

# KECENDERUNGAN ISI BERITA TENTANG CSR (CORPORATE SOCIAL RESPONSIBILITY) DI SURAT KABAR Analisis Isi pada Rubrik CSR Harian Republika Edisi Desember 2009

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## ABSTRAKSI

Transparansi kegiatan bisnis akibat perkembangan teknologi komunikasi dan informasi modern melatarbelakangi peran media sebagai jembatan informasi antara perusahaan dan masyarakatnya melalui pemberitaan aktivitas CSR perusahaan. Corporate Social Responsibility atau tanggung jawab sosial perusahaan merupakan tuntutan terhadap segala aktivitas perusahaan yang dapat mempengaruhi manusia, komunitas dan lingkungan. Di Indonesia banyak perusahaan yang gencar mengkampanyekan aktivitas CSR walaupun pemahamannya masih beragam. Konsep Public Relations memegang peran penting untuk menjaga hubungan baik antara perusahaan dengan masyarakat. Untuk itu penelitian ini bertujuan mengetahui kecenderungan (trends) media massa dalam hal ini Harian Republika melalui rubrik CSR dalam menginformasikan aktivitas CSR perusahaan.

Metode yang digunakan dalam penelitian ini adalah metode analisis isi dengan pendekatan deskriptif kuantitatif. Ruang lingkup penelitian ini adalah item berita tentang aktivitas CSR yang terdapat dalam rubrik CSR Harian Republika edisi Desember 2009 yakni sebanyak 10 berita. Sedangkan unit analisis yang digunakan adalah analisis per paragraf dari setiap item berita tentang CSR, sehingga dari 10 item berita tersebut terdapat 61 paragraf yang terkumpul dalam unit analisis.

Frekuensi kemunculan dari masing-masing kategori yaitu pada kategori bidang CSR frekuensi kemunculan terbanyak pada sub kategori bidang lingkungan hidup yakni sebanyak 25 paragraf atau sebesar 40,98%. Hal ini dikarenakan keprihatinan kalangan dunia usaha terhadap perubahan iklim (climate change) dan juga sebagai konsekuensi perusahaan terhadap aktivitas ekonomi. Sementara sub kategori bidang kesehatan sebanyak 12 paragraf dengan prosentase 19,67%. Bidang sosial budaya sebanyak 9 paragraf dengan prosentase 14,75%. Bidang pertanian 5 paragraf atau sebesar 17,2%. Adapun frekuensi kemunculan pada kategori jenis kegiatan dengan frekuensi kemunculan terbanyak terdapat pada sub kategori pelatihan sebanyak 19 paragraf dengan prosentase 31,14%. Sub kategori menyumbang uang sebanyak 1 paragraf dengan prosentase 1,6%. Menyumbang barang sebanyak 15 paragraf dengan prosentase 24,5%. Menyumbang jasa sebanyak 1 paragraf dengan prosentase 1,6%. Aktivitas menyumbang ini masuk kedalam Corporate Philanthropy atau disebut juga sebagai tanggung jawab directionary yaitu tanggung jawab spontan perusahaan. Kemudian ada juga yang disebut dengan Socially Responsible Bussiness, disini perusahaan berusaha memperbaiki sebagian atau keseluruhan sistem kerjanya untuk dapat meminimalisir dampak kerusakan terhadap lingkungan. Adapun sub kategori yang termasuk didalamnya yaitu sub kategori selektif sebanyak 10 paragraf dengan prosentase 16,39%. Perbaikan manajemen produksi sebanyak 4 paragraf dengan prosentase 6,55%. Selanjutnya sub kategori sosialisasi sebanyak 11 paragraf dengan prosentase 18,03%. Dan pelatihan Disini perusahaan berusaha untuk meningkatkan awareness masyarakat mengenai suatu issue tertentu, dimana issue ini tidak harus berhubungan atau berkaitan dengan lini bisnis perusahaan. Kategori perusahaan/ organisasi dengan kemunculan frekuensi masing-masing kategori yaitu frekuensi kemunculan terbanyak dari kategori perusahaan yaitu BUMS

sebanyak 34 paragraf dengan prosentase 55,73%. BUMN sebanyak 19 paragraf dengan prosentase 31,14%. Organisasi sosial sebanyak 8 paragraf dengan prosentase 13,11%. Pada kategori sasaran kegiatan CSR frekuensi terbanyak yang adalah Khalayak umum sebanyak 39 paragraf dengan prosentase 69,93%. Karyawan sebanyak 8 paragraf dengan prosentase 13,11%. Konsumen sebanyak 10 paragraf dengan prosentase 16,39%. Masyarakat sekitar sebanyak 4 paragraf dengan prosentase 6,55%. Pada kategori lokasi, frekuensi kemunculan terbanyak yakni pada kategori lokal sebanyak 31 paragraf dengan prosentase 50,8%. Nasional sebanyak 28 paragraf dengan prosentase 45,90%. Regional sebanyak 2 paragraf dengan prosentase 3,27%.

## ABSTRACT

The transparency of the business activity resulting from the development of communication technology and information modern formed the background of the role of the media as information bridge between the company and the community him through the reporting of the CSR activity the company. Corporate Social Responsibility or social responsibility the company was the demand towards all the activities of the company that could affect humankind, the community and the environment. In Indonesia many incessant companies campaigned for the CSR activity although his understanding was still heterogenous. The Public Relations concept held the role important to maintain good relations between the company and the community. So this research aimed at knowing the trend (trends) the mass media in this case was Daily Republika through the CSR column in informing the CSR activity the company.

The method that was used in this research was the analysis method filled with the descriptive approach quantitative. The scope of this research was item the news about the CSR activity that was received in the column of CSR Harian Republika the edition in December 2009 namely as many as 10 news. Whereas the analysis unit that was used was the analysis per the paragraph from every time item the news about CSR, so as from 10 item this news was received by 61 paragraphs that were gathered in the analysis unit.

The frequency of the emergence from respectively the category that is in the category of the CSR field the frequency of the most emergence in sub the category of the environmental field namely as many as 25 paragraphs or of 40.98%. This was caused by the concern of the business world circle towards the change in the climate (climate change) but also as the consequences of the company towards the activity of economics. Now sub the category of the health field totalling 12 paragraphs with the percentage 19,67%. The social field the culture totalling 9 paragraphs with the percentage 14,75%. The agricultural field 5 paragraphs or of 17.2%. As for the frequency of the emergence in the category of the activity kind with the frequency of the most emergence was gotten in sub the category of the training totalling 19 paragraphs with the percentage 31,14%. Sub the category contributed money totalling 1 paragraph with the percentage 1,6%. Contributed the thing totalling 15 paragraphs with the percentage 24,5%. Contributed the service totalling 1 paragraph with the percentage 1,6%. The activity contributed this entered into Corporate Philanthropy or was acknowledged also as responsibility directionary that is spontaneous responsibility the company. Afterwards there also are those that was mentioned with Socially Responsible Bussiness, here the company tried to repair some or his whole of the work system to be able to minimise the impact of damage on the environment. As for sub the category that including inside that is sub the selective category totalling 10 paragraphs with the percentage 16,39%. The improvement of the management of the production totalling 4 paragraphs with the percentage 6,55%. Further sub the category of the socialisation totalling 11 paragraphs with the

percentage 18,03%. And the training Here the company tried to increase awareness the community concerning a certain rumour, where these rumours must not be connected or be linked with the line of the business perusahaan. Kategori the company/the organisation with the frequency emergence respectively the category that is the frequency of the most emergence from the category of the company that is BUMS totalling 34 paragraphs with the percentage 55,73%. BUMN totalling 19 paragraphs with the percentage 31,14%. The social organisation totalling 8 paragraphs with the percentage 13,11%. In the category of the CSR activity target the most frequency that was the public's public totalling 39 paragraphs with the percentage 69,93%. The employee totalling 8 paragraphs with the percentage 13,11%. The consumer totalling 10 paragraphs with the percentage 16,39%. The community around as many as 4 paragraphs with the percentage 6,55%. In the category of the location, the frequency of the most emergence that is in the local category totalling 31 paragraphs with the percentage 50,8%. Nationally totalling 28 paragraphs with the percentage 45,90%. Regionally totalling 2 paragraphs with the percentage 3,27%.