

Dalam menghadapi permasalahan sosial PT. Sarihusada telah menjalankan berbagai program Corporate Social Responsibility (CSR). Program 'Ayo Melek Gizi' (AMG) merupakan kegiatan edukasi tentang gizi yang menjadi salah satu tema utama bergerak dalam pengetahuan kesadaran akan gizi terutama untuk ibu dan anak. Penelitian ini bertujuan untuk mengetahui peran dan strategi Public Relations serta tanggapan masyarakat dalam Program 'Ayo Melek gizi' di Yogyakarta. Penelitian ini menggunakan metode deskriptif kualitatif. Sumber data berasal dari data primer dan data sekunder. Teknik pengumpulan data yang digunakan berupa wawancara, observasi dan dokumentasi. Dalam penelitian ini teknik validitasi yang digunakan yaitu triangulasi data atau sumber. Triangulasi data atau sumber berarti membandingkan dan mengecek balik derajat kepercayaan suatu informasi kualitatif. Hasil penelitian menunjukkan bahwa peran Public Relations dalam program 'Ayo Melek Gizi' PT. Sarihusada di Yogyakarta meliputi: (1) Penasihat Ahli, (2) Fasilitator Komunikasi, dan (3) Teknisi Komunikasi. Fungsi Public Relations dalam hal ini adalah sebagai communicator, membina relationship dan membangun corporate image (citra). Dalam melakukan kegiatan corporate social responsibility Program 'Ayo Melek Gizi', PR PT. Sarihusada Yogyakarta melakukan beberapa aktivitas meliputi: (1) Problem Solving, (2) Public Interest, (3) Maintenance Good Communications, dan (4) Membina relationship. Dalam tahapan evaluasi Public Relations PT. Sarihusada melakukan analisis mengenai situasi sekitar perusahaan menggunakan analisis SWOT (Strength, Weakness, Oportunity, Threat). Kesimpulan dalam penelitian ini bahwa peran Public Relations PT. Sarihusada dalam melaksanakan program Corporate Social Responsibility 'Ayo Melek Gizi' di Yogyakarta adalah sebagai penasihat ahli, fasilitator komunikasi dan teknisi komunikasi. Adapun strategi yang digunakan meliputi Strategi Operasional, Pendekatan Persuasif dan Edukatif, Pendekatan Tanggung Jawab Sosial Public Relations, Pendekatan Kerjasama, dan Pendekatan Integratif dan Koordinatif. Respon ataupun tanggapan dari masyarakat sangat positif dan berharap agar program tersebut dapat terus berkelanjutan dan dikembangkan karena program-program CSR seperti ini sangat membantu sekali bagi para orangtua dalam memberi pengetahuan kebutuhan gizi bagi anak-anaknya, sehingga terhindar dari permasalahan gizi buruk.

ABSTRACT

In the face of social problems PT. Sarihusada has run its Corporate Social Responsibility (CSR). Program 'Ayo Melek Gizi' (AMG) is a nutrition education activities about being one of the main themes is engaged in the awareness of nutritional knowledge , especially for mothers and children. This study aims to determine the role, strategy and the response from the public of the Public Relations Program 'Ayo Melek Gizi' in Yogyakarta. This study used descriptive qualitative. Source of data derived from primary data and secondary data. Data collection techniques used in the form of interviews, observation and documentation. In this study validitasi technique used is triangulation of data or sources. Triangulation of data or the means to compare and check the sources behind the degree of confidence a qualitative information. The results showed that the role of Public Relations in the program 'Ayo Melek Gizi' PT. Sarihusada in Yogyakarta include: (1) Expert Advisor, (2) communication

facilitator, and (3) Communications Technician. When engaged in corporate social responsibility program 'Ayo Melek Gizi', PR PT. Sarihusada Yogyakarta do some activities include: (1) Problem Solving, (2) Public Interest, (3) Maintenance Good Communications, and (4) Fostering a relationship. In the evaluation stage of the Public Relations of PT. Sarihusada mengenai situation analysis about the company using SWOT analysis (Strength, Weakness, Oportunity, Threat. The conclusion of this study that the role of Public Relations of PT. Sarihusada in implementing Corporate Social Responsibility program 'Ayo Melek Gizi' in Yogyakarta is as an expert adviser , facilitator of communication and communication technician. The strategies used include Operational Strategy, Persuasive and Educational Approach, Approach Social Responsibility Public Relations, Cooperation approach, and the approach is integrative and coordinative. Response from the public was very positive and hope that the program can continue to be developed as a sustainable and CSR programs like this is very helpful for parents to impart knowledge of nutrition needs for their children, so avoid the problem of malnutrition.