

## ABSTRAK

**Fathir Nugraha,** Pengelolaan *Corporate Social Responsibility* Melalui Pendekatan *Four Step Public Relations* (Studi Deskriptif pada Program Permata BRAVE PT Permata Bank Tbk).

Program CSR Permata BRAVE (*Because Everyone is Able & Creative*) merupakan program pelatihan dan pembinaan untuk penyandang disabilitas di bidang literasi keuangan. Program Permata BRAVE menarik untuk diteliti karena perhatian pada isu kesetaraan bagi kelompok penyandang disabilitas di Indonesia masih kurang. Perhatian serius Permata Bank pada kelompok penyandang disabilitas dibuktikan dengan penghargaan dari kementerian sosial yang diraih Permata BRAVE pada tahun 2020.

Penelitian ini berusaha menggambarkan proses pengelolaan *corporate social responsibility* Permata BRAVE meliputi perumusan masalah, perencanaan, bertindak dan berkomunikasi, dan evaluasi. Paradigma yang digunakan dalam penelitian ini adalah konstruktivisme. Pendekatan yang digunakan dalam penelitian ini adalah kualitatif. Metode yang digunakan dalam penelitian ini adalah analisis deskriptif. Data –data penelitian dikumpulkan melalui teknik observasi partisipasi pasif, wawancara mendalam, dan studi dokumentasi.

Konsep yang digunakan dalam penelitian ini adalah konsep *four step public relations* dari Cutlip, Center, dan Broom. Peneliti menggunakan konsep tersebut karena relevan dengan tahapan-tahapan proses pengelolaan *corporate social responsibility* yang dilakukan oleh Permata Hati dalam Program Permata BRAVE.

Hasil dan pembahasan dari penelitian ini menunjukkan bahwa pengelolaan *corporate social responsibility* Program Permata BRAVE dimulai dengan tahap perumusan masalah (*defining problem*) meliputi (1) analisis program dan (2) analisis khalayak. Tahap kedua perencanaan (*planning*) meliputi (1) penetapan tujuan, (2) penentuan mitra, (3) pemrograman, dan (4) penganggaran. Tahap ketiga bertindak dan berkomunikasi (*taking action and communicating*) meliputi (1) penyebaran informasi di media sosial, (2) sosialisasi program secara daring, dan (3) pelaksanaan program secara daring. Dan tahap terakhir evaluasi (*evaluation*) meliputi (1) penilaian kepuasan penerima manfaat.

Berdasarkan hasil penelitian, disimpulkan bahwa Pengelolaan *corporate social responsibility* Permata Bank telah sesuai dengan tahapan dalam konsep *four step public relations*.

**Kata kunci:** *Corporate social responsibility*, Permata BRAVE, *four step public relations*,

## ABSTRACT

**Fathir Nugraha**, Management of Corporate Social Responsibility Through a Four Step Public Relations Approach (Descriptive Study on the Permata BRAVE Program of PT Permata Bank Tbk.

Permata BRAVE CSR Program (Because Everyone is Able & Creative) is a training and coaching program for people with disabilities in the field of financial literacy. The Permata BRAVE program is interesting to study because there is still insufficient attention to the issue of equality among people with disabilities in Indonesia. Permata Bank's attention to groups of people with disabilities is evidenced by the award from the Ministry of Social Affairs that Permata BRAVE won in 2020.

This study seeks to describe the process of managing Permata BRAVE's corporate social responsibility including defining problem, planning, taking action and communicating, and evaluation. The paradigm used in this research is constructivism. The approach used in this research is qualitative. The method used in this research is descriptive analysis. Research data were collected through passive participatory observation techniques, in-depth interviews, and documentation studies.

The concept used in this research is the four-step public relations concept from Cutlip, Center, and Broom. The reason the researcher uses this concept is because it is relevant to the stages of the corporate social responsibility management process carried out by Permata Hati in the Permata BRAVE Program.

The results and discussion of this study indicate that the management of Permata BRAVE's corporate social responsibility program begins with the problem-defining stage, which includes (1) program analysis and (2) audience analysis. The second stage of planning includes (1) goal setting, (2) partner determination, (2) programming, and (3) budgeting. The third stage of acting and communicating includes the (1) dissemination of information on social media, (2) online program socialization, and (3) online program implementation. And the last stage of evaluation (evaluation) includes (1) an assessment of beneficiary satisfaction.

Based on the results of the study, it was concluded that the management of Permata Bank's corporate social responsibility was in accordance with the stages in the four-step public relations concept.

**Keywords:** Corporate social responsibility, Permata BRAVE, four step public relations,