

ABSTRAK

Penelitian ini berfokus pada evaluasi keberadaan Loop Station Surabaya sebagai program dari PT. Telekomunikasi Selular (Telkomsel) yang secara tidak langsung menerapkan pendekatan *corporate social responsibility* (CSR) di dalamnya. Evaluasi dilakukan melalui respon komunitas pemuda di Surabaya sebagai penerima program. Penelitian ini dilakukan untuk mencari tahu bagaimana peran Loop Station terhadap aktivitas komunitas pemuda serta bagaimana Loop Station Surabaya memberikan keuntungan tertentu kepada perusahaan. Pemilihan Loop Station dalam penelitian ini didasarkan karena peneliti melihat Loop Station sebagai bentuk atau wujud pelaksanaan kegiatan bernuansa kepedulian atau CSR dari sebuah perusahaan *provider* komunikasi yang cenderung berbeda dengan perusahaan pesaingnya.

Tinjauan pustaka tentang CSR yang digunakan banyak mendapat pengaruh dari Kotler dan Lee serta Garriga dan Mele terkait peran CSR dalam menunjang keberlangsungan bisnis suatu perusahaan. Penelitian ini bertipe deskriptif dengan metode studi kasus dengan pendekatan kualitatif. Sementara itu, pengumpulan data dilakukan melalui *indepth interview* yang melibatkan *Team Leader* Loop Station Surabaya serta perwakilan dari enam komunitas pemuda di Surabaya yang pernah menggunakan fasilitas di Loop Station Surabaya.

Hasil dari penelitian ini menunjukkan bahwa keberadaan Loop Station Surabaya direspon secara beragam oleh komunitas pemuda di Surabaya, diantaranya menyatakan bahwa Loop Station sesuai dengan kebutuhan anak muda di Surabaya, Loop Station Surabaya dianggap mampu mengisi kesenjangan antara perusahaan dan komunitas, hingga pandangan bahwa keberadaan Loop Station Surabaya dinilai standard sebagai kewajiban perusahaan. Hal ini berimplikasi pada *general business objectives and goals* serta *marketing goals and objectives* perusahaan pelaksana program berdasarkan respon perwakilan komunitas yang terlibat.

Keyword: *Corporate Social Responsibility*, riset evaluasi , respon, komunitas pemuda.

ABSTRACT

This research focuses on evaluating the existence of Loop Station Surabaya as a program from PT. Telekomunikasi Selular (Telkomsel) which indirectly applied corporate social responsibility (CSR) approach inside. The evaluation is done through the response of the youth community in Surabaya as program recipients. This research seeks to see how Loop Station's role in community activities and how Loop Station Surabaya provides certain outcomes to the company. Loop Station Surabaya is chosen as the object of this research because the researcher sees Loop Station as a program of communication provider company that tends to be different from its competitors.

The literature review on CSR used has a lot of influenced by Kotler and Lee and Garriga and Mele regarding the role of CSR in supporting the business continuity of a company. This research is a descriptive type with a case study method and a qualitative approach. Meanwhile, data collection was carried out through in-depth interviews involving the Team Leader of Loop Station Surabaya and representatives from six youth communities in Surabaya who had used the facilities at Loop Station Surabaya.

The results of this research indicate that the existence of the Loop Station Surabaya was responded differently by the youth community in Surabaya, among them stated that Loop Station was in accordance with the needs of young people in Surabaya, Loop Station was considered able to fill the gap between the company and the community, to the view that the Loop Station was considered standard as a company obligation. This has implications for the general business objectives and goals as well as marketing goals and objectives of this program to the companies based on the response of community representatives involved.

Keyword: Corporate Social Responsibility, evaluation research, response, youth community.