

**PENGARUH VIDEO CSR FIFGROUP TERHADAP PENGETAHUAN DAN SIKAP
(STUDI EKSPERIMEN PADA WARGA PERUMAHAN *SPRING GARDEN RESIDENCE*
PONDOK MELATI, BEKASI)**

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ABSTRAK

Perkembangan kegiatan CSR semakin pesat karena mendapat banyak perhatian dari berbagai pihak. Oleh karena itu, komunikasi CSR menjadi tantangan perusahaan agar tidak menghadirkan respon negatif. Respon negatif seperti skeptisme dapat muncul akibat adanya paradoks antara sifat perusahaan dan sifat CSR serta pemberitaan negatif tentang perusahaan. Hal ini kemudian dapat menghadirkan disonansi kognitif pada individu. Penelitian ini mengkaji pengaruh video CSR FIFGROUP terhadap pengetahuan dan sikap dengan menggunakan teori disonansi kognitif. Responden pada penelitian ini berjumlah 16 responden yang merupakan warga perumahan *Spring Garden Residence*, RT 09/03. Penelitian kuasi eksperimen dan data yang dibandingkan berasal dari responden yang sama. Berdasarkan Uji *Paired Sample t-Test*, menunjukkan bahwa tingkat pengetahuan awal dan pengetahuan akhir memiliki perbedaan dengan nilai signifikansi *2-tailed* < 0.05 ($< 0.001 < 0.05$) sedangkan sikap awal dan sikap akhir tidak memiliki perbedaan dengan nilai signifikansi *2-tailed* > 0.05 ($0.14 > 0.05$) setelah diberikan perlakuan. Hasil penelitian ini mendukung H1 bahwa terdapat perbedaan antara pengetahuan awal dan pengetahuan akhir tentang perusahaan diberikan perlakuan. Namun, H2 ditolak sehingga tidak terlihat perbedaan signifikan antara sikap awal dan sikap akhir responden setelah diberikan perlakuan. Oleh karena itu, dapat disimpulkan bahwa disonansi kognitif pada responden berkurang dengan adanya pengetahuan baru namun, disonansi kognitif tidak berkurang dengan tidak adanya perbedaan sikap responden setelah diberikan perlakuan berupa menonton video CSR FIFGROUP.

Kata Kunci: Pengetahuan, Sikap, CSR, Disonansi Kognitif, Perbedaan

**THE INFLUENCE OF CSR FIFGROUP VIDEO ON KNOWLEDGE AND ATTITUDES
(EXPERIMENTAL STUDY ON RESIDENTS OF SPRING GARDEN RESIDENCES
PONDOK MELATI, BEKASI)**

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ABSTRACT

The development of CSR activities is increasing rapidly because it has received a lot of attention from various parties. Therefore, CSR communication is a challenge for companies to avoid negative responses. Negative responses such as skepticism can arise due to the paradox between the nature of the company and the nature of CSR and negative news about the company. This can then present cognitive dissonance in individuals. This study examines the effect of FIFGROUP CSR video on knowledge and attitude using cognitive dissonance theory. Respondents in this study amounted to 16 respondents who were residents of Spring Garden Residence, RT 09/03. Quasi-experimental research and the data compared came from the same respondents. Based on the Paired Sample t-Test Test, it shows that the level of initial knowledge and final knowledge has a difference with a 2-tailed significance value < 0.05 ($< 0.001 < 0.05$) while the initial attitude and final attitude have no difference with a 2-tailed significance value > 0.05 ($0.14 > 0.05$) after being given treatment. The results of this study support H1 that there is a difference between initial knowledge and final knowledge about the company given treatment. However, H2 was rejected so that there was no significant difference between the initial attitude and the final attitude of the respondents after being given the treatment. Therefore, it can be concluded that cognitive dissonance in respondents is reduced by the existence of new knowledge, however, cognitive dissonance is reduced by the presence of new knowledge. Therefore, it can be concluded that cognitive dissonance in respondents is reduced by the existence of new knowledge, however, cognitive dissonance is not reduced by the absence of differences in respondents' attitudes after being given treatment in the form of watching FIFGROUP CSR videos.

Keywords: Knowledge, Attitude, CSR, Cognitive Dissonance, Difference