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MEDIA CONTENT ANALYSIS IN THE PROVINCE OF EAST KALIMANTAN AND PUBLIC PERCEPTION ON THE IMPLEMENTATION CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT The issue of Corporate Social Responsibility is considered as a sensitive issue since it relates to the company's contribution to develop and to increase community welfare. However, the concept of CSR implemented by the corporations is more on carrying the image building and social investment mission made by the public relations division through the mass media. Therefore, this media content analysis is conducted to determine the CSR trend reported by the corporate and the media. The analysis was done quantitatively which are presented in tables and charts, then enriched with interviews to refine the analysis. Based on the research, the CSR news covered is more on the charity/donor/sponsorship, and frequently used as a tool of corporate PR to promote "the good things" that have been undertaken by the companies. The public representative also stated that the CSR news written by the media move on to promote that the company has done good things for the community. This happens because of the news only contain info and photos that show the sheer relief only which indicate that the newspaper has a firm economic independency that creates a situation where the media cannot be actively critic the CSR programs which have undertaken by the companies.

Keywords: Content Analysis, CSR Implementation, Public Perception

ANALISIS ISI MEDIA DI PROVINSI KALIMANTAN TIMUR DAN PERSEPSI PUBLIK TERHADAP IMPLEMENTASI TANGGUNG JAWAB SOSIAL PERUSAHAAN

ABSTRAK Isu Tanggung Jawab Sosial Perusahaan (CSR) merupakan sebuah masalah yang dianggap sensitif karena berkaitan dengan kontribusi yang diberikan oleh perusahaan baik itu nasional dan multinasional untuk mengembangkan dan membantu meningkatkan kesejahteraan masyarakat. Namun demikian, konsep CSR yang diimplementasikan oleh perusahaan-perusahaan tersebut lebih untuk membangun image dan misi investasi sosial yang dibuat oleh divisi Humas melalui media masa. Oleh sebab itu, analisis isi media ini dilakukan untuk menganalisis kecenderungan pemberitaan tentang CSR yang dilakukan oleh perusahaan dan media. Analisa dilakukan dengan pendekatan kuantitatif yang disajikan dalam tabel dan grafik, kemudian dilengkapi dengan data interview untuk memperoleh data yang lebih komprehensif. Berdasarkan penelitian, berita CSR yang dimuat lebih banyak tentang amal/donor/sponsor, dan sering kali digunakan sebagai alat humas perusahaan untuk mempromosikan "hal baik" yang dilakukan oleh perusahaan. Persepsi publik yang didapatkan juga menyatakan bahwa berita CSR yang dimuat oleh berita lebih untuk mempromosikan perusahaan yang telah melakukan hal baik bagi masyarakat. Hal ini dilakukan karena berita-berita tersebut banyak memuat informasi dan foto yang menunjukkan informasi positif semata yang mengindikasikan bahwa surat kabar memiliki ketergantungan politik yang menjadikan media tidak bisa secara aktif mengkritisi program CSR yang dilakukan oleh perusahaan.

Kata Kunci: Analisis Isi, Implementasi CSR, Persepsi Publik

INTRODUCTION
Corporate Social Responsibility (CSR) is an important concept and a medium for companies when responding to various matters that arise as a result of business or activities they do. Corporate and its Public Relations Officer (PRO) try to respond the criticism addressed to them when they got labeled as company that does not care about the social environment, by sending a message to the wider world that they do positively contribute to society in many ways, both in local and global scale (Prabu, Kline & Dai, 2005).
Broadly say, CSR is defined as a corporate responsibility to the communities in which the company lies and operates. Specifically, CSR is a set of activities concerned on how company identifies and incorporates the needs and values of its

1 Rampton, S. (2004). Corporate Social Responsibility and the crisis of globalisation. Center for Media and Democracy. Available in <http://www.praetich.org/node/273/print>

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