Cindy Yunia Putri

DAFTAR ISI

<table>
<thead>
<tr>
<th>Bab</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstrak</td>
<td>i</td>
</tr>
<tr>
<td>Abstract</td>
<td>ii</td>
</tr>
<tr>
<td>Kata Pengantar</td>
<td>iii</td>
</tr>
<tr>
<td>Daftar Isi</td>
<td>vi</td>
</tr>
<tr>
<td>Daftar Gambar</td>
<td>viii</td>
</tr>
<tr>
<td>Daftar Tabel</td>
<td>ix</td>
</tr>
<tr>
<td>Daftar Lampiran</td>
<td>x</td>
</tr>
</tbody>
</table>

BAB I Pendahuluan
1.1 Konteks Penelitian ................................................................. 1
1.2 Fokus Penelitian dan Pertanyaan Penelitian ................................................ 9
  1.2.1 Fokus Penelitian ................................................................. 9
  1.2.2 Pertanyaan Penelitian ................................................................. 9
1.3 Tujuan Penelitian ............................................................................. 9
1.4 Kegunaan Penelitian ........................................................................... 10
  1.5.1 Kegunaan Teoritis ................................................................. 10
  1.5.2 Kegunaan Praktis ................................................................. 10
1.5 Setting Penelitian .............................................................................. 11
1.6 Kerangka Pemikiran ........................................................................... 11

BAB II Tinjauan Pustaka
2.1 Review Hasil Penelitian Sejenis ................................................................ 19
2.2 Tinjauan Teoritis ................................................................................. 22
  2.2.1 Latar Belakang Munculnya Konsep CSR ........................................... 22
  2.2.2 Pengertian Corporate Social Responsibility (CSR) ......................... 24
2.3 Citra Perusahaan (Corporate Image) .................................................. 27
  2.3.1 Pengertian Citra Perusahaan (Corporate Image) ............................... 27
  2.3.2 Jenis-Jenis Citra Perusahaan (Corporate Image) .............................. 30
  2.3.3 Teori Citra ................................................................................ 32
  2.3.4 Pembentukan Citra Perusahaan ........................................................ 33
BAB III Metode Penelitian
3.1 Jenis, Pendekatan, dan Paradigma Penelitian ........................................ 49
3.1.1 Jenis Penelitian ................................................................................. 49
3.1.2 Pendekatan Penelitian....................................................................... 50
3.1.3 Paradigma Penelitian ........................................................................ 53
3.2 Subjek Penelitian, Objek Penelitian, dan Sumber Data ......................... 54
3.2.1 Subjek Penelitian .............................................................................. 54
3.2.2 Objek Penelitian ............................................................................... 56
3.2.3 Sumber Data .................................................................................... 56
3.3 Teknik Pengumpulan Data ..................................................................... 57
3.4 Teknik Analisis Data ............................................................................ 59
3.5 Uji Keabsahan Data ............................................................................. 61

BAB IV Pembahasan
4.1 Proses Pencitraan Program CSR Melalui Aplikasi i-CHAT .................... 65
4.2 Cara PT Telekomunikasi Bandung dalam Menyelesaikan Kendala ......... 72
4.2.1 Follow Up Implementasi i-CHAT ................................................... 74
4.2.2 Ustakan Tindak Lanjut Implementasi i-CHAT ................................. 78
4.3 Langkah-Langkah PT Telekomunikasi Bandung Menjalin Hubungan ... 80
4.3.1 Sosialisasi Program Aplikasi i-CHAT ............................................. 81
4.3.2 Forum Komunikasi Jejaring Sosial i-CHAT ................................... 84
4.4 Pembahasan ........................................................................................... 86
4.4.1 Proses Pencitraan Melalui Aplikasi i-CHAT .................................. 86
4.4.2 Cara PT Telekomunikasi dalam Menyelesaikan Kendala ............... 90
4.4.3 Langkah-langkah PT Telekomunikasi Menjalin Hubungan .......... 91

BAB V Kesimpulan & Saran
5.1 Kesimpulan ........................................................................................... 95
5.2 Saran ...................................................................................................... 97
DAFTAR GAMBAR

<table>
<thead>
<tr>
<th>Gambar</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gambar 1.1 Model Kerangka Pemikiran</td>
<td>18</td>
</tr>
<tr>
<td>Gambar 2.1 Model Pembentukan Citra</td>
<td>34</td>
</tr>
<tr>
<td>Gambar 2.2 Struktur Organisasi Unit CDC</td>
<td>44</td>
</tr>
<tr>
<td>Gambar 2.3 Roadmap PengembanganAplikasi</td>
<td>46</td>
</tr>
<tr>
<td>Gambar 2.4 Logo i-CHAT</td>
<td>48</td>
</tr>
<tr>
<td>Gambar 3.1 TriangulasiSumber Data</td>
<td>62</td>
</tr>
<tr>
<td>Gambar 3.2 TriangulasiTeknik</td>
<td>62</td>
</tr>
<tr>
<td>Gambar 3.3 Triangulasi Waktu</td>
<td>64</td>
</tr>
<tr>
<td>Gambar 4.1 Struktur Organisasi CDC</td>
<td>69</td>
</tr>
<tr>
<td>Gambar 4.2 Survei Aplikasi i-CHAT</td>
<td>71</td>
</tr>
<tr>
<td>Gambar 4.3 Pelaksanaan Implementasi i-CHAT</td>
<td>75</td>
</tr>
<tr>
<td>Gambar 4.4 Langkah-langkah PT Telkom Menjalin Hubungan</td>
<td>85</td>
</tr>
<tr>
<td>Gambar 4.5 Model Proses Pencitraan PT Telekomunikasi</td>
<td>93</td>
</tr>
</tbody>
</table>
DAFTAR TABEL

<table>
<thead>
<tr>
<th>Tabel</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabel 2.1</td>
<td>Matriks Penelitian Terdahulu</td>
</tr>
<tr>
<td>Tabel 4.1</td>
<td>Hambatan Aplikasi i-CHAT</td>
</tr>
<tr>
<td>Tabel 4.2</td>
<td>Saran dan Masukan Aplikasi i-CHAT</td>
</tr>
<tr>
<td>Tabel 4.3</td>
<td>Jadwal Pelaksanaan Sosialisasi i-CHAT</td>
</tr>
<tr>
<td>Tabel 4.4</td>
<td>Harapan Masyarakat Dalam Program Aplikasi i-CHAT</td>
</tr>
</tbody>
</table>
**DAFTAR LAMPIRAN**

<table>
<thead>
<tr>
<th>Lampiran</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Draft Wawancara</td>
<td>101</td>
</tr>
<tr>
<td>Foto Dokumentasi Sosialisasi i-CHAT</td>
<td>121</td>
</tr>
<tr>
<td>Forum Komunikasi Jejaring Sosial Facebook i-CHAT</td>
<td>126</td>
</tr>
<tr>
<td>Brosur i-CHAT</td>
<td>129</td>
</tr>
<tr>
<td>Liputan i-CHAT di Media Massa</td>
<td>131</td>
</tr>
<tr>
<td>Foto Dokumentasi</td>
<td>137</td>
</tr>
<tr>
<td>Surat Pengantar dari Fakultas</td>
<td>139</td>
</tr>
<tr>
<td>Surat Konfirmasi Penelitian dari Perusahaan</td>
<td>140</td>
</tr>
<tr>
<td>Riwayat Hidup Peneliti</td>
<td>141</td>
</tr>
</tbody>
</table>