

ABSTRAK

Implementasi Corporate Social Responsibility (CSR) Pada Hotel H Boutique Jogja Dalam Mempertahankan *Brand Image*

Rendahnya tingkat penerapan Corporate Social Responsibility (CSR) di beberapa perusahaan Indonesia mencerminkan tantangan dalam membangun tanggung jawab sosial. Namun, sejak tahun 2022, terjadi peningkatan sebesar 10% dalam penerapan CSR di Indonesia. CSR memainkan peran penting dalam memperkuat hubungan perusahaan dengan masyarakat, melestarikan lingkungan, dan membangun keberlanjutan jangka panjang. Namun, masih ada perusahaan yang menganggap CSR sebagai hal tabu. Melalui studi kasus pada Hotel H Boutique Jogja, penelitian ini menguraikan implementasi CSR dalam mempertahankan *brand image*. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif. Penelitian ini dikaji dengan teori Corporate Social Responsibility (CSR) dari Philip Kotler dan Nancy Lee untuk menganalisis penerapan tanggung jawab perusahaan pada Hotel H Boutique Jogja. Hasil dari penelitian ini menunjukkan bahwa Hotel H Boutique Jogja menerapkan berbagai program CSR seperti kegiatan membersihkan Malioboro, kegiatan perayaan, kampanye sosial, *charity*, dan pilah sampah. Hotel ini berkomitmen untuk memperkuat hubungan dengan masyarakat serta membentuk citra merek yang berorientasi pada keberlanjutan.

Kata Kunci: *Corporate Social Responsibility (CSR), Hotel, Brand Image*

ABSTRACT

Implementation of Corporate Social Responsibility (CSR) at Hotel H Boutique Jogja in Maintaining Brand Image

The low level of implementation of Corporate Social Responsibility (CSR) in some Indonesian companies reflects the challenges in building social responsibility. However, since 2022, there has been a 10% increase in the implementation of CSR in Indonesia. CSR plays an important role in strengthening a company's relationship with society, preserving the environment, and building long-term sustainability. However, there are still companies that consider CSR as a taboo. Through a case study on Hotel H Boutique Jogja, this research outlines the implementation of CSR in maintaining brand image. The research method used is qualitative with a descriptive approach. This research is studied with the theory of Corporate Social Responsibility (CSR) from Philip Kotler and Nancy Lee to analyze the implementation of corporate responsibility at Hotel H Boutique Jogja. The results of this study show that Hotel H Boutique Jogja implements various CSR programs such as Malioboro cleaning activities, celebration activities, social campaigns, charity, and waste sorting. The hotel is committed to strengthening relationships with the community as well as forming a sustainability-oriented brand image.

Keywords: *Corporate Social Responsibility (CSR), Hotel, Brand Image*