

## ABSTRAK

**Universitas Muhammadiyah Yogyakarta**  
**Fakultas Ilmu Sosial dan Ilmu Politik**  
**Program Studi Ilmu Komunikasi**  
**Konsentrasi *Public Relations***  
**Rofiq Oksa Mardian**  
**Evaluasi Program *Corporate Social Responsibility* Rumah Sakit PKU**  
**Muhammadiyah Yogyakarta**  
**Tahun Skripsi : 2018**

**Daftar Pustaka : 6 Buku + 5 Jurnal + 2 Skripsi + 2 Peraturan**  
**Perundang Undangan + 2 Internet + 1 Proposal + 1 Laporan.**

Sebagai bentuk kepedulian dan tanggung jawab sosial institusi terhadap masyarakat, Rumah Sakit PKU Muhammadiyah Yogyakarta melaksanakan program CSR (*Corporate Social Responsibility*) dalam bentuk Pendampingan Masyarakat (*Community Development*) di kawasan prostitusi Giwangan, Yogyakarta. Tujuan penelitian ini adalah untuk mengetahui evaluasi pelaksanaan program “Pendampingan Masyarakat di Kawasan Prostitusi” serta faktor pendukung, penghambat, dan pihak *stakeholders* yang dilibatkan. Metode penelitian ini adalah penelitian kualitatif dengan jenis penelitian deskriptif. Hasil penelitian menunjukkan bahwa program pendampingan masyarakat yang dilaksanakan oleh Rumah Sakit PKU Muhammadiyah Yogyakarta sudah berjalan dengan baik dan efektif pada aspek kecukupan informasi latar belakang untuk desain program, perencanaan kegiatan yang dibuat sudah sesuai dengan apa yang dibutuhkan oleh masyarakat. Hasil penelitian menunjukkan melalui evaluasi PII (Preparation, Implementation, Impact) (Cutlip, Center and Broom, 2011) pada aspek ketepatan pesan dan isi aktivitas serta aspek kualitas pesan dan presentasi aktivitas program CSR, aspek pesan yang ditempatkan dan aktivitas yang diimplementasikan serta orang yang memerhatikan pesan dan aktivitas masing-masing sudah efektif. Pada tahap evaluasi dampak, aspek orang yang memahami pesan, aspek orang yang merubah opini, aspek orang yang merubah sikap, dan aspek orang yang berbuat sesuai yang diharapkan cukup efektif. Namun pada aspek jumlah pesan yang dikirim ke media dan aktivitas yang didesain kurang efektif. Hal ini karena minimnya pemberitaan yang ada di media terkait dengan program tersebut. Penelitian juga menunjukkan bahwa program CSR RS PKU Muhammadiyah melibatkan multipihak yaitu Fakultas Kedokteran dan Ilmu Kesehatan Universitas Muhammadiyah Yogyakarta (UMY) dan masyarakat penerima manfaat program CSR

*Kata kunci : Evaluasi, Corporate Social Responsibility, Rumah Sakit PKU Muhammadiyah, PII*

## ABSTRACT

*Universitas Muhammadiyah Yogyakarta  
Faculty Of Social and Political Sciences  
Departement Of Communication Scences  
Concentration on Public Relations*

*Rofiq Oksa Mardian*

*Evaluation of Program Corporate Social Responsibility of PKU  
Muhammadiyah Yogyakarta Hospital*

*Year of essay : 2018*

*Bibliography : 6 Books + 5 Journals + 2 Essay + 2 Legislation + 2  
Internets + 1 Proposal + 1 Report.*

As a form of awareness and social responsibility to the Community institutions, hospitals PKU Muhammadiyah Yogyakarta implement CSR (Corporate Social Responsibility) in the form of Mentoring Community (Community Development) in the area of prostitution Giwangan, Yogyakarta. The purpose of this research is to find out the evaluation of the implementation of the program "Community Mentoring in the area of Prostitution" as well as a supporting factor, a barrier, and the stakeholders involved. The method of this research is qualitative research with the kind of descriptive research. The results showed that community mentoring program implemented by the PKU Muhammadiyah Hospital of Yogyakarta was already well underway and effectively on the adequacy of background information for program design, planning activities created is in compliance with what is needed by the community. The results showed through the evaluation of PII (Preparation, Implementation, Impact) (Cutlip, Center and Broom, 2011) on the accuracy of the message and content of the activity as well as aspects of the quality of the message and presentation activities of CSR programs, aspects of the messages placed and activities implemented and the people who look at the message and each activity is already effective. At this stage of the evaluation of the impact, the aspect of the person understand the message, the person that changed the aspect of the people's opinion, change attitudes, and people who do as expected is quite effective. But on the number of messages that are sent to the media and activities designed less effective. This is because of the lack of news coverage that exists in the media associated with the program. Research also shows that CSR programs PKU Muhammadiyah Hospital involves more than one party, namely the Faculty of medicine and health sciences Muhammadiyah University of Yogyakarta (UMY) and the General CSR program beneficiaries well Yogyakarta and Community beneficiaries CSR programs.

*Keywords : evaluation, corporate social responsibility, PKU Muhmammadiyah hospital, PII*