSR merupakan hal penting bagi perusahaan dan merupakan suatu kewajiban bagi perseroan khususnya untuk yang menjalankan kegiatan usahanya di bidang dan atau berkaitan dengan sumber daya alam. Salah satu cara yang bisa dilakukan perusahaan dalam mewujudkan tujuan tersebut yaitu melalui program tanggung jawab sosial perusahaan atau yang biasa disebut dengan Corporate Social Responsibility (CSR).

Penelitian ini ingin mengetahui implementasi CSR oleh Starbucks Coffe Indonesia. Objek penelitian adalah Starbucks Coffe Indonesia. Data diperoleh dari wawancara dan studi pustaka. Sedangkan teknik keabsahan data menggunakan triangulasi sumber. Penelitian ini penelitian deskriptif kualitatif penelitian yang dimaksud untuk memahami fenomena tentang apa yang dialami oleh subjek penelitian. Penelitian deskriptif merupakan penelitian terhadap fenomena atau populasi tertentu yang diperoleh peneliti dari subject yang berupa individu, organisasional atau perspektif yang lain.

Dari penelitian ini bahwa pada tanggal 8 september 2022 Starbucks Coffee Indonesia menggandeng Habitat For Humanity Indonesia melakukan kegiatan CSR di desa Kampung Gunung Batu Kidul - Desa Bojong Koneng, Kecamatan Babakan Madang, Sentul, Jawa Barat. Yang bertempat di RT 1 dan 2 RW 11. Dengan membangun 21 toilet bagi masyarakat berpenghasilan rendah dan memberikan alat - alat untuk mandi, seperti sabun mandi, sampo rambut, dan pasta gigi diberikan kepada masyarakat yang mendapatkan bantuan dari CSR ini.

Kata Kunci: IMPLEMENTSI, PENGELOLAAN, CORPORATE SOCIAL RESPONSIBILITY, STARBUCKS, SEPTEMBER 2022

ABSTRACT

Name : Retno Engelita Devi Permata Sari
NIM : 44218310004
Study Program : *Public Relations*
Title of Thesis Report : *IMPLEMENTATION OF STARBUCKS COFFEE
INDONESIA CORPORATE SOCIAL RESPONSIBILITY
MANAGEMENT IN SEPTEMBER 2022*
Counselor : Martina Shalaty Putri Pane, M.Si
Bibliography : 5 Chapters + 96 Pages +15 Books+2 Internet

Law Number 40 of 2007 concerning Limited Liability Companies (hereinafter written UUPT 2007) has regulated the Social and Environmental Responsibility section. CSR is important for the company and is an obligation for the company, especially for those who carry out their business activities in the field of and or related to natural resources. One way that companies can do in realizing these goals is through corporate social responsibility programs or commonly referred to as Corporate Social Responsibility (CSR).

This study wants to know the implementation of CSR by Starbucks Coffee Indonesia. The object of research is Starbucks Coffee Indonesia. Data obtained from interviews and literature study. While the data validity technique uses source triangulation. This research is a descriptive qualitative research that is intended to understand the phenomenon of what is experienced by the research subject. In this study, researchers used a descriptive approach. Descriptive research is research on certain phenomena or populations obtained by researchers from subjects in the form of individual, organizational or other perspectives.

From this research, on September 8, 2022 Starbucks Coffee Indonesia collaborated with Habitat For Humanity Indonesia to carry out CSR activities in the village of Kampung Gunung Batu Kidul - Bojong Koneng Village, Babakan Madang District, Sentul, West Java. Which are located in RT 1 and 2 RW 11. By building 21 toilets for low-income people and providing toiletries, such as bath soap, hair shampoo, and toothpaste, they are given to people who receive assistance from this CSR.

Keywords: IMPLEMENTATION, MANAGEMENT, CORPORATE SOCIAL RESPONSIBILITY, STARBUCKS, SEPTEMBER 2022