



ABSTRAK

STRATEGI PUBLIC RELATIONS PT SARI ATER HOTEL & RESORT DALAM MENINGKATKAN CITRA MELALUI PROGRAM CORPORATE SOCIAL RESPONSIBILITY (Studi Kasus pada Program Penyaluran Bantuan pada Anak Penderita Stunting di Desa Cibeusi 2023)

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Penelitian ini bertujuan untuk mengevaluasi strategi *Public Relations* PT Sari Ater Hotel & Resort dalam meningkatkan citra perusahaan melalui program *Corporate Social Responsibility* (CSR), dengan fokus pada program penyaluran bantuan untuk anak penderita stunting di Desa Cibeusi tahun 2023. Penelitian ini merupakan jenis penelitian kualitatif deskriptif dengan menggunakan model analisis PII (*Preparation, implementation, impact*) yang dikembangkan oleh Cutlip, Center & Broom. Teknik analisis data yang digunakan yaitu pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa program ini terlihat pada peningkatan citra positif perusahaan di mata masyarakat Desa Cibeusi. Masyarakat menilai bahwa PT Sari Ater Hotel & Resort peduli terhadap kesehatan anak-anak yang terindikasi *stunting* dengan memberikan asupan makanan bergizi secara rutin. Program ini tidak hanya membantu meningkatkan kesejahteraan anak-anak, tetapi juga membangun hubungan yang lebih baik antara perusahaan dan komunitas lokal. Dengan demikian, program CSR ini terbukti efektif dalam mencapai tujuan perusahaan dan mendukung target pemerintah untuk mengurangi angka *stunting* di Kabupaten Subang.

Kata Kunci: Corporate Social Responsibility, PT Sari Ater Hotel & Resort, Stunting, Desa Cibeusi, Citra Perusahaan

ABSTRACT

STRATEGY OF PUBLIC RELATIONS OF PT SARI ATER HOTEL & RESORT IN ENHANCING IMAGE THROUGH CORPORATE SOCIAL RESPONSIBILITY PROGRAM (Case Study on Aid Distribution Program for Stunted Children in Desa Cibeusi 2023)

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This study aims to evaluate the Public Relations strategy of PT Sari Ater Hotel & Resort in improving the company's image through the Corporate Social Responsibility (CSR) program, focusing on the aid distribution program for children with stunting in Cibeusi Village in 2023. This study is a type of descriptive qualitative research that uses the PII (Preparation, implementation, impact) analysis model developed by Cutlip, Center & Broom. The data analysis techniques used are data collection, data reduction, data presentation, and drawing conclusions. The results of the study show that this program is seen in improving the company's positive image in the eyes of the Cibeusi Village community. The community considers that PT Sari Ater Hotel & Resort cares about the health of children who are indicated as stunting by providing nutritious food intake regularly. This program not only helps improve children's welfare but also builds better relationships between the company and the local community. Thus, this CSR program has proven effective in achieving the company's goals and supporting the government's target to reduce stunting rates in Subang Regency.

Keywords: *Corporate Social Responsibility, PT Sari Ater Hotel & Resort, Stunting, Desa Cibeusi, Company Image*