

ABSTRAK

FAKHRI HADYAN, 2020. Pengaruh Penerapan Corporate Social Responsibility (CSR) oleh PT. Semen Tonasa terhadap Citra Positif Perusahaan di Kalangan Masyarakat Salebbo Kel. Sapanang Kec. Bungoro Kab. Pangkep. Skripsi Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I Mahmud Nuhung dan Pembimbing II Nasrullah

Penelitian ini bertujuan untuk mendiskripsikan Pengaruh dari Penerapan Corporate Social Responsibility (CSR) oleh PT. Semen Tonasa terhadap Citra Positif Perusahaan di Kalangan Masyarakat Salebbo Kel. Sapanang Kec. Bungoro Kab. Pangkep. Penelitian yang digunakan adalah pendekatan jenis kuantitatif. Data yang telah diolah adalah hasil interpretasi responden dari Masyarakat Salebbo Kel. Sapanang yang berjumlah 5184 jiwa dan di bulatkan menjadi 98 menggunakan Rumus Slovin. Dimana data interpretasi responden kemudian diregulasikan dengan menggunakan teknik analisis data dalam hal ini SPSS.

Berdasarkan hasil dari analisis data yang telah dilakukan maka diperoleh model persamaan regresi sederhana $Y = 7,067 + 0,714 X$ yang berarti *Corporate Social Responsibility* (CSR) berpengaruh positif terhadap Citra Positif Perusahaan dan dari hasil analisis uji t diperoleh nilai signifikan $0,00 < 0,05$ yang berarti *Corporate Social Responsibility* (CSR) berpengaruh signifikan terhadap Citra Positif Perusahaan pada Masyarakat Salebbo, Kel.Sapanang dengan demikian hipotesis diterima.

Kata Kunci : *Corporate Social Responsibility (CSR)*, Citra Positif Perusahaan

ABSTRACT

FAKHRI HADYAN, 2020. The Influence of the Implementation of Corporate Social Responsibility (CSR) by PT. Semen Tonasa on the Positive Image of the Company among the Salebbo Community, Kel. Sapanang Kec. Bungoro Kab. Pangkep. Thesis Management Study Program, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by Supervisor I Mahmud Nuhung and Supervisor II Nasrullah

This study aims to describe the effect of the implementation of corporate social responsibility (CSR) by PT. Semen Tonasa on the Positive Image of the Company among the Salebbo Community, Kel. Sapanang Kec. Bungoro Kab. Pangkep. The research used is a quantitative type approach. The data that has been processed is the result of the respondent's interpretation of the Salebbo Community, Kel. Sapanang that numbered 5184 and rounded up to be 98 using the Slovin formula. Where the respondent's interpretation data is then regulated using data analysis techniques, in this case SPSS.

Based on the results of the data analysis that has been done, the simple regression equation model $Y = 7.067 + 0.714 X$ is obtained, which means that Corporate Social Responsibility (CSR) has a positive effect on the Positive Image of the Company and from the results of the t test analysis, a significant value of $0.00 < 0.05$ which means that Corporate Social Responsibility (CSR) has a significant effect on the Positive Image of the Company in the Salebbo Community, Kel. Sapanang, thus the hypothesis is accepted.

Keywords: Corporate Social Responsibility (CSR), Positive Company Image