

ABSTRAK

Rentannya perempuan di Indonesia terkena kanker serviks, hiv dan aids membuat CSR dan *Corporate Communications* PT. Garuda Indonesia,Tbk membentuk program Garuda Peduli Kanker Serviks,Hiv dan Aids.Fokus penelitian ini adalah untuk mengetahui strategi *Corporate Communications* dan CSR dalam membangun reputasi PT. Garuda Indonesia,Tbk melalui CSR. Tujuan penelitian ini, untuk mengetahui strategi yang dibentuk oleh *Corporate Communications*, kebijakan dan prinsip dari CSR PT. Garuda Indonesia,Tbk guna membangun reputasi. Metode penelitian yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Objek penelitian yang diteliti oleh peneliti adalah PT. Garuda Indonesia,Tbk yang berlokasi di Tangerang, Banten. Hasil penelitian menunjukkan bahwa divisi *Corporate Communications* PT. Garuda Indonesia,Tbk membentuk sebuah strategi utama khususnya dalam membangun reputasi ideal yakni strategi pelayanan bidang jasa, strategi manajemen sumber daya manusia, strategi komunikasi efektif sesuai dengan konsep *Indonesian Hospitality*.Dalam membangun reputasi dan pembentukan program *Corporate Social Responsibility* , CSR PT. Garuda Indonesia, Tbk berprinsip pada *Good Corporate Governance* (GCG) serta menerapkan kebijakan sesuai dengan UU Per MBU 05 juli 2007 dan Per MBU 02 juli 2007 mengatur segala kegiatan CSR di BUMN. Mengacu dari hal tersebut, CSR PT. Garuda Indonesia,Tbk membentuk Program Garuda Indonesia Peduli Kanker Serviks, Hiv dan Aids yang berlangsung di Tanjung Pinang tahun 2016. Sebanyak dua puluh orang positif terkena kanker serviks, hiv dan aids. Program ini merupakan program keberlanjutan dan berhasil dengan memberikan dampak positif kepada masyarakat mengenai pola hidup sehat untuk meminimalisir penyakit kanker serviks, hiv dan aids.

Kata Kunci: Strategi *Corporate Communications*, Kebijakan CSR dan Prinsip GCG, Program Garuda Peduli Kanker Serviks, Hiv dan Aids.

ABSTRAC

Vulnerable women in Indonesia affected by cervical cancer, hiv and aids make CSR and Corporate Communications PT. Garuda Indonesia, Tbk established Garuda Care Care Cervical, Hiv and Aids programs. The focus of this research is to know Corporate Communications and CSR strategy in building the reputation of PT. Garuda Indonesia, Tbk through CSR. The purpose of this research is to know the strategy formed by Corporate Communications, policies and principles of CSR PT. Garuda Indonesia, Tbk to build reputation. The research method used in this research is descriptive qualitative method. The object of research researched by the researcher is PT. Garuda Indonesia, Tbk located in Tangerang, Banten. The results showed that Corporate Communications division of PT. Garuda Indonesia, Tbk formed a major strategy especially in building an ideal reputation that service strategy, human resource management strategy, effecitve communication strategy in accordance Indonesian Hospitality concept. In building the reputation and establishment of Corporate Social Responsibility program, CSR PT. Garuda Indonesia, Tbk is principled in Good Corporate Goverance (GCG) and implements policy in accordance with the Law of Per MBU 05 July 2007 and Per MBU 02 July 2007 regulates all CSR activities in BUMN. Referring to it, CSR PT. Garuda Indonesia, Tbk to form Garuda Indonesia Cares Cervical Cancer, Hiv and Aids Program that took place in Tanjung Pinang in 2016. Twenty positive people affected by cervical cancer, hiv and aids. This program is a sustainability program and is successful by giving a positive impact to the community about healthy lifestyle to minimize cervical cancer, hiv and aids.

Keywords : Strategic of Corporate Communications, CSR Policy and GCG Principles of PT. Garuda Indonesia, Tbk, Garuda Cares for Cervical Cancer, Hiv and Aids.