

ABSTRAK

Penelitian ini memiliki fokus penelitian untuk dapat mengetahui pengaruh *Management Stakeholder* pada *Corporate Branding* Telkom university melalui program pengabdian masyarakat yang sudah, maupun sedang berjalan. Tujuan dari penelitian ini adalah untuk membuktikan adanya Pengaruh dari *Management Stakeholder* pada *Corporate Branding* Telkom University serta menganalisa seberapa besar pengaruhnya melalui berbagai program pengabdian masyarakat yang sudah, sedang, maupun akan di lakukan. Penelitian ini berfokus pada bagaimana cara stakeholder mengelola program USR yang nantinya akan berpengaruh pada *Corporate Branding* dengan penerima manfaat Program CSR yang berlangsung guna membangun *Corporate Branding* Telkom University. Metode yang digunakan pada penelitian ini adalah kuantitatif yang di dapatkan dengan menggunakan metode survey dengan 100 responden yang merupakan stakeholder Telkom University yang pernah maupun sedang terlibat di dalam program USR Telkom University. Survey Kuesioner menjadi instrumen utama yang digunakan dalam penelitian ini guna mengumpulkan data. Dengan metode kuesioner ini, diharapkan peneliti dapat memperoleh data guna mengetahui Pengaruh *Management Stakeholder* Pada Program Sosial Responsibility Terhadap *Corporate Branding* Telkom University. Peneliti dalam penelitiannya menggunakan paradigma positivistik yang dianggap ilmiah karena memenuhi kriteria kaidah ilmiah seperti objektif, rasional, empiris, terukur, dan sistematis. Paradigma ini juga dikenal sebagai paradigma konfirmatif karena dapat digunakan untuk mengkonfirmasi teori. Dapat di simpulkan bahwa Paradigma positivistik dapat disebut sebagai paradigma konfirmatif karena cenderung memfokuskan pada konfirmasi hipotesis dan teori yang telah ada melalui metode ilmiah yang sistematis dan terukur. Teknik analisis data yang digunakan adalah teknik analisis deskriptif dan regresi linear sederhana. Berdasarkan hasil pengujian hipotesis yang diperoleh, terdapat pengaruh signifikansi pada variabel *Management Stakeholder* yang dibuktikan dengan $t_{Hitung} > t_{Tabel}$ ($4.576 > 1,692$). Dari hasil ini dapat ditarik kesimpulan bahwa *Management Stakeholder* melalui program pengabdian masyarakat dapat mempengaruhi *Corporate Branding* pada Telkom University.

Kata Kunci : *Corporate Branding, Management Stakeholder, Program Pengabdian Masyarakat, University Social Responsibility (USR).*

ABSTRACT

This research has a research focus to be able to determine the effect of Management Stakeholder on Telkom University's Corporate Branding through community service programs that have been, and are currently running. The purpose of this research is to prove the influence of Management Stakeholder on Telkom University's Corporate Branding and analyze how much influence it has through various community service programs that have been, are, or will be carried out. This research focuses on how stakeholders manage the CSR program which will affect Corporate Branding with the beneficiaries of the CSR Program that takes place in order to build Telkom University's Corporate Branding. The method used in this research is quantitative which is obtained using a survey method with 100 respondents who are Telkom University stakeholders who have been or are currently involved in the Telkom University CSR program. The questionnaire survey is the main instrument used in this study to collect data. With this questionnaire method, it is hoped that researchers can obtain data to determine the effect of Management Stakeholder on Social Responsibility Programs on Corporate Branding Telkom University. Researchers in their research use a positivistic paradigm which is considered scientific because it meets the criteria of scientific rules such as objective, rational, empirical, measurable, and systematic. This paradigm is also known as confirmative paradigm because it can be used to confirm the theory. It can be concluded that the positivistic paradigm can be referred to as a confirmative paradigm because it tends to focus on confirming existing hypotheses and theories through systematic and measurable scientific methods. The data analysis techniques used are descriptive analysis techniques and simple linear regression. Based on the results of hypothesis testing obtained, there is a significant effect on the Management Stakeholder variable as evidenced by $t_{Count} > t_{Table}$ ($4.576 > 1.692$). From these results it can be concluded that Management Stakeholder through community service programs can influence Corporate Branding at Telkom University.

Keywords : Corporate Branding, Management Stakeholder, Social Service Program, University Social Responsibility (CSR).