



ABSTRAK

STRATEGI CORPORATE SOCIAL RESPONSIBILITY HOTEL AMARELO MELALUI PROGRAM “AMARELO GOES TO SCHOOL” DI SMKN 3 SUKOHARJO

Ayu Sekar Wangi
5211711272

Penelitian ini bertujuan untuk menganalisis strategi Hotel Amarelo dalam program CSR “Amarelo Goes to School” dengan menggunakan model PII yang terdiri dari Preparation, Implementation, dan Impact. Penelitian menggunakan pendekatan kualitatif melalui observasi langsung serta wawancara mendalam dengan HR dan tim Marketing Communication Hotel Amarelo sebagai sumber data utama. Analisis difokuskan pada bagaimana program disiapkan, dilaksanakan, dan dampaknya terhadap hubungan eksternal serta citra perusahaan. Hasil penelitian menunjukkan bahwa pada tahap Preparation, pihak hotel melakukan pemetaan kebutuhan CSR edukatif yang relevan dengan dunia pendidikan vokasi serta menyusun materi operasional hotel yang dapat disampaikan secara aplikatif. Tahap Implementation mencakup penyampaian materi industri perhotelan oleh praktisi internal, demonstrasi alur kerja tiap departemen, serta penyusunan sesi interaktif yang menonjolkan keterampilan praktis sebagai bentuk komunikasi edukatif. Observasi mencatat bahwa proses pelaksanaan berjalan terstruktur sesuai standar operasional hotel dan menekankan pengalaman langsung dari praktisi. Pada tahap Impact, program dinilai oleh pihak hotel sebagai sarana efektif untuk memperkuat kemitraan dengan institusi pendidikan, meningkatkan citra positif sebagai hotel yang berkontribusi pada pengembangan SDM, serta membuka peluang kolaborasi jangka panjang seperti rekrutmen PKL. Penelitian ini menegaskan bahwa penerapan model PII dalam program CSR edukatif dapat menjadi strategi Hotel Amarelo yang berfungsi memperkuat reputasi dan hubungan eksternal hotel.

Kata Kunci: corporate social responsibility, model PII, Amarelo goes to school, pendidikan vokasi, industri perhotelan

ABSTRACT

STRATEGY OF CORPORATE SOCIAL RESPONSIBILITY AT HOTEL AMARELO THROUGH THE “AMARELO GOES TO SCHOOL” PROGRAM AT SMKN 3 SUKOHARJO

Ayu Sekar Wangi
5211711272

This study aims to analyze strategy of Hotel Amarelo in the CSR program “Amarelo Goes to School” using the PII model, which consists of Preparation, Implementation, and Impact. The research employs a qualitative approach through direct observation and in-depth interviews with the HR and Marketing Communication team of Hotel Amarelo as the primary data sources. The analysis focuses on how the program is prepared, implemented, and how it impacts external relations and corporate image. The findings indicate that during the Preparation stage, the hotel identified the needs for an educational CSR initiative relevant to vocational education and prepared operational hotel materials that could be delivered in an applied manner. The Implementation stage involves the delivery of industry-related materials by internal practitioners, demonstrations of departmental workflows, and the organization of interactive sessions highlighting practical skills as a form of educational communication. Observations show that the program was executed in a structured manner aligned with hotel operational standards and emphasized hands-on experience from industry practitioners. In the Impact stage, the hotel assessed the program as an effective means to strengthen partnerships with educational institutions, enhance its positive image as a hotel contributing to local human resource development, and open up opportunities for long-term collaboration such as internship recruitment. This study concludes that applying the PII model in educational CSR programs can serve as a Hotel Amarelo strategy that reinforces the hotel’s reputation and external stakeholder relations.

Keywords: *corporate social responsibility, PII model, Amarelo goes to school, vocational education, hospitality industry*