

Tipe Koleksi: UHAMKA - Artikel Ilmiah

Evaluasi Tanggung Jawab Sosial Perusahaan Terhadap Publik Eksternal (Studi Audit Kehumasan "Pundi Amal SCTV Peduli")

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Deskripsi Lengkap: <http://lib.uhamka.ac.id/detail.jsp?id=48512&lokasi=lokal>

Abstrak

Corporate Social Responsibility activities administered by SCTV are forms of corporate social awareness to the society. Besides, indirectly the existence of the society can contribute to the success of the corporation. Pundi Amal SCTV Peduli program is an attempt to create a harmonious relationship with the society and as an effort to create Good Corporate Government in internal surroundings of SCTV itself. In this research the writer employed a phenomenological approach, an approach which objectively focuses on behavior aspects. The implementation of Pundi Amal SCTV Peduli program as a CSR program was done in three pillars of activities, education pillar, health pillar, and environment pillar. Those pillars were then evaluated using CSR concept and public relations audit theory. Therefore, there was a conformance between the implementation of CSR and its concept. Carrol about tripple bottom lines is in line with CSR concept implemented in Pundi Amal SCTV Peduli program, in which the corporation could gain profit in the forms of good image and public trust.