

LAW, BUSINESS, AND SOCIAL JUSTICE (IC-LBSJ 2016)

**"ENCOURAGING A BETTER ASEAN
COMMUNITY RELATIONSHIP"**



GRADUATE PROGRAMS OF
UNIVERSITAS ATMA JAYA YOGYAKARTA

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ACHIEVING SERVICE EXCELLENCE THROUGH DYNAMIC MARKETING

MEANING OF CORPORATE SOCIAL RESPONSIBILITY FOR PUBLIC RELATIONS PRACTITIONERS IN BANDUNG

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ABSTRACT

Research entitled Meaning of Corporate Social Responsibility for Public Relations Practitioners in Bandung. The purpose of this research is to examine the motives of Public Relations practitioners in the corporate social responsibilities activities and to explore the meaning of corporate social responsibilities for Public Relations practitioners.

The method used in this research is qualitative with natural descriptive explanatory orientation of research objects in natural and holistic way. The result of this research concludes that there are two motives to initiate corporate social responsibility for public relations practitioners: because motive and in order to motive. Because motive is a motive, which have an orientation to the past of its actors through their experiences. Based on the interviews conducted, moral drive is one of the motives as they feel the empathy towards the surroundings that need assistance. In order to motive is a motive, which associated to the objective of every human action. The purpose of every individual action is a subjective action referred to the objective motive that every individual done, which gone through inter-subjectivity process by using face to face interaction between individuals. Some of the public relations practitioners have motives of initiating CSR activity in order to get a positive image and complying to the government rules.

The meaning of corporate social responsibility according to PR practitioners are as follows: CSR is a philanthropy activity; CSR is one of the strategies to improve company's image, which will affecting financial performance of the company. The suggestion can be given from this research is that PR practitioners, who has no experience in CSR should be given a workshop on CSR. Other suggestion is that government should work with companies in a sustainable CSR activities.

Key words: Corporate Social Responsibility, Public Relations, Bandung