

**Analisis Isi Komunikasi *Corporate Social Responsibility* Pada Instagram
Perusahaan *Fast Moving Consumer Goods* Selama Isu Boikot Konflik Israel-
Palestina 2023**

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ABSTRAK

Isu boikot terhadap perusahaan multinasional akibat konflik Israel–Palestina pada tahun 2023 berdampak signifikan terhadap reputasi dan kepercayaan publik, termasuk pada perusahaan *Fast Moving Consumer Goods* (FMCG) seperti Danone, Nestlé, dan Unilever. Dalam situasi krisis tersebut, perusahaan perlu menunjukkan komitmen sosial dan kemanusiaan melalui komunikasi *Corporate Social Responsibility* (CSR). Penelitian ini bertujuan untuk menganalisis tema CSR yang dikomunikasikan melalui akun Instagram perusahaan FMCG berdasarkan indikator Kotler & Lee, yaitu *cause promotion*, *corporate social marketing*, *corporate philanthropy*, *community volunteering*, dan *socially responsible business practice*. Penelitian ini menggunakan metode kuantitatif dengan pendekatan analisis isi deskriptif terhadap 117 konten @danoneindonesia, 60 konten @nestle_indonesia, dan 43 konten @unileveridn. Hasil uji reliabilitas antarkoder menggunakan formula Scott menunjukkan nilai reliabilitas sebesar 0,90 yang termasuk kategori sangat tinggi. Hasil penelitian menunjukkan bahwa unggahan @danoneindonesia mengandung tema edukasi lingkungan sebesar 93%, @nestle_indonesia sebesar 86%, dan @unileveridn sebesar 90%. Tema CSR yang paling dominan adalah *corporate social marketing* dan *socially responsible business practice*, sedangkan tema *cause promotion*, *corporate philanthropy*, dan *community volunteering* masih rendah dan perlu ditingkatkan.

Kata kunci: komunikasi CSR, tema CSR, media sosial, analisis isi, perusahaan FMCG

**A Content Analysis of Corporate Social Responsibility
Communications on Instagram of Fast Moving Consumer Goods Companies
During the 2023 Israel-Palestine Conflict Boycott Issue**

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ABSTRACT

The boycott issue against multinational companies due to the Israeli-Palestinian conflict in 2023 has a significant impact on the reputation and public trust, including on Fast Moving Consumer Goods (FMCG) companies such as Danone, Nestlé, and Unilever. In this crisis situation, companies need to demonstrate social and humanitarian commitment through Corporate Social Responsibility (CSR) communication. This study aims to analyze CSR themes communicated through FMCG companies' Instagram accounts based on Kotler & Lee indicators, namely cause promotion, corporate social marketing, corporate philanthropy, community volunteering, and socially responsible business practice. This study uses a quantitative method with a descriptive content analysis approach to 117 @danoneindonesia contents, 60 @nestle_indonesia contents, and 43 @unileveridn contents. The results of the intercoder reliability test using the Scott formula showed a reliability value of 0.90, which is included in the very high category. The results showed that 93% of posts from @danoneindonesia contained environmental education themes, 86% from @nestle_indonesia, and 90% from @unileveridn. The most dominant CSR themes were corporate social marketing and socially responsible business practices, while cause promotion, corporate philanthropy, and community volunteering were still low and needed improvement.

Keywords: CSR communication, CSR themes, social media, content analysis, FMCG companies