

ABSTRAK

Sefty Putri Andini. 41153030160052. Strategi Perencanaan Komunikasi Corporate Social Responsibility Studi Deskriptif Kualitatif Pada PT Trisula Textile Industries. Penelitian ini bertujuan untuk mengetahui strategi perencanaan komunikasi Corporate Social Responsibility. Mengetahui tahap tahap perencanaan strategi di PT Trisula Textile Industries.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan penelitian studi deskriptif kualitatif. Dalam penelitian ini peneliti menggunakan beberapa teori yang relevan, yaitu teori strategi perencanaan Public Relation dari Ronald D Smith. Subyek penelitian adalah manager dan staff yang bekerja di PT Trisula Textile Industries. Proses pengumpulan data diperoleh melalui wawancara mendalam, dan pengamatan terhadap informan, sedangkan untuk data penunjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, studi literatur lainnya, dan wawancara dengan pihak terkait.

Hasil penelitian ini menunjukkan bahwa strategi perencanaan komunikasi Corporate Social Responsibility di PT Trisula Textile Industries adalah dengan beberapa strategi yang merupakan bagian penting sebagai proses awal penentuan strategi, dimana setiap tahap ini digunakan untuk mengumpulkan semua informasi dan sekaligus menganalisa situasi.

Kata kunci: Strategi, Komunikasi, Perencanaan, Corporate Social Responsibility

ABSTRACT

Sefty Putri Andini. 41153030160052. Corporate Social Responsibility Communication Planning Strategy Qualitative Descriptive Study at PT Trisula Textile Industries. This research aims to find out corporate social response communication planning strategies. Know the stage of strategic planning at PT Trisula Textile Industries.

This research uses qualitative research methods with a qualitative descriptive study research approach. In this study, researchers used several relevant theories, namely Ronald D Smith's Public Relation planning strategy theory. The subjects of the study were managers and staff working at PT Trisula Textile Industries. The data collection process is obtained through in-depth interviews, and observations of informants, while for supporting data obtained through the study of documentation of previous research results, other literature studies, and interviews with related parties.

The results of this study show that corporate social responsibility communication planning strategy at PT Trisula Textile Industries is with several strategies that are an important part of the initial process of determining the strategy, where each stage is used to gather all the information and at the same time analyze the situation.

Keywords: *Strategy, Communication, Planning, Corporate Social Responsibility*

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