

**ANALISIS IMPLEMENTASI PROGRAM CSR (CORPORATE SOCIAL RESPONSIBILITY) DIVISI HUMAN RESOURCES MANAGEMENT YELLOW STAR HOTEL GEJAYAN YOGYAKARTA DALAM MEMPERTAHANKAN CITRA**

Grizelda Audrey Faschalia  
NIM. 200710334

**ABSTRAK**

Penelitian ini bertujuan untuk mengeksplorasi bagaimana Analisis Implementasi Program CSR Divisi *Human Resources Management* Yellow Star Hotel Gejayan Yogyakarta Dalam mempertahankan Citra. Berdasarkan hasil penelitian dengan memfokuskan lima indikator utama dari Program CSR, yaitu *cause promotion*, *cause related marketing*, *corporate philanthropy*, *community volunteering*, dan *socially responsible business practice (community development)*. Melalui pendekatan kualitatif dengan menggunakan metode wawancara dan observasi, studi ini mengungkapkan bahwa Yellow Star Hotel Gejayan Yogyakarta mengimplementasikan Program CSR dengan strategis dan komperhensif. Program *cause promotion* hotel ini mengalokasikan sumber daya dan berkomunikasi secara terbuka dengan masyarakat. *Cause related marketing* melibatkan alokasi dana rutin untuk berbagai kegiatan CSR hotel. *Corporate philanthropy* memberikan kontribusi secara signifikan melalui berbagai kegiatan seperti sumbangan kepada panti asuhan dan kegiatan lingkungan seperti fogging dan sumbangan hewan qurban. *Community volunteering* tidak hanya melibatkan karyawan secara sukarela tetapi juga menetapkan kemitraan yang berkelanjutan untuk memastikan dampak positif yang berkesinambungan. *Socially responsible business practice (community development)* berfokus pada pengembangan komunitas dan kesejahteraan lingkungan hidup, dengan bekerjasama Panti Asuhan Buah Hati. Dengan melakukan pengukuran dampak sosial secara terstruktur, Yellow Star Hotel Gejayan Yogyakarta tidak hanya memperkuat citra positifnya tetapi juga memastikan bahwa kontribusinya nyata dalam meningkatkan kondisi sosial dalam masyarakat. Penelitian ini menggarisbawahi pentingnya tanggung jawab sosial perusahaan sebagai komitmen yang berkelanjutan untuk kesejahteraan komunitas dan lingkungan.

**Kata Kunci:** *Corporate Social Responsibility, Human Resources Management, Citra Perusahaan*

**ANALISIS IMPLEMENTASI PROGRAM CSR (*CORPORATE SOCIAL RESPONSIBILITY*) DIVISI *HUMAN RESOURCES MANAGEMENT* YELLOW STAR HOTEL GEJAYAN YOGYAKARTA DALAM MEMPERTAHANKAN CITRA**

Grizelda Audrey Faschalia  
NIM. 200710334

***ABSTARCT***

*This research aims to explore how the Analysis of CSR Implementation in the Human Resources Management Division of Yellow Star Hotel Gejayan Yogyakarta Maintains its Image. Based on the research findings focusing on five key indicators of CSR programs—cause promotion, cause related marketing, corporate philanthropy, community volunteering, and socially responsible business practice (community development)—this study employs a qualitative approach using interview and observation methods. The study reveals that Yellow Star Hotel Gejayan Yogyakarta strategically and comprehensively implements its CSR program. The cause promotion program allocates resources and communicates openly with the community. Cause related marketing involves regular allocation of funds for various CSR activities at the hotel. Corporate philanthropy makes significant contributions through activities such as donations to orphanages and environmental initiatives like fogging and qurban animal donations. Community volunteering engages not only voluntary participation from employees but also establishes sustainable partnerships to ensure continuous positive impact. Socially responsible business practices (community development) focus on community development and environmental welfare, collaborating with Panti Asuhan Buah Hati. Through structured social impact measurements, Yellow Star Hotel Gejayan Yogyakarta not only strengthens its positive image but also ensures its contributions effectively enhance social conditions within the community. This research underscores the importance of corporate social responsibility as a commitment to sustainable community and environmental welfare.*

***Keywords: Corporate Social Responsibility, Human Resources Management, Corporate Image***