

STRATEGI KOMUNIKASI PUBLIC RELATIONS DALAM MELAKSANAKAN PROGRAM CORPORATE SOCIAL RESPONSIBILITY DI IKEA (Studi Pada Program *Good Cause Campaign - Soft Toy For Education* di IKEA Indonesia)

Intan Puspita Putri

Abstrak

LATAR BELAKANG, menjelang pergantian tahun 2015 ke 2016 ini, IKEA Indonesia yang bekerjasama dengan UNICEF dan *Save the Children* mengadakan kampanye CSR yang melibatkan anak-anak untuk mengikuti Program *Good Cause Campaign - Soft Toy For Education*. **TUJUAN PENELITIAN**, ialah untuk mengetahui prosedur dari pelaksanaan program *Corporate Social Responsibility* (CSR) Kemitraan yang dilaksanakan oleh *Public Relations* IKEA Indonesia, serta strategi yang digunakan dalam pelaksanaan program *Soft Toy for Educations* tersebut. Kemudian melihat bagaimana program tersebut membawa dampak positif bagi citra perusahaan. **METODE PENELITIAN** ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif dan studi kasus dimana metode pengumpulan data dilakukan melalui wawancara, observasi serta studi pustaka/dokumentasi. **HASIL YANG DICAPAI**, selama penelitian adalah; program *Corporate Social Responsibility* (CSR) Kemitraan yang dilakukan IKEA Indonesia mendapat respon positif dari publik, terbukti dari pernyataan UNICEF dan *Save The Children* yang merasa sangat terbantu dengan donasi yang diberikan untuk membantu anak-anak disabilitas yang berasal dari program tersebut. Dalam pelaksanaan program *Corporate Social Responsibility* (CSR) Kemitraan, *Public Relations* telah menjalankan fungsinya dengan baik, yakni sebagai mediator antara perusahaan dengan publik sehingga menghasilkan suatu hubungan yang harmonis serta citra positif perusahaan dimata publik. **KESIMPULAN**, dapat dikatakan bahwa program *Corporate Social Responsibility* (CSR) Kemitraan adalah sebuah program *Public Relations* yang dilakukan oleh IKEA Indonesia untuk meningkatkan kepercayaan publik serta respon positif masyarakat terhadap perusahaan, karena perusahaan tidak hanya ingin dipandang sebagai perusahaan peralatan rumah tangga semata tetapi juga perusahaan yang melakukan tanggung jawab sosial. **SARAN**, tetap mempertahankan keunikan dari kampanye CSR Program *Soft Toy for Educations* ini demi menjaga dan meningkatkan citra baik perusahaan.

Kata Kunci: Strategi Public Relations, Kampanye, CSR

**COMMUNICATION STRATEGY OF PUBLIC RELATIONS
UNDERTAKING *CORPORATE SOCIAL RESPONSIBILITY*
PROGRAM AT IKEA (Studies in the Program *Good Cause
Campaign - Soft Toy For Education* at IKEA Indonesia)**

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Abstract

BACKGROUND, around the turn of 2015 to 2016, IKEA Indonesia in cooperation with UNICEF and Save the Children held a CSR campaign that involves the children to follow the Good Cause Campaign Program - Soft Toy for Education. **RESEARCH OBJECTIVES**, is to determine the procedure of the implementation of the Corporate Social Responsibility (CSR) Partnership Program that conducted by the Public Relations of IKEA Indonesia, as well as the used strategy in the program implementation the Soft Toy for Educations. Then we can see, how far the program bring a positive impact for the company's image. **RESEARCH METHODS** employed a qualitative approach with descriptive type of research and case of studies which the methods of data collection is done through interview, observation and literature / documentation. **THE RESULTS OBTAINED** during the research are; Corporate Social Responsibility (CSR) Partnership Program that conducted by IKEA Indonesia received a positive response from the public, it is proven from the statement from UNICEF and Save The Children which was greatly helped by the donations to help children with disabilities who came from the program. In the implementation of Corporate Social Responsibility (CSR) Partnerships Program, Public Relations has been perform its functions properly, namely as a mediator between the company and the public thus producing a harmonious relationship as well as the company's positive image in the eyes of the public. **CONCLUSION**, it can be said that the Corporate Social Responsibility (CSR) Partnership Program is a program of Public Relations conducted by IKEA Indonesia to enhance of public trust and levels of consumer positive response to the company, since the company does not just want to be perceived as a company households retailer only but also a company that undertake a social responsibility. **ADVICE**, retaining the uniqueness of the CSR campaign Soft Toy for Educations Program is in order to maintain and enhance the good image of the company.

Keywords: Public Relations Strategy, Image, CSR