

## ABSTRAK

**Fadhil Ramadhan Fathurrahman:** Manajemen *Corporate Social Responsibility* pada Program “Rengkam di Perbatasan” (Studi Deskriptif pada Humas PT PLN Batam)

*Corporate social responsibility* merupakan kewajiban perusahaan untuk bertanggung jawab dalam kesejahteraan sekitarnya pada aspek ekonomi, sosial, dan lingkungan. CSR dilakukan perusahaan dari sisihan hasil laba sebagai bentuk etika bisnis dalam mendukung tujuan pembangunan berkelanjutan.

Penelitian ini bertujuan untuk mengetahui dan menganalisis terkait manajemen *corporate social responsibility* program “Rengkam di Perbatasan” oleh humas PT PLN Batam yang mengacu pada konsep *four step PR* oleh Cutlip, Center, dan Broom yakni: Tahap pencarian fakta, perencanaan dan pengorganisasian, aksi dan komunikasi, serta evaluasi.

Penelitian ini menggunakan paradigma konstruktivisme dengan menggunakan pendekatan kualitatif yang diwujudkan dalam metode deskriptif. Teknik pengumpulan data yang digunakan dalam penelitian ialah wawancara mendalam didukung oleh dokumentasi.

Hasil penelitian menunjukkan kegiatan manajemen *corporate social responsibility* oleh humas PT PLN Batam program “Rengkam di Perbatasan” menerapkan konsep *four step PR* oleh Cutlip, Center, dan Broom. Tahap pencarian fakta melalui kegiatan survey lapangan dan *social mapping*. Tahap perencanaan dan pengorganisasian melalui kegiatan pembuatan *framework*, pembuatan *roadmap*, dan koordinasi dengan pihak terkait. Tahap aksi dan komunikasi dilakukan dengan kegiatan *briefing* dan pelaksanaan program. Tahap Evaluasi melalui kegiatan pengawasan program, evaluasi berkala, dan membuat laporan akhir tahun.

Simpulan penelitian menunjukkan humas PT PLN menjalankan kegiatan CSR program “Rengkam di Perbatasan” sebagai bentuk kontribusi dalam mendukung tujuan pembangunan berkelanjutan dengan mengamali konsep *four step PR* yang terdiri dari beberapa kegiatan secara sistematis dan terstruktur agar dapat berjalan secara optimal.

**Kata Kunci:** Manajemen PR, *Corporate Social Responsibility*

## **ABSTRACT**

**Fadhil Ramadhan Fathurrahman:** *Corporate Social Responsibility Management in the Seaweed Program at the Border (Descriptive Study of Public Relations of PT PLN Batam).*

*Corporate social responsibility is a company's obligation to be responsible for the welfare of its surroundings in economic, social and environmental aspects. CSR is carried out by companies from profit margins as a form of business ethics in supporting sustainable development goals.*

*This research aims to find out and analyze the management of the corporate social responsibility program "Seaweed on the Border" by the public relations of PT PLN Batam which refers to the four step concept of PR by Cutlip, Center, and Broom, namely: Fact finding, planning and organizing, action and communication stages, as well as evaluation.*

*This research uses a constructivist paradigm using a qualitative approach which is realized in descriptive methods. The data collection technique used in the research is in-depth interviews supported by documentation.*

*The research results show that the management of corporate social responsibility activities carried out by PT PLN Batam in the seaweed program at the border has implemented the four step PR concept by Cutlip, Center and Broom. The fact-finding stage was carried out with field survey and social mapping activities. The planning and organizing stages are carried out through framework creation activities, roadmap creation, and coordination with related parties. The action and communication stages are carried out with briefing activities and program implementation. The Evaluation Stage involves program monitoring activities, periodic evaluations, and making end-of-year reports.*

*The research conclusions show that PT PLN public relations carries out the CSR program "Seaweed at the Border" as a form of contribution in supporting sustainable development goals by implementing the four step PR concept which consists of several systematic and structured activities so that they can run optimally*

**Key Words:** *Public Relations Management, Corporate Social Responsibility*