

DAFTAR ISI

HALAMAN JUDUL	i
LEMBAR PENGESAHAN	ii
LEMBAR PERSETUJUAN	iii
KATA PENGANTAR	iii
DAFTAR ISI	v
DAFTAR TABEL	viii
DAFTAR GAMBAR	viii
ABSTRAK	ix
BAB I	1
PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	3
1.3 Tujuan Penelitian	3
1.4 Manfaat Penelitian	3
BAB II	5
TINJAUAN PUSTAKA	5
2.1 Penelitian Terdahulu	5
2.2 <i>Public Relations</i>	7
2.3 Tugas dan Fungsi <i>Public Relations</i>	10
2.4 Teori Difusi Inovasi	12
2.5 <i>Corporate Social Responsibility</i>	15
2.6 Model <i>Corporate Social Responsibility</i>	17
2.7 Jenis-Jenis Program <i>Corporate Social Responsibility</i>	19
2.8 Manfaat <i>Corporate Social Responsibility</i>	21
2.9 Strategi <i>Corporate Social Responsibility</i>	22
2.10 Perusahaan Retail	23
2.11 Pengertian Citra	25
2.12 Kerangka Pemikiran	28
BAB III	29
METODELOGI PENELITIAN	29

3.1 Paradigma Penelitian	29
3.2 Metode Penelitian	30
3.3 Jenis Penelitian	31
3.4 Jenis Data	32
3.5 Bahan Penelitian	33
3.6 Sumber Data	33
3.7 Teknik Pengumpulan Data	36
3.8 Uji Keabsahan Data	37
3.9 Teknik Analisis Data	37
BAB IV	40
HASIL PENELITIAN	40
4.1 Gambaran Objek Penelitian.....	40
4.1.1 Visi, Misi, PT Sumber Alfaria Trijaya Tbk.....	42
4.1.2 Nilai-Nilai Alfamart	42
4.1.3 Logo Alfamart	43
4.1.4 Tata Kelola Perusahaan	44
4.1.5 Struktur Organisasi.....	46
4.2 Subjek Penelitian	50
4.3 Hasil Penelitian.....	53
4.3.1 <i>Corporate Social Responsibility (CSR)</i> PT. Sumber Alfaria Trijaya.....	53
4.3.2 Strategi <i>Corporate Social Responsibility (CSR)</i>	57
4.3.3 Taktik <i>Corporate Social Responsibility (CSR)</i>	62
4.3.4 Inovasi <i>Corporate Social Responsibility (CSR)</i>	65
4.3.5 Saluran Komunikasi <i>Corporate Social Responsibility (CSR)</i>	69
4.3.6 Jangka Waktu <i>Corporate Social Responsibility (CSR)</i>	72
4.3.7 Sistem Sosial <i>Corporate Social Responsibility (CSR)</i>	75
4.3.8 Hambatan Inovasi <i>Corporate Social Responsibility (CSR)</i>	78
BAB V	81
PEMBAHASAN	81
5.1 <i>Corporate Social Responsibility (CSR)</i> PT. Sumber Alfaria Trijaya	81
5.2 Strategi <i>Corporate Social Responsibility (CSR)</i>	83
5.3 Taktik <i>Corporate Social Responsibility (CSR)</i>	86

5.4 Inovasi <i>Corporate Social Responsibility</i> (CSR).....	89
5.5 Saluran Komunikasi Inovasi <i>Corporate Social Responsibility</i> (CSR).....	93
5.6 Jangka Waktu Inovasi <i>Corporate Social Responsibility</i> (CSR).....	97
5.7 Sistem Sosial Inovasi <i>Corporate Social Responsibility</i> (CSR).....	98
5.8 Hambatan Inovasi <i>Corporate Social Responsibility</i> (CSR)	100
5.9 Konfirmasi Temuan Dengan Teori.....	101
5.10 Temuan Baru	105
BAB VI	109
KESIMPULAN DAN SARAN	109
6.1 Kesimpulan.....	109
6.2 Saran.....	110
DAFTAR PUSTAKA	112
LAMPIRAN	

DAFTAR TABEL

Tabel 3. 1 Penjelasan Informan.....	35
Tabel 4. 1 Profil Informan.....	52
Tabel 5. 1 Penyajian Hasil Penelitian	105

DAFTAR GAMBAR

Gambar 2. 1 Model Triple Bottom Line.	18
Gambar 2. 2 Kerangka Berpikir.	28
Gambar 3. 1 Tipe-tipe Desain Studi Kasus Yin.....	31
Gambar 3. 2 Gambar Model Analisis Miles dan Huberman.....	38
Gambar 4. 1 Logo Alfamart.....	43
Gambar 4. 2 Struktur Departemen.	46
Gambar 5. 1 Akun Instagram Corporate Social Responsibility	94
Gambar 5. 2 Akun Youtube Corporate Social Responsibility	94
Gambar 5. 3 Model Triple Bottom Line	102
Gambar 5. 4 Model 3P+1C	107