

DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
LEMBAR PERSETUJUAN	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
RIWAYAT HIDUP	Error! Bookmark not defined.
DAFTAR ISI	ix
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
BAB I	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian	Error! Bookmark not defined.
1.2 Fokus dan Pertanyaan Penelitian	Error! Bookmark not defined.
1.3 Tujuan Penelitian	Error! Bookmark not defined.
1.4 Kegunaan Penelitian	Error! Bookmark not defined.
1.4.1 Kegunaan Akademis	Error! Bookmark not defined.
1.4.2 Kegunaan Praktis	Error! Bookmark not defined.
1.5 Landasan Teoritis dan Konseptual	Error! Bookmark not defined.
1.5.1 Penelitian Terdahulu	Error! Bookmark not defined.
1.5.2 Landasan Teoritis	Error! Bookmark not defined.
1.5.2.1 Teori Kontruksi Sosial Atas Realitas	Error! Bookmark not defined.
1.5.2.2 Teori Reputasi	Error! Bookmark not defined.
1.5.3.1 Strategi	Error! Bookmark not defined.
1.5.3.2 Reputasi	Error! Bookmark not defined.
1.5.3.3 Corporate Social Responsibility (CSR)	Error! Bookmark not defined.
1.6 Langkah-langkah Penelitian	Error! Bookmark not defined.

1.6.1	Lokasi Penelitian.....	Error! Bookmark not defined.
1.6.2	Paradigma dan Pendekatan	Error! Bookmark not defined.
1.6.3	Metode Penelitian.....	Error! Bookmark not defined.
1.6.4	Jenis Data dan Sumber Data.....	Error! Bookmark not defined.
BAB II.....		Error! Bookmark not defined.
2.1	TEORI REPUTASI (<i>REPUTATION THEORY</i>)	Error! Bookmark not defined.
2.1.1	Asumsi Dasar Teori Reputasi	Error! Bookmark not defined.
2.1.2	Prasyarat Reputasi.....	Error! Bookmark not defined.
2.1.3	Unsur Terbentuknya Reputasi	Error! Bookmark not defined.
2.1.4	Empat Sisi Reputasi.....	Error! Bookmark not defined.
2.2	STRATEGI.....	Error! Bookmark not defined.
2.2.1	Definisi Strategi.....	Error! Bookmark not defined.
2.2.2	Jenis-jenis Strategi	Error! Bookmark not defined.
2.2.3	Perumusan Strategi.....	Error! Bookmark not defined.
2.2.4	Tingkatan Strategi	Error! Bookmark not defined.
2.3	<i>CORPORATE SOCIAL RESPONSIBILITY (CSR)</i>	Error! Bookmark not defined.
2.3.1	Definisi <i>Corporate Social Responsibility (CSR)</i>	Error! Bookmark not defined.
2.3.2	Prinsip <i>Corporate Social Responsibility (CSR)</i>	Error! Bookmark not defined.
1.3.3	Program <i>Corporate Social Responsibility (CSR)</i>	Error! Bookmark not defined.
1.3.4	Manfaat <i>Corporate Social Responsibility (CSR)</i>	Error! Bookmark not defined.
BAB III.....		Error! Bookmark not defined.
3.1	Gambaran Umum Lokasi.....	Error! Bookmark not defined.
3.1.1	Profil PT Petrokimia Gresik	Error! Bookmark not defined.
3.1.2	Visi, Misi, dan Tata Nilai Perusahaan.....	Error! Bookmark not defined.
3.1.3	Lokasi Perusahaan.....	Error! Bookmark not defined.
3.1.4	Logo Perusahaan.....	Error! Bookmark not defined.
3.1.5	Jenis-jenis Produk.....	Error! Bookmark not defined.

3.1.6	Anak Perusahaan	Error! Bookmark not defined.
3.1.7	Struktur Organisasi	Error! Bookmark not defined.
3.2	Profil Informan	Error! Bookmark not defined.
3.3	Hasil Wawancara	Error! Bookmark not defined.
3.3.1	Kegiatan <i>Social Mapping</i> Sebagai Bentuk Perumusan Latar Belakang Program CSR Bina Lingkungan Pelestarian Alam Untuk Membangun Reputasi	Error! Bookmark not defined.
3.3.2	Kegiatan Menyusun Rencana Strategis dan Rencana Kerja Sebagai Bentuk Perumusan Latar Belakang Program CSR Bina Lingkungan Pelestarian Alam Untuk Membangun Reputasi.....	Error! Bookmark not defined.
3.3.3	Kegiatan Pelaksanaan CSR Bina Lingkungan Pelestarian Alam Untuk Membangun Reputasi.....	Error! Bookmark not defined.
3.3.4	Kegiatan Monitoring dan Evaluasi Sebagai Bentuk Pengawasan dan Penilaian Terhadap Program CSR Bina Lingkungan Pelestarian Alam Dalam Membangun Reputasi.....	Error! Bookmark not defined.
3.4	PEMBAHASAN	Error! Bookmark not defined.
3.4.1	Kegiatan <i>Social Mapping</i> Sebagai Bentuk Perumusan Latar Belakang Program CSR Bina Lingkungan Pelestarian Alam Untuk Membangun Reputasi	Error! Bookmark not defined.
3.4.2	Kegiatan Menyusun Rencana Strategis dan Rencana Kerja Sebagai Bentuk Perumusan Program CSR Bina Lingkungan Pelestarian Alam Untuk Membangun Reputasi.....	Error! Bookmark not defined.
3.4.3	Kegiatan Pelaksanaan Program CSR Bina Lingkungan Pelestarian Alam Untuk Membangun Reputasi.....	Error! Bookmark not defined.
3.4.4	Monitoring dan Evaluasi Sebagai Bentuk Pengawasan dan Penilaian Terhadap Program CSR Bina Lingkungan Pelestarian Alam Dalam Membangun Reputasi.....	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
4.1	Simpulan	Error! Bookmark not defined.
4.2	Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.