

**IMPLEMENTASI *CORPORATE SOCIAL RESPONSIBILITY*-CSR PT
FIFGROUP DALAM MENINGKATKAN REPUTASI PERUSAHAAN
(Studi Kasus pada PT. FIFGroup Peduli Pendidikan di RPTRA Anggrek &
Bahari Cilandak, Jakarta Selatan)**

DEWI ORIANA MARPAUNG

Abstrak

Corporate Social Responsibility didefinisikan sebagai tanggung jawab perusahaan kepada para pemangku kepentingan untuk berlaku etis, meminimalkan dampak negatif dan memaksimalkan dampak positif yang mencakup aspek ekonomi, sosial, dan lingkungan (*triple bottom line*). Terdapat dua Undang-Undang (UU) yang mempertegas bahwa program CSR merupakan kewajiban bagi Perseroan Terbatas, yakni menegaskan tentang CSR UU No.4 tahun 2007 tentang Perseroan Terbatas (PT) pasal 74 dan UU No.25 tahun 2007 tentang Penanaman Modal pasal 15,17, dan 34. Namun Implementasi CSR di Indonesia yang masih rendah yang ditunjukkan oleh penelitian LSPR & University Sains Malaysia bahwa Indonesia berada di peringkat terbawah dalam pelaksanaan CSR di 7 negara Asia dan Tingkat pendidikan anak yang ada di Indonesia. Penelitian ini akan membahas mengenai bagaimana implementasi *Corporate Social Responsibility* yang dilaksanakan PT FIFGroup dalam meningkatkan reputasi perusahaan melalui program CSR Peduli Pendidikan. Teori yang digunakan dalam penelitian ini adalah Teori Legitimasi (*Legitimacy Theory*), sebab teori ini berkaitan dengan reputasi perusahaan atau instansi. Metode penelitian yang digunakan adalah studi kasus. Hasil penelitian ini menunjukkan bahwa implementasi *Corporate Social Responsibility* PT FIFGroup dalam bidang pendidikan dapat meningkatkan reputasi perusahaan.

Kata Kunci: *Corporate Social Responsibility*, Program Pendidikan, Reputasi

**THE IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY-CSR
OF PT. FIFGROUP IN ENHANCING THE REPUTATION OF THE COMPANY
(Case study on PT FIFGroup care about education at the Orchid RPTRA &
Nautical Cilandak, South Jakarta)**

DEWI ORIANA MARPAUNG

Abstract

Corporate Social Responsibility is defined as a corporate responsibility to stakeholders to apply ethical, minimizing negative impacts and maximize positive impacts that include economic aspects, social, and environment (triple bottom line). There are two laws (law), which reaffirms that the CSR program is the obligation for a limited liability company, i.e. affirming about CSR Act No. 4 of the year 2007 regarding limited liability company (PT) Article 74 and Act No. 25-year 2007 about Investing article 15.17, and 34. However, the implementation of CSR in Indonesia are still low, indicated by studies of the University of science Malaysia & LSPR that Indonesia is ranked lowest in the implementation of CSR in 7 countries of Asia and the level of education that exists in Indonesia. This research will discuss on how the implementation of Corporate Social Responsibility implemented PT FIFGroup in enhancing the company's reputation through CSR programmes Concerned education. The theory used in this study is a theory of Legitimacy (Legitimacy Theory), since this theory is concerned with the reputation of the company or agency. Research methods used are case studies. The results of this research show that the implementation of Corporate Social Responsibility of PT FIFGroup in education can enhance the reputation of the company.

Keywords: *Corporate Social Responsibility, Educational Programs, Reputation*