

**STRATEGIES FOR IMPROVING STAFF INVOLVEMENT IN
CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES IN
INTERCONTINENTAL JAKARTA MIDPLAZA**

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RECOMMENDATION LETTER

This thesis entitled “**Strategies for Improving Staff Involvement in Corporate Social Responsibility Activities in InterContinental Jakarta MidPlaza**” prepared and submitted by Anny Angelica in term of fulfillment of the requirements for the degree of Bachelor Degree in Business Administration in the faculty of Economics in President University and has been reviewed and found to have satisfied the requirements for thesis fit to be examined. Therefore, the researcher recommends this thesis for Oral Defense.

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DECLARATION OF ORIGINALITY

I, hereby declare that this thesis, entitled “**Strategies for Improving Staff Involvement in Corporate Social Responsibility Activities in InterContinental Jakarta MidPlaza**” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, 23 December 2011

Anny Angelica

ABSTRACT

Corporate Social Responsibility is a concept in business world and it consists of the number of growing company which began to think their impacts on society at large, primarily because guests are becoming more aware of corporate activities in around the world. Before designing the CSR activities, company should decide the vision and mission of the program held to make the existence of the program and ensure all staffs participate well in the activities.

For the business, CSR can be a source of opportunity, innovation, and competitive advantage while at the same time providing with the opportunity to actively contribute to the sustainable development. Organizations consider environmental, social, and broader economic questions in connection with their core operations unleash innovations and deliver better financial return.

Many companies also add a charitable aspect to their CSR program. For example, InterContinental Jakarta MidPlaza held an event called CSR goes to Planting 1000 Trees which the objective is to prevent the global warming. Of course, the most important aspect in the CSR program is **staff participation** in term of making the program successful. **Staff participation** could be direct participation such as staffs compete each other to join the program (due to the quota of the participants are limited) and material donation such as when the earthquake in Japan giving the donation as salary deduction to be donated.

This thesis will discuss the research of the researcher did to determine the staff participation in Corporate Social Responsibility program and conducted by qualitative program, where the result of the research came from observation and personal experience. Both of the result are compared each other and also the result is also being compared with the theory related to the thesis. Besides, the result of research can be used as reference for the company and as inputs for the management.

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CHAPTER I

INTRODUCTION

1.1. Background of the Study

Currently, the tourism in developing countries is growing rapidly and it competing each other. Indonesia as one of developing countries participates in supporting tourism industry, especially in hospitality such as hotel. Hotel has a role to provide services such as accommodation for the tourists. “Hotel is a building used for giving service such as room, food and beverage, and also recreation, which is managed for commercial purpose.”

The establishment of hotel in all over Indonesia gives benefit for government such as income from the tax and decrease the number of unemployment. Income from the tax can be used for governmental reconstruction and by hiring people as staffs will decrease the number of unemployment. In operating hotel, it needs suitable people, competent, and qualified enough for the position.

In InterContinental Jakarta MidPlaza, besides hiring talented, competent, and qualified people for the position, it also hires slow learner, deaf – mute, and orphanage as Casual Worker. It is a part of Corporate Social Responsibility (CSR) and organized by InterContinental Hotels Group (IHG) for supporting the program while not all units doing this.

¹ Corporate Social Responsibility or CSR is one of a concept in business world which companies integrate social and environmental concerns in their business operations and in their interaction with business relevant groups on a voluntary basis. It takes the

¹ Taken from source with the some change <http://www.acceleratingcsr.eu/en/csr>

responsibility of an organization for the impacts of its decisions and activities on society, the environment and its own prosperity. Not only build their brand image and reputation, corporate social responsibility also can help strengthen the community and therefore the marketplace. CSR also describes the principle that companies should make a positive contribution to society in the term of managing the social, environmental and economic impacts of the company, being responsive to those who are affected by a business operation, and behaving according to a set of values which are not codified in law.

Corporate Social Responsibility or CSR includes the common issues which companies are facing right now. Not all company really aware about the environment such as the prevention of global warming and hiring unemployed people because of lack of education or physical disabilities (deaf – mute, slow learner, or orphanage). Sometimes, companies do not want to take a risk by hiring unfortunate people because of several reasons.

The corporate social responsibility program can be shown with the activities such as :

- Hiring deaf – mute, slow learner, or orphanage to let them feel that they can also be hired as employee or in the other word can be said as same chance with other people who are normal and it will decrease the number of unemployment
- Doing charity for the victims of earthquake, flood, natural disaster, and also for internal by giving donation if there are part of family who passed away and it is a part of IHG commitment, Show We Care
- Participating in the program of preventing global warming such as selling wrist band for supporting in planting tree
- Breakfasting with orphanage and repairing house (painting the wall, sweeping floor, etc) as a part of “IHG Commitment, Responsible Business and Show We Care”
- Cleaning the road as a part of “IHG commitment, Show We Care and Work Better Together”

1.2. Company Profile

InterContinental Jakarta MidPlaza is one of the business hotels which is conveniently located within the pulse of the city's thriving central business commercial district and in close proximity to an array of entertainment possibilities. It can be accessed from Jalan Jendral Sudirman and Jalan K. H. Mas Mansyur. The address of InterContinental Jakarta MidPlaza is Jalan Jendral Sudirman Kav 10 – 11, Jakarta 10220. InterContinental Jakarta MidPlaza is established at 10 June 1998. Formerly, the name was not InterContinental, but Kempinski Plaza Hotel. It is changed to InterContinental Jakarta MidPlaza at 01 April 2002 and it is managed by InterContinental Hotels Group. The owner of this hotel is Mr. Rudy Suliawan and Mrs. Yoko Suliawan which owning company is PT. Prima Adhitama International Development (PT. PAID) located in MidPlaza 2 Building on the 25th floor.

There are seven brands in InterContinental Hotels Group which are InterContinental Hotels and Resorts, Crowne Plaza, Holiday Inn, Holiday Inn Express, Candlewood Suites, Stay Bridge Suites, and Indigo Hotel. In Indonesia, there are only two InterContinental hotels which are in Jakarta and Bali, three Holiday Inn which are in Bandung, Batam, and Bali, and two Crowne Plaza which are in Jakarta and Semarang.

The key strength of the company is in Hospitality Industry. InterContinental Jakarta MidPlaza has some facilities such as rooms, function rooms, and outlet.

1.2.1. Rooms

This building has 37 floors which are divided into hotel and apartment. Hotel is from third floor until fourteenth floor and Apartment (Plaza Residences) is from fifteenth floor until thirty seventh floor. Room configuration can be looked at the table below :

Room Type	Total Room	Size (Square Meter)
King Deluxe Room	60	37
Twin Deluxe Room	23	37

Deluxe Wheelchair Accessible	2	40
King Premier Room	108	40
Twin Premier Room	28	40
Executive Room	8	54
King Club InterContinental Room	38	40
Twin Club InterContinental Room	7	40
Studio Suite Club InterContinental	10	61 – 68
King Studio Suite	40	61 – 68
One Bedroom Suite	9	71
Executive One Bedroom Suite	1	71
Two beds Studio Suite	1	68
Presidential Suite	1	180

1.2.2. Function Rooms

Hotel's function rooms are located in LG level (Jasmine 1, Jasmine 2, Jasmine 3), Lobby Level (Ballroom A and Ballroom B), Mezzanine Level (Business Centre 1, Business Centre 2, and Business Centre 3), and Third Level (Asoka 1 – 6 and Lotus 1 – 6).

1.2.3. Outlets

1.2.3.1. Deli

Deli Cake Shop is located in the Lower Ground level. Deli is one of hotel outlet offers a wide selection of freshly baked breads, cakes, home make chocolate, and sandwiches. Deli also serves for breakfast and lunch even it is not heavy meal. The Deli opens from 06.30 until 21.00. Every day after 06.00 pm, all baked breads, cakes, and sandwiches are discount up to 50%.

1.2.3.2. Bacchus

Bacchus is one of sport bar which is located in the Lower Ground Level, in front of Deli. Bacchus is an intimate bar offering various selection of wine by the bottle and glass, premium spirits and beer. The opening of Bacchus is from 16.00 until 01.00.

1.2.3.3. Lobby Lounge

Lobby Lounge is located in Lobby Level, in front of front desk. The design is very simple but elegant and the situation is quiet can make the guest feel relax. Lobby Lounge opens from 07.00 until 00.00. There are many selections of beverages and light snacks, live music available in the evening.

1.2.3.4. Java Restaurant

Java Restaurant in the second floor and it serves a'la carte and buffet menu features International and Indonesian cuisine. For a'la carte is available from 06.00 until 23.00, breakfast buffet is 06.00 – 10.30, and lunch buffet is 12.00 – 14.30. on Sunday, there will be brunch from 11.30 until 15.00.

1.2.3.5. Scusa Restaurant

Located on the second floor equipped with best sound system with lounge, dance floor, Bar, and private rooms. Scusa offers Italian food and it is also an open kitchen with the total capacity is 119 seats.

1.2.3.6. Spa InterContinental

Spa is located on the second floor with the extensive indoor and outdoor sports facilities including tennis and squash court, swimming pool, and fully equipped gym with professional trainers. Separate men's and women's area with Jacuzzi, steam, and sauna rooms. Spa also offers a range of facial and body treatments, massage, reflexology by professional staff, and includes a Spa Bar, single and double treatment rooms with or without bathtub.

There is also Pool Bar which located alongside the swimming pool and it offers healthy tropical cocktails within a relaxing ambience.

1.2.3.7. Club Lounge

Located on the 14th floor, the lounge is used by Club InterContinental guests. A breakfast service is available from 06:00 to 10:00 and features International, Asian, Vegetarian and health oriented dishes. It also provides cocktails and selection of light sweet and savory snacks may be enjoyed from 17:00 to 20:00. The breakfast and light snack buffet rotate daily seven days a week.

1.2.4. Company Vision

InterContinental vision is transforming the business to be the most preferred, admired and successful hotel company in the world. In other word, it can be described as to become the greatest business hotel in the world.

1.2.5. Company Mission

1.2.5.1. Goal

We want to grow by making our brands the first choice for guests and hotel owners.

1.2.5.2. Target

In 2005, IHG committed to increase the number of rooms IHG has by 50,000 to 60,000 on a net and organic basis. The top end of this target was exceeded in June 2008 – 6 months ahead of schedule. By the end of 2008, IHG had reached 82,000 net rooms.

This was achieved through organic growth – meaning through new rooms under IHG existing brands and not through acquisition. Most of the rooms that leave IHG system do so at IHG instigation as IHG raise the quality of the hotels across all of brands.

1.2.6. Brands

1.2.6.1. InterContinental Hotels & Resorts

InterContinental Hotels & Resorts is our most prestigious hotel brand, located in major cities in over 60 countries worldwide, offering business and leisure travellers the highest level of service and facilities.

1.2.6.2. Crowne Plaza

A dynamic hotel brand is located in nearly 60 countries around the world. Truly international, Crowne Plaza offers premium accommodation, designed for the discerning business and leisure traveller who appreciates simplified elegance.

1.2.6.3. Holiday Inn

Holiday Inn offers business and leisure travellers dependability, friendly service, modern facilities and excellent value. You'll find them throughout the world – in small towns and major cities, along quiet roadways and near bustling airports.

1.2.6.4. Holiday Inn Express

A fresh, clean, uncomplicated hotel choice offers comfort, convenience and good value. Holiday Inn Express (or Express by Holiday Inn) is one of the fastest growing hotel brands in its segment.

1.2.6.5. Hotel Indigo

A new innovative brand designed for the style-conscious traveller looking for the individual approach and facilities of a boutique hotel. Our hotels are located in urban, mid-town and suburban areas, close to businesses, restaurants and entertainment venues.

1.2.6.6. Staybridge Suites

Staybridge Suites is an all-suite hotel brand for extended stay guests looking for a residential-style hotel for business, relocation or leisure.

1.2.6.7. Candlewood Suites

Candlewood Suites' high-quality accommodation caters to mid-market business and leisure travellers looking for a multiple night hotel stay.

1.3. Problem Identified

InterContinental Jakarta MidPlaza is one of five star hotels which is located in Sudirman street and it is also surrounded by many companies (business district). Intercontinental Jakarta MidPlaza hotel is one of the hotels that has corporate social responsibilities activities and attains positive responses from several guests, other companies, and also by its employees. Thus many of them are interested to participate in those activities. Nevertheless, it has to be balanced with a well-planned promotion program. The researcher wants to know the purposes of establishment CSR activities, the way of improving the activities to get more awareness in public sector, customer's mind, and also to attract the employees for joining the activities. Therefore the staff involvement is also one of the aspect to make the program becomes successful.

1.4. Statement of Problem

From the problem identification, researcher state the problem is “*Strategies for Improving Staff Involvement in Corporate Social Responsibility Activities in Intercontinental Jakarta MidPlaza*”

1.5. Research Objectives

The objectives of this research are to have more depth understanding and knowledge in term of giving knowledge about the importance CSR, and make the other people realize

that CSR activities can bring the positive impact for the environment, employees, communities, and also help the stakeholder who also influence the successful of the program.

The other objectives of this research are also to find the strategies and ways in term of improving consumer, environment, and stakeholder's awareness, brand images of the company, and develop a new model or activities that can be used to renew the activities. Besides, this research was being observed to gain more information about employees' testimonials and opinions about the activities whether they can participate or not. Their suggestion can be used for the advices to the management before the activities will be held.

1.6. Significant of the Research

For the Researcher

1. Having depth understanding and knowledge about the importance of CSR and trying to implement the theory gained in university with the reality

For the Hotel

1. To give contribution a deeper knowledge about the importance of CSR program for employees who participate or not participate
2. An input to improve facilities and the program for attracting employees for joining the activities
3. Knowing the advantages and disadvantages for employees

For the Academic Community

- Can be used as reference for gaining in depth knowledge and realize the importance and objectives of CSR program

Therefore, the result of this study is intended to give contribution in theoretical and practical field.

1.6.1. Theoretical Field

The researcher hopes that the development of the new activities can be implemented and employees realize and aware that CSR program is designed to give the best contribution in the term of building customer satisfaction, customer awareness, and brand image of company in the environment situation.

1.6.2. Practical Field

The researcher hopes that the development of the new activities can be applied for the better prospect in the future. The researcher also hopes that those activities can be used as reference about being responsible for the environment.

1.7. Scope and Limitation of the Study

The sample of population that the researcher uses is employees in InterContinental Jakarta MidPlaza who are aware and always give their participation in supporting CSR activities.

The scope of study is limited due to not all employees give their participation in CSR activities such as back office staffs.

1.8. Theoretical Framework

The theory will be used in this thesis is about Corporate Social Responsibility in service industry and more specific in strategies used due to invite and attract staffs for joining the programs and activities. Before achieving all staffs participate and get interested with the program, it needs to understand kind of activities held, the purposes, and when it will be held. Designing activities is also parts of achieving staffs participation due to attractive program will make them be motivated for attending. According to the some expert, the factors of driven staff participation are good communication among staffs and their motivation of participating. The first driver, good communication among staffs can be shown as poster, email invitation, staffs rolling (for front liner department), the

purposes of activities, and the result after activities run. The other is motivation for joining the activities can be shown as the program is attractive and well known. Those drivers are used for designing questions to be used in interview process.

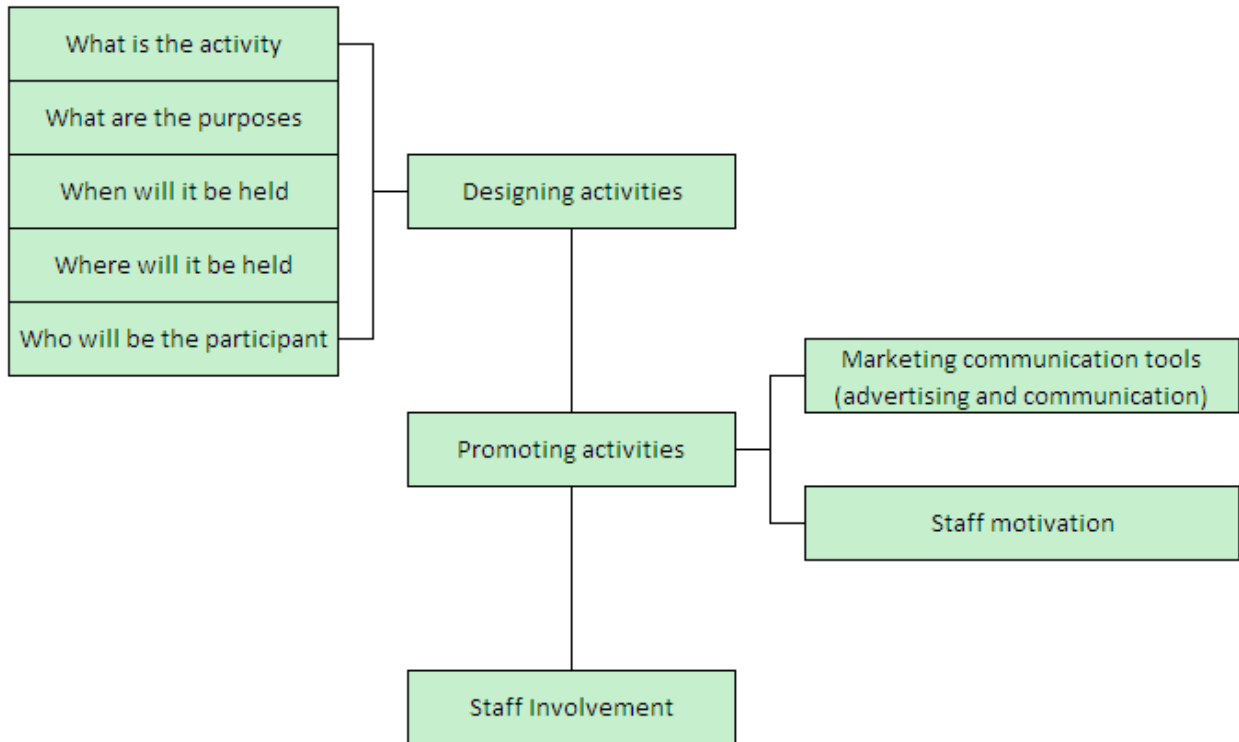


Figure 1 : Theoretical Framework

1.9. Definition of Terms

1.9.1. Corporate Social Responsibility

“Corporate Social Responsibility (CSR) is associated with the conduct of corporations and in particular whether corporations owe a duty to stakeholders” – Kim Kercher (Bond University) – Corporate Social Responsibility: Impact of Globalization and International Business

”CSR is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as that of the local community and society at large.” – Mallen Baker

Corporate Social Responsibility is the commitment from company to have association which owing duty to the shareholder in term to improve the quality of life, environment, social community, and a part of welfare program.

1.9.2. Hospitality Industry

The hospitality industry is a major service sector in the world economy. It is divided into two parts, entertainment and accommodation. Accommodation takes the form of public houses, resorts, inn, campgrounds, hotels, and service apartments. Entertainment takes the form of club, bars, and restaurant.

1.9.3. Interview

Interview is a process of asking and answering the question which related to obtain information.

1.9.4. Participation

Participation is being participated with the activities.

1.9.5. Participant

Participant is a person who takes part in activity.

1.9.6. Observation

Observation is doing some research due to obtain knowledge, information, and also prove some theory. The term of observation refers to data collection.

1.10. Systematic of Writing

1.10.1. Introduction

In this chapter, the researcher elaborates the reason of choosing the topic based on the background (the business issue which currently exists or pop up), company profile (the place where researcher taken to do the research), problem identified and statement of the problem, objectives and significant of research (the purpose of research for researcher, for the hotel, and for the community), and scope and limitation of the study.

1.10.2. Literature Review

In this chapter, the researcher will state some theories related with the problem.

1.10.3. Research Methodology

In this chapter, the researcher will explain method of the research and method of gathering the data.

1.10.4. Analysis of Data

In this chapter, the researcher will discuss the result of gathering the data by interviewing and doing some observation. Then, it will be interpreted to find the result.

1.10.5. Conclusion and Recommendation

In this chapter, the researcher will find the conclusion and solution of the problem exist. Not only that, the solution can also be used to review the program held.

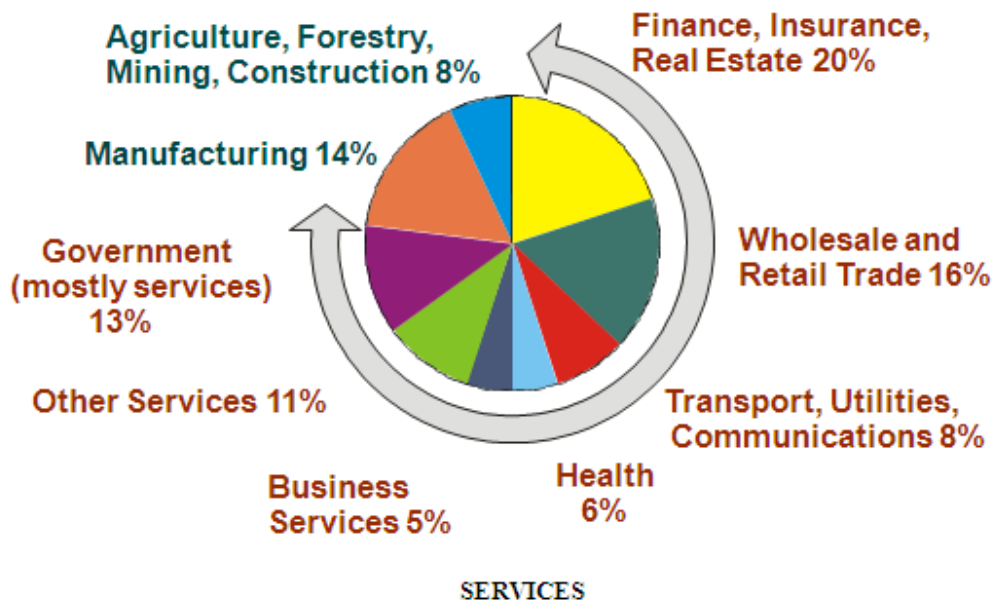
CHAPTER II

LITERATURE REVIEW

2.1. *Service Industry*

Service sector is important in term of economic growth. Most countries which are dominated by developed and developing economies by prefer to grow the economic in service sector because it will bring more profit and value rather than agriculture, raw materials and manufacturing combined. Besides, in developed and developing countries, the chance of being employed is also dominated by service jobs and most new job growth comes from services due to in service it needs lot of people which qualified enough, competent, and suitable for the position.

The percentage of service industry is shown by diagram as follow :



Source: Bureau of Economic Analysis, November 2002

The example businesses in service industries are hotels, medical centers or hospitals, banking and securities dealing, management consultant, telecommunications, restaurants, spas and gyms, golf courses and country clubs, cleaning and landscaping, recruitment and training, education, etc.

2.1.1. Characteristics of Services

There are nine characteristics of services that company should aware. They are :

- Customers do not obtain ownership of services

No ownership due to service can be felt but can not be owned and customers only obtain temporary rentals, hiring of personnel or access to facilities and system

- Service products are ephemeral and cannot be inventoried

The services can not be stored (not like goods that can be stored in long time period or current period) except some information or output can be recorded in electronic or printed form and re-used many times

- Intangible elements dominate value creation

Intangible elements can dominate services industry because it can bring a lot of value added to the company such as for greater revenue and reducing the number of unemployment

- Greater involvement of customers in production process

The consumers can follow the production process such as Dapur Coklat where at Dapur Coklat we can make our own chocolates and in this case, we receive the services (how to make the chocolates) and also we can make our own chocolate

- Other people may form part of product experience

Other people can form part of product experience because they also can be a part of company that can help to distribute the services such as appearance and behavior can influence service experience service positively

- Greater variability in operational inputs and outputs

It supposed to be working harder to control quality and achieve consistency, and also need to improve the productivity through standardization by giving training

- a. Many services are difficult for customers to evaluate

The service supposed to be evaluated due to educate customer to help them meet their expectation and create brand image positioning in customer mind by giving extra services to make them forget about wrong service, such as restaurant, where if the food they taste is not as salt as they want, but the hospitality of the staffs and friendliness can make them forget about the salt

- Time factor is more important -- speed may be key

Time is important in services and using speed to attract the others with the services by offering convenience of extended service hours up to 24/7, listening attentively with the complaint, giving respond immediately

- Delivery systems include electronic and physical channels

The goods that is ordered can be delivered with delivery services or physical channel and using electronic channels to deliver intangible things, information – based elements instantly and expand geographic reach

2.1.2. Customer Satisfaction

Customer satisfaction is defined as the percentage of total customers who reported about products or services supplied by companies meet or surpass their expectation. Customer

satisfaction can be seen as a combination service quality which the performance form employees are perfect and price which is affordable, in addition to the influences of situational and personal factors. Customer satisfaction can be assessed after an experience with the service provider (Zeithaml and Bitner, 1996:124).

Customer satisfaction can influence the customer for going back again to the company due to they are satisfied enough or delight with the service offered. This satisfaction can affect the number of sales and company profitability.

2.1.3. Marketing Mix of Service

There are seven elements of the service marketing mix and they are :

- **Product Elements**

Combination of good, idea, method, information, object, or service that will end the result of a process and serves as a need or want by satisfier can be categorized as product. Product elements usually is a bundle of tangible and intangible attributes such as benefits, features, functions, uses), often being offered by sellers to buyers for purchase.

In services term, the benefits are important to be delivered to the customers for example customers who are staying in hotel, they don't buy a hotel room (tangible things), but they are buy a good night sleep. Besides, the customers also need guarantees for the service for example complimentary if the service offers is bad.

- **Place and Time**

The product or service distributed is influenced by the major of geographic location served such as in Bali. There are many resorts hotel in Bali that can not be found in Jakarta due to Bali is the place for refreshing or holiday and Jakarta is a central business district which is having business hotel.

- Promotion and Education

There are several elements can be used to inform, educate, persuade, and remind the customers about products or services offered such as:

- ✓ Marketing communication tools

The promotion by marketing communication tool can be done by using print advertising (flyers, brochures, banner), intermediaries (for example business cooperation with travel agencies in term of room booking), internet (such as website), personal selling (such as by doing sales call to the company for offering product), and public relation (for example is organizing event corporate social responsibility such as planting tree, cleaning area, repairing orphanage, etc).

- ✓ Content

The promotion by content can be done by using the persuasive message and staff education or training. The example of persuasive message is InterContinental Jakarta MidPlaza which has the tagline of In The Know. The term of In The Know explains about information all over the place in Jakarta which is worth to be visited by guests if they stay in InterContinental Hotel. The example of staff education or training is Human Resources Management hires deaf and mute people as a part of supporting Corporate Social Responsible business. The purpose of hiring deaf and mute people is to show that they also have the same chance as normal people and they can also work as normal as other people.

- Price and Other User Outlays

There are several method is used for the selling strategy, such as discount, voucher, premium, and credit terms. Sometimes discount is used for several occasions such as Christmas, New Year, Valentine, etc. The promotion by voucher can be used in term of

events such as New Year (offering closing sale), Valentine (offering special package), Chinese New Year (offering special package with bombastic discount), Christmas (offering discount of several item). Therefore, the other example is Etude which is offering the discount for the people who have birthday of the month.

The term of voucher and credit term are used for the condition if the buyers make single purchase above the credit term and will get free voucher that can be used for the next purchase. The term of premium price is used to make the condition of the product is quite expensive but suitable with the quality of the product.

- Physical Environment

There will be designing the service with the tangible evidence and intangible elements. For example of service provider is Hotel. For tangible evidence in designing hotel will need land, building, interior design, equipments or furniture, and same uniform clothes for front liner staffs. The intangible elements of designing hotel are management team, staffs' professionalism, staffs' grooming, hotel's situation and condition, inside room's smell, and staffs' politeness.

- Process

The process in the service is following the flow chart or procedures. The process is designed to show the activity flows, number of actions to the customer (kind of activities which involve staffs and guests), and kind of technology which needed such as computer or telephone.

- People

In term of hotel, it supposed to manage the human side of the enterprise and the right customer contacts employees performing tasks well. The management team supposed to hire or recruit the right people which suitable with the background or qualified enough with the position, design the job description and task list based on the position, give

training for the staffs (new hire or existing staff), give reward, and performance appraisal twice a year. The purpose of those activities to determine that the employees hired are potential and high qualified for the job or position.

Beside, in term of people, management team also organize the Corporate Social Responsibility which are inviting people for do the right thing and hiring deaf – mute people to make them feel that they also have the same chance as other people. Besides, the activities of do the right thing are part of responsible business and involving to the activities. The purpose of responsible business is to show we care the environment with variety program such as planting tree and turn off the electricity (earth hour). Besides the effective CSR means respect for cultural and developmental differences and sensitivity to imposing values, ideas, and beliefs when establishing the program.

2.2. Corporate Social Responsibility

2.2.1. The Meaning of Corporate Social Responsibility

“Corporate governance should be recognized as set of standards, which aims to improve a company’s image, efficiency, effectiveness and social responsibility” – Nigel Kendall

Corporate Social Responsibility means that a corporation should be held accountable and responsible for any of its actions that affect people, communities, and environment. The term of corporate social responsibility is used by companies to create a good image and also becoming a trustful brand.

It is the continuing commitment by business to behave and contribute economic development while improving the quality of life of the workforce and their families as well as that of the local community and society at large. It is also about how a company manages its business process to produce an overall positive impact on society. For example, giving charity donation for the earthquake victims, go green by doing earth hour or reducing the number of electric usage, etc. It is a part of commitment that can

increase the community welfare through business practice and also the way to show we care with the environment.

Recently, CSR activities are becoming the mainstream in business practice where there are many companies are aware with the social environment and responsible for doing activities in term of recapitulation also. Besides, many companies take CSR as a part of management strategies, not as obligation. For example is InterContinental Jakarta MidPlaza.



Figure 2 : Planting Tree website

<http://www.detikfood.com/read/2011/11/23/164616/1773939/294/intercontinental-jakarta-midplaza-tanam-1000-pohon?dthlutama>

The article shows that to prevent the global warming, the InterContinental Jakarta MidPlaza hotel inviting staffs together to plant the tree in Lippo Cikarang. This action is

known as Responsible Business due to this activity is a part of business which has relation with environment to prevent global warming and make it green.

2.2.2. How Corporate Social Responsibility Began

Corporate Social Responsibility began because of the basic principles which are charity principle and stewardship principle. The charity principle, idea that the wealthier members of society should be charitable toward those less fortunate, is a very ancient notion. Royalty through the ages has been expected to provide for the poor. The same is true of those with vast holdings of property, as do the sacred writings of other world religion. The term of charity is used as a charitable organization which type of non-profit organization for the philanthropic goals such as charitable, educational, religious, or other activities serving the public interest or common good. The stewardship principle believes an obligation could bring benefits from company's action. According to this principle, corporate managers have been placed in a position of public trust by controlling vast resources whose use can affect people in fundamental ways. Those principles can be shown in a table as follow :

	Charity Principle	Stewardship Principle
Definition	Business should give voluntary aid to society's needy persons and groups	Business, acting as a public trustee, should consider the interests of all who are affected by business decisions and policies
Modern Expression	▶ Corporate philanthropy	▶ Acknowledging business and society interdependence
	▶ Voluntary actions to promote the social good	▶ Balancing the interests and needs of many diverse groups in society
Examples	▶ Corporate philanthropic foundations	▶ Enlightened self-interest
	▶ Private initiatives to solve social problems	▶ Meeting legal requirements
	▶ Employee volunteerism	▶ Stakeholder approach to corporate strategic planning
	▶ Social partnerships with needy groups	

Source : *Business and Society Corporate Strategy, Public Policy, Ethics – James E Post, Anne T Lawrence, James Weber*

Table 1 : *Charity vs Stewardship Principle*

2.2.3. The Limits of Corporate Social Responsibility

1. Legitimacy

It could be leading a company to an understanding that it has a legitimate obligation to take socially responsible action, for example drug use is causing serious safety problems in a plant, a company might be justified in spending money on a drug education and treatment center that can help its employees and other in the community

2. Costs

Every social action is accompanied by costs of one kind or another. Consider, for instance, a company's contributions to a worthy charity of its establishing a child-care center for its employees. Money spent on a child-care center could have been used instead to boost employees' wages. As worthy as some social actions may be,

they do impose costs either on the business firm or on some groups in society, or both.

3. Efficiency

The costs of social responsibility, like all business expense, can potentially reduce a company's efficiency and affect its ability to compete in the marketplace. The managers who make what seems to be a socially responsible decision by putting the interests of their local employees first may not be able to compete with their lower-cost, more efficient competitors.

4. Scope and Complexity

Some of society's problems are simply too massive, too complex, and too deep-seated to be solved by even the most socially conscientious company or by all companies acting together. Examples are environmental problems such as acid rain, ozone depletion in the upper atmosphere, and destruction of rain forests. Other social problems are even more persistent. These may include the deep-seated issues of race relations, sex discrimination, and ethnic and religious animosities. No single business firm can be expected to root out these long-standing features of society. The most it can do is to adopt socially responsible attitudes and policies about these issues, being certain that company practices do not make things worse.

These four limits often produce disagreements among those who want corporations to be socially responsible and those who think business is doing enough. The latter group usually declares, business cannot do more because of these limits. Their opponents in the debate usually respond by saying business should be socially active in spite of these constraints, because it is obligated to help society solve its problem.

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Method

This chapter describes the research method and procedures which will be used by the researcher in the process of investigating, sampling design and selection of respondents or participants, the procedures in gathering the data, and how it is been treated by statistical application or by analyzing and interpreting the data collected from participants.

There are two different ways to distinguish distinctive method while doing research, quantitative and qualitative methods. The main difference between the two methods concerns use the numbers and statistics. Both methods have advantages and disadvantages where selection should be based on the purpose of the study. (Malhotra and Peterson, 2004)

A quantitative method is formalized and structured by surround information that can be measured and valued numerically. A quantitative approach is usually applied when the purpose is to verify existing theories or test hypothesis developed based on previous research. On the other hand, qualitative methods are deeper to create understanding in an exact subject, occurrence or situation. The central is to get a deeper understanding of the studied problem, collecting, analyzing and interpreting data that cannot be expressed in numbers. (Malhotra and Peterson, 2004)

A qualitative method includes an array of interpretive techniques which seek to describe, decode, translate, and otherwise come to terms with the meaning, not the frequency, of certain more or less naturally occurring phenomena in the social world. On the other hand, a quantitative method attempt precise measurement of something, for example

measure consumer behavior, knowledge, opinion, or attitudes. (Cooper and Schindler, 2006, p 216)

3.2. *Research Place and Time*

This research takes place in Intercontinental Jakarta MidPlaza which is located in Jl. Jend Sudirman Kav 10 – 11, Jakarta 10220. The research would be done in a period of September 2011 – November 2011. Because it is qualitative research, the type of research which will be using interviewing and directly participate with the activities, so it will be needed an appointment with the sources and several people who included and being participate with the activities.

3.3. *Research Timeline*

Activities	Time				
	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12
Submitting Thesis Proposal					
Doing Research or Data Collection					
Consultation					
Enhancing Research					
Analyzing Data					
Done with Thesis					
Preparation for Thesis Defense					

Table 2 : Timeline

1. The period of submitting thesis proposal was on September 13th 2011 and researcher's target was the thesis proposal is accepted so it would be easy to start the research

2. In September, October, and November 2011, the researcher was doing the research which is doing some data collection through interview and directly participate in the activities
3. When it came to doing data collection, researcher also doing some consultation about the thesis in processing, interpreting data collection, and analyzing the data
4. Enhancing research means activities when write conduct research and also participate in activities that will be held on November 2011
5. After doing several step, include processing, analyzing, and interpreting the data collection, it came to conclusion and recommendation

3.4. *Research Instruments*

Research instruments used here are interviewing 15 participants and doing observation by directly participating with the activities. Interviewing is asking the structured questions for data collection and to get more in depth knowledge or understanding with the current issues and information from the participant. Observation is also part of research instrument which is directly participate and join the activities to investigate several points needed by researcher.

3.4.1. Source of Data

Source of data can be divided into two categories:

- *Primary data*
Primary data is “Data originated by the researcher for the specific purpose of addressing the research problem” (Malhotra and Peterson, 2004).
- *Secondary data*
Secondary data is “Data collected for some purpose other than the problem at hand” (Malhotra and Peterson, 2004).

In this research, the researcher uses only primary data collected through interviewing and directly participating with the activities. The consideration of using primary data is

the researcher's flexibility to gather information and accurately analyzing and interpreting the real data.

3.4.2. Point to Be Interviewed

There are several questions will be asked for interviewing the resources and participants in this research and some of them are :

Points to be interviewed	Objectives
<ul style="list-style-type: none"> • Period of the employees have been working 	<ul style="list-style-type: none"> • Period of working can influence the knowledge of activities held by company
<ul style="list-style-type: none"> • Employees involvement in the program 	<ul style="list-style-type: none"> • Gathering the information about how far and how often the employees participate in the program
<ul style="list-style-type: none"> • Employees' knowledge about activities and purposes of CSR 	<ul style="list-style-type: none"> • Gathering the information from employees about basic understanding of the program and its existence
<ul style="list-style-type: none"> • Strategy to make employees aware of the program 	<ul style="list-style-type: none"> • Gathering suggestions and opinions from employees to make the program become successful with fully participation

Table 3 : Points to be Interviewed

The points to be interviewed can be breakdown into the several questions as follow :

1. How long the employees have been working here?
2. How the employees know about the program?

3. Do the employees get interest and involve with the program?
4. Please explain the purpose of CSR?
5. What kind of activities in CSR?
6. Do other external (stakeholders) participate in CSR?
7. What kind of strategy to make CSR exist among employees?

3.4.3. Points to Be Observed

There are several points need to be watched for doing observation, such as :

- Staff's motivation when participating the program
- The purposes of the program for the staffs
- The way of communication to advertise the activities
- Strategies used to attract them
- Quotas of people who participate in the activities

3.5. *Research Framework*

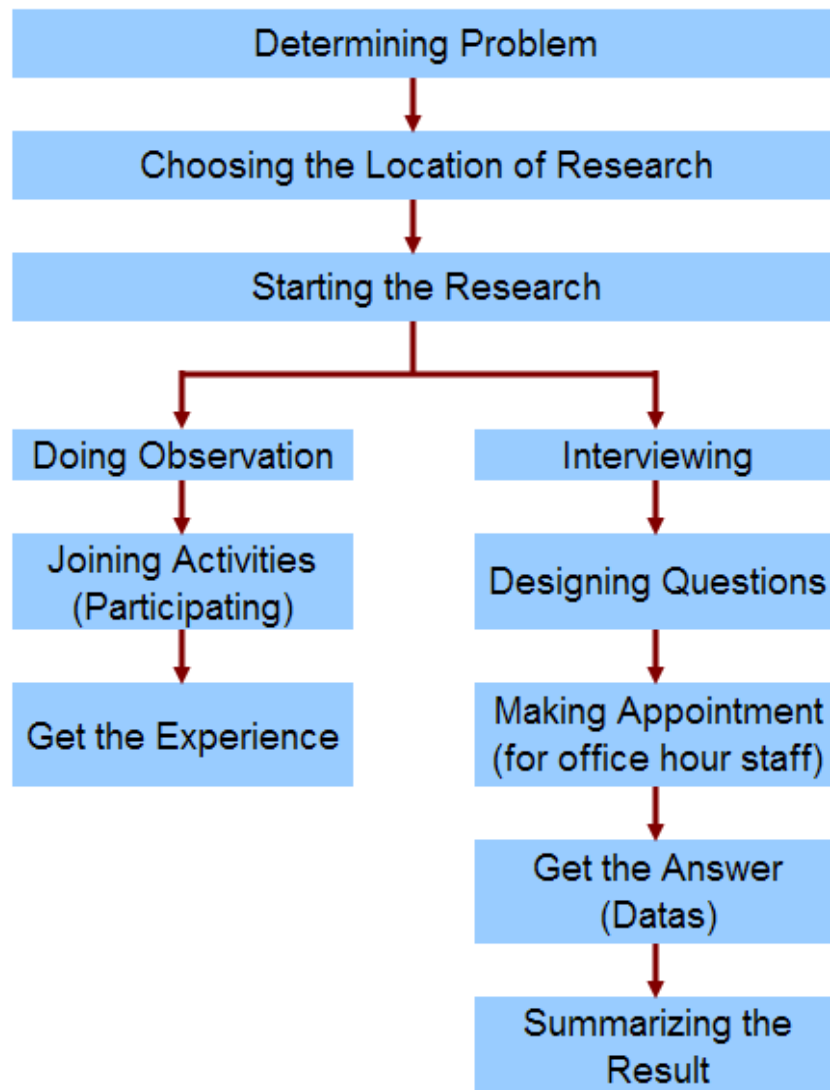


Figure 3 : Research Framework

The research can be done by directly participation and interviewing some participants. The result got from participation is experience, and from interview is data. After that, the researcher compares the data with the experience to find the final result and conclusion for the problem.

3.6. Data Processing

After determining the problem and choosing the location to do the research, the researcher starts the research by doing two activities, joining the program (observation) and interviewing some participants.

When doing observation, there will be some point should be detail and careful to be observed such as staffs' motivation in participating the program, the purposes of the program for the staffs, the way of communication to advertise the activities, and strategies used to attract them.

Then, for interviewing the participant, the result will be different with the observation due to the data comes from the resources.

From the observation and interviewing process, the result will be analyzed and compared each other due to have to summarize of the final result and conclusions.

3.7. Sampling Design

Population is the collection of elements or objects that possesses the information the researcher seeks and about which the researcher will make inferences. (Malhotra and Peterson, 2004)

Population is all organisms that both belong to the same species and live in the same geographical area. Based on sociology, population refers to a collection of human beings which live in same area.

Sample is a representative of population. A sample is considered biased if one or several of items (or individuals) in the population are given a consistently better opportunity to be chosen than the others.

3.7.1. Participants / Samples

The research samples subject in this research are divided into two categories, participants and researcher. Participant is people who are directly participate in activities and also organize in term of make activities successful. Besides, participant is also person who gets involved in interviewing process by giving the information. Participants get involved in the research are come from back office staffs, front liner staffs, and trainees. Second are researcher who is doing the observation through directly participate with the program.

3.8. *Limitation*

The limitation of the researcher found there are some aspects, such as :

- The limited of time for doing the research
- For doing research (interview process) should make appointment before due to it is working hour and it is hard to find some free time
- For doing research (interview process) for front liner people it is very hard due to some only can be interviewed during break time or after working hour
- For doing observation it is quite hard due to the activities or events not being held every month

CHAPTER IV

ANALYSIS AND INTERPRETATION OF DATA

In this chapter, the researcher would like to discuss and compare the result gain from observation and direct participation during the research was held. Therefore, the data also would be analyzed and interpreted to have the result. Besides, the result is also compared with the theory related to the topic. In the analyzing step, the result of interviewing the participants will be explained and shown one by one.

As mentioned in the chapter one, the thesis is discussing about the strategies will be used to attract the internal for participating in term of making the corporate social responsibility (CSR) activities become successful. For collecting information related to the topic and having the general conclusion, the researcher will explain all the answers from the participants such as opinions, suggestions, and comments.

4.1. The Period of the Employees Have Been Working and Knowledge about the Program

4.1.1. Employees Side

Question	Answer
How long the employee has been working in the company?	< 1 year is 4 people
	1 < year < 5 is 8 people
	> 5 year is 3 people

Table 4 : Question of Period Working

Based on the result of interviewed, it can be categorized into two categories, as follow :

Less than 5 years	More than 5 years
Some of employees are working less than 5 years and they stated that before they joined to this company, the CSR program is already exist (around 2006-2007)	The rest of employees are working more than 5 years and they stated that the CSR program is exist around 2004-2005 (when the Mr.Ari Kurnianto's period) and it is a part of IHG Commitment in Responsible Business

Table 5 :Comparison Length Working

4.1.2. Researcher Side

The CSR program is already exist since the first day researcher did the research, and researcher concludes that the program is a part of IHG Commitment in Responsible Business which exist since the InterContinental joined with the InterContinental Hotels Group (IHG).

4.1.3. General Analysis

The period of employee working in the company will influence their knowledge about the program which held in the company. Therefore, new hire staffs sometimes have a chance for participating in the activities rather than existing staffs due to the existing staffs have already known about the program or not familiar with the program. Not familiar with the program can caused the existing staffs do not know about the purposes and kind of activities organized.

4.2. *Staffs Involvement in CSR*

4.2.1. Employees Side

The involvement of staffs in the activities is determined by the working hour and also the daily schedule of the staffs. Sometimes the staffs are being chosen by the superior for joining the activities due to their schedule is in off day, the occupancy is not high,

and being rolled by the superiors. Front liner and back office staffs are having the same chance for getting involvement in activities, but the participants are always same. It is because of several activities are held outside the hotel and it is quite far from their house.

4.2.2. Researcher Side

The involvement of staffs in the activities is determined by the schedule of the staffs and position of the staffs. The schedule of staffs will bring impact of the involvement because their working time could be one of the possibilities for participating. For example, the front liner staff has the schedule of middle could not join the activities if it is started at 07.00 AM and will be ended at 03.00 AM due to he/she should be in charge at 11.00 AM. Besides, the staffs' motivation is really influence the fulfillment of the quotas.

4.2.3. General Analysis

The involvement of staffs in the activities is determined by the schedule of the staffs (their working hour) and also the superior's decision. Staffs' schedule influences their motivation for participating in activities. Staffs will be competing each other for fulfilling the quotas and want to get involves in activities. Besides, the superior's authority for choosing the staffs to join the activities is also one of the strategies to make them participate.

4.3. Purpose and Activities of CSR

4.3.1. Employees Side

Based on the research, employees answer the questions of purposes of CSR almost same which are responsible to the business environment, care about the environment, and help each other. The examples of the activities are planting trees, breakfasting with orphanage, responsible business week such as cleaning Situ Babakan, and washing car.

4.3.2. Researcher Side

Based on the observation, the purposes of CSR are making the corporate business which is responsible to the economic, environment, and social. In term of economic, it can be like giving the chance for disabilities people for working and treat them as a normal people. Furthermore, recruiting them as Casual Worker can make them feel that they have a same opportunity, ability, and chance as other normal people. In term of environment, it can be like responsible business week such as cleaning Situ Babakan and planting 1000 trees in Lippo Cikarang. In term of social the activities held are breakfasting with orphanage, staff charity bazaar which the collected money will be donated to the orphanage, selling doll which the amount of money will be 100% donated to the orphanage, and repairing orphanage.

4.3.3. General Analysis

All staffs know the purposes of CSR which are related to the environment and show they care about environment and social. Besides, the other purpose is to make better environment and better social. There are several activities in CSR programs such as the planting trees activity can help to prevent the wider of global warming which the earth becoming hotter than before. The social activity such as breakfasting with orphanage, selling doll, and repairing house for the orphanage are activities to show we care about them and help them.

4.4. Strategy to Make Employee Participate in CSR

4.4.1. Employees Side

Employees assume that the corporate social responsibility (CSR) could be exist and all staffs are aware with the program with the media of communication such as word of mouth, advertising via poster which is put on the wall in elevator, board, and canteen board, additional information while morning briefing for each department.

4.4.2. Researcher Side

The researcher assumes that the corporate social responsibility (CSR) could be exist and all staffs will be happily to participate if there are communication from the superior with the staffs, superior change the staffs' schedule, and superior chooses the staffs for joining the activities (rolling the turn).

4.4.3. General Analysis

Staffs will be aware about the program if there are interaction and communication from the superior about the activities held by the management, the advertising through the poster, and remind the staffs about the participants who want to join. Besides, there will be good if there is small training from Management Team about the activity held, the purpose of the activities, the place where the activity will be held, time of the activities, and the quotas.

There are several points need to be watched and observed carefully during research which are :

- Staff's motivation when participating the program

While joining the activities, the main point that should be carefully observed is participation from staffs. Staffs' motivation can influence and give impact with the result of the activities held. For example is selling the Festive Penguin Doll in December or Christmas time. The amount of money from the selling doll is used for the donation to the children in the orphanage. The Accounting team is selling more than the target because the motivation of collecting the donation for the orphanage and to make the other team motivated for selling as good as accounting team in term of making the program runs successful.

- The purposes of the program for the staffs

Before the program held, there is proposal which is submitted to the General Manager and brief explanation about the detail of program. The detail of program consists of :

- ✓ What is the program?
 - ✓ What are the objectives of the program?
 - ✓ What is the relation between program and the company?
 - ✓ When will the program be held?
 - ✓ Where will the program be held?
 - ✓ How many participants are needed?
 - ✓ How will the staffs know about the program?
- The way of communication to advertise the activities and strategies to attract them

To advertise the program for making all staffs know about it, Public Relation team gives brief explanation for every Department Head to be communicated to their staffs and inviting them for participate. Besides, in term of front liner, the person in charge for making schedule can change for the staffs who participate with the new schedule. The other ways for inviting them are by sticking the poster in board to make them aware. And the last are reminding again about the program and having small briefing before the activities.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

5.1.1. Pre - Conclusion

From the research and previous chapter, there are several point need to be concluded that:

- Several points that is used for making question to be interviewed are arranged based on little observation and research during job training, and experience of being directly participate with the activities
- Research by interviewing can be used to compare the result from observation by participating due to make summarization of the result and determining the same conclusion
- The most dominant factors which always pop up from the staffs can be concluded as general conclusion should be considered due to really dominantly influence the participation and the less dominant are also important due to it can be used as suggestion from themselves to create varieties program

5.1.2. General Conclusion

“Strategies for Improving Staff Involvement in Corporate Social Responsibility Activities in Intercontinental Jakarta MidPlaza”

From the research, there are several point need to be discussed and classified as general conclusions. They are the period of working, the status (permanent or contract), the motivation for joining the activities, the feedback from staffs, participation from the staffs, and common strategies to make staff joining the activities.

1. Period of Working

There are several of participants still freshmen or in period of job training who just know that InterContinental Jakarta MidPlaza has a Corporate Social Responsibility (CSR) program. Some of them are interested about the program and join the activities to get more knowledge and depth understanding about CSR.

2. Status of Employee

Some of participant is permanent employee which the period of working below 5 years and the other is above 5 years. It can be called permanent status if the period of working is more than two years. For the first year and second year, the status still contract. The more length period of working, the more experiences and the more activities they joined, can show that they are having motivation to join CSR program and knowing the purposes of CSR.

3. Motivation

The staff motivation for joining the activities is the most important part of the way to make Corporate Social Responsibility success. They are more concern to the purpose of the program which is responsible business to the environment and keep the green environment. The example of the activities is buying wrist band which the money is used for buying tree and planting that tree (held on Wednesday, November 23rd 2011)

4. Feedback

Some feedback from staffs who are participating is really important for management team for the way to make the program success. The feedback from them can be the comment about the activities, the suggestion about next activities to be run, and the number of participant influences how the activities are run.

5. Participation

Participant's participation is really important due to the way to make the program becoming successful. The participation can be divided into two terms which are energy or material. If the participation is material (such as money, clothes, or food), the participant will participate by

giving donation from salary deduction due to make the program success. For example, when the earthquake in Japan, InterContinental Jakarta MidPlaza made a program of responsible business by doing charity for the victims, the employees were giving the donation by doing salary deduction to help the victims. The other activities were breakfasting with orphanage. Even not all staffs participated with the activities, but it run well and success due to all children are very happy.

6. Common Strategies

Staffs will join the activities if there is communication such as poster, email, word of mouth, announcement from department head, and rolling schedule for making several staffs from front liner could join.

5.2. *Recommendation*

The researcher proposes several tips of recommendation for InterContinental Jakarta MidPlaza in order to attract staffs for joining the CSR activities :

- Try to be more communicative with the staffs about the result after doing the activities. For example, every year there is Charity Bazaar to support the CSR program and the purpose of this activity is collecting money to buy some material to repair the orphanage. Documentation is needed due to make the staffs know the orphanage before the process of re-construction and after the process, and how well the result of re-construction process of repairing the orphanage
- Based on research, there are suggestions from staffs that can be used for the incoming input for the management and committees and it should take a look at the positive side from the suggestion
- Improving the activities that are held by making the variety of program to make the program become variance to attract employees

- Building good communication between department head and the sub-ordinates in order to pass the information and make the schedule so some of them can join the activities
- Due to there are only several company do the CSR, include InterContinental Jakarta MidPlaza, so it will become market leader or pioneer which can be as example for other company to design CSR program and also support the environment with the program by inviting them to participate in the program
- Employee's motivation about CSR program should be improved by giving some training and guidance from Management or Training Manager due to the importance of being aware with the environment

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ATTACHMENT

Interviewed Questions

1. How long the employees have been working here?
2. How the employees know about the program?
3. Do the employees get interest and involve with the program?
4. Please explain the purpose of CSR?
5. What kind of activities in CSR?
6. Do other external (stakeholders) participate in CSR?
7. What kind of strategy to make CSR exist among employees?

Interviewed Questions

1. How long the employees have been working here?
→ 4 years
2. How the employees know about the program?
→ It has already been existed in 2005. Employee will know the program by communication from each superior and advertising via poster
3. Do the employees get interest and involve with the program?
→ Not all employees due to some of them are working in operation
4. Please explain the purpose of CSR?
→ As in Steering Wheel, it is a part of Responsible Business which is doing the care and take responsibility to the environment
→ Helping the unfortunate people (social)
5. What kind of activities in CSR?
→ Yearly events such as breakfasting with orphanage, Christmas charity to the orphanage, planting trees (in cooperation with Yayasan Tanam Pohon), hiring disable people as Daily Worker (in cooperation with Yayasan Mitra Netra), in cooperation with Rottery Club (Cilandak) to give donation for the children which don't have enough money to go to school (lack of education and knowledge children)
6. Do other external (stakeholders) participate in CSR?
→ Yayasan Tanam Pohon, Yayasan Mitra Netra, Rottery Club, in term of caring the social and environment
7. What kind of strategy to make CSR exist among employees?
→ Back to the basic understanding of CSR (in term of employee's knowledge of the purpose of CSR), give the communication or feedback to staffs about the result of activities held such as photographs, and promotion by communication through posters and information from supervisor or direct manager

Interviewed Questions

1. How long the employees have been working here?
→ 3 years and 10 months
2. How the employees know about the program?
→ The program existed since 2008 (the year I have joined this company) and employee know the activities held by information from each department head and posters in “Mading”
3. Do the employees get interest and involve with the program?
→ No because there is operation team
4. Please explain the purpose of CSR?
→ Responsible to the environment and helping to make the social wealthier
5. What kind of activities in CSR?
→ In term of HR, the activities are hiring handicap people as Daily Worker (there was an English teacher who are blind), opening internship period for slow learner in term of building their self – confidence, and selling wrist band (in term of giving donation for charity)
6. Do other external (stakeholders) participate in CSR?
→ Yayasan Tri Asih in supporting of provide slow learner candidate as internee and National Geographic in term of cooperation in Planting Trees and Responsible Business Week
7. What kind of strategy to make CSR exist among employees?
→ Communication by posters and building employees’ awareness about the activities

Interviewed Questions

1. How long the employees have been working here?
→ 12 years
2. How the employees know about the program?
→ The program existed since Pak Ari Kurnianto period (2005) and we know the activities from our manager and communication by word of mouth
3. Do the employees get interest and involve with the program?
→ Yes, when the selling wrist band time (all employee bought the band)
4. Please explain the purpose of CSR?
→ Helping people and having the high responsible and care for environment
5. What kind of activities in CSR?
→ Breakfasting with orphanage, selling wrist band, planting trees, giving donation for victims of earthquake
6. Do other external (stakeholders) participate in CSR?
→ No
7. What kind of strategy to make CSR exist among employees?
→ Reschedule the working time (due to some of them have conflict with the schedule), the participation is “material” such money due to they can use cut the salary. Besides, Green Engage activity (the activity to control the usage of energy, water, and electricity) can be used as a way of prevent global warming

Interviewed Questions

1. How long the employees have been working here?
→ 11 years (from 2001)
2. How the employees know about the program?
→ Just know about there is CSR activities and I know the program due to I supported the program by planting trees
3. Do the employees get interest and involve with the program?
→ Not all due to the quotas are full
4. Please explain the purpose of CSR?
→ Being responsible to the environment such as save the earth from global warming by planting trees
5. What kind of activities in CSR?
→ Planting trees and giving donation such as goat for Idul Adha
6. Do other external (stakeholders) participate in CSR?
→ Don't know
7. What kind of strategy to make CSR exist among employees?
→ Giving training about basic understanding of CSR and each department SHOULD send the representative

Interviewed Questions

1. How long the employees have been working here?
→ 10 years
2. How the employees know about the program?
→ I have known the program for one year and I know the information from the email and news from manager
3. Do the employees get interest and involve with the program?
→ Not all
4. Please explain the purpose of CSR?
→ Related to social activity
5. What kind of activities in CSR?
→ Hygiene (Cleaning Situ Babakan), Environmental Care (Planting Trees), and Social Service (Care of unlucky people)
6. Do other external (stakeholders) participate in CSR?
→ Yes, Yayasan Tanam Pohon
7. What kind of strategy to make CSR exist among employees?
→ Make the activities more variance and giving explanation about program

Interviewed Questions

1. How long the employees have been working here?
→ Less than one year
2. How the employees know about the program?
→ Explanation in Training and posters in “Mading”
3. Do the employees get interest and involve with the program?
→ Not all (include me) due to some are front liner
4. Please explain the purpose of CSR?
→ For environment, social, and welfare
5. What kind of activities in CSR?
→ Breakfasting with orphanage, planting trees, Go Green, and Cleaning Situ Babakan
6. Do other external (stakeholders) participate in CSR?
→ Yes
7. What kind of strategy to make CSR exist among employees?
→ Re-arrange the schedule (if front liner), rolling people, and communication

Interviewed Questions

1. How long the employees have been working here?
→ Less than 1 year
2. How the employees know about the program?
→ Due to in HRD, so I know the information about the activities. Also I am invited to join the activities
3. Do the employees get interest and involve with the program?
→ Not all events
4. Please explain the purpose of CSR?
→ Environment balance, prevent global warming, responsible business
5. What kind of activities in CSR?
→ Cleaning Situ Babakan, Planting Trees, Earth Hour, Breakfasting with orphanage
6. Do other external (stakeholders) participate in CSR?
→ Yes
7. What kind of strategy to make CSR exist among employees?
→ For trainees supposed to be mandatory (to make them aware) and for staff is doing rolling schedule and having motivation to participate

Interviewed Questions

1. How long the employees have been working here?
→ 5 years
2. How the employees know about the program?
→ From word of mouth
3. Do the employees get interest and involve with the program?
→ No, include me due to I am kitchen staff and we can't leave the kitchen empty
4. Please explain the purpose of CSR?
→ For the social and environment due to being responsible
5. What kind of activities in CSR?
→ Planting trees, cleaning road, repair the orphanage, and cleaning environment
6. Do other external (stakeholders) participate in CSR?
→ No
7. What kind of strategy to make CSR exist among employees?
→ Get the schedule off, preparing well, and good communication

Interviewed Questions

1. How long the employees have been working here?
→ 2 years
2. How the employees know about the program?
→ I don't know about the program due to there is lack information
3. Do the employees get interest and involve with the program?
→ No, because of very busy especially when the occupancy is high
4. Please explain the purpose of CSR?
→ For the environment and prevent the global warming
5. What kind of activities in CSR?
→ Planting trees and giving donation for the victims of earthquake (cut salary)
6. Do other external (stakeholders) participate in CSR?
→ Don't know
7. What kind of strategy to make CSR exist among employees?
→ Activity is held in low occupancy (low season) and re-schedule the working time

Interviewed Questions

1. How long the employees have been working here?
→ 4 years
2. How the employees know about the program?
→ Information from manager
3. Do the employees get interest and involve with the program?
→ Not all
4. Please explain the purpose of CSR?
→ Responsible business to the environment and taking care of social
5. What kind of activities in CSR?
→ Planting trees and giving donation for the orphanage
6. Do other external (stakeholders) participate in CSR?
→ No
7. What kind of strategy to make CSR exist among employees?
→ More communicative and by word of mouth

Interviewed Questions

1. How long the employees have been working here?
→ Less than one year
2. How do the employees know about the program?
→ I got the information from training and I always go to “Mading” for looking something new
3. Do the employees get interest and involve with the program?
→ Yes
4. Please explain the purpose of CSR?
→ It is social responsibility to the environment
5. What kind of activities in CSR?
→ Planting trees, cleaning road, and donation by selling Festive Penguin
6. Do other external (stakeholders) participate in CSR?
→ Yes, National Geographic
7. What kind of strategy to make CSR exist among employees?
→ More communication between superior and staffs, and variance the program

Interviewed Questions

1. How long the employees have been working here?
→ 4 years
2. How the employees know about the program?
→ Announcement in notice board
3. Do the employees get interest and involve with the program?
→ Not all employees
4. Please explain the purpose of CSR?
→ Environment, improving the standard of welfare, helping disable people, and prevent global warming
5. What kind of activities in CSR?
→ Planting trees, hiring disable people as Daily Worker, Cleaning Situ Babakan, Refurbish the orphanage
6. Do other external (stakeholders) participate in CSR?
→ Yes, such as Yayasan Tanam Pohon, Panti Asuhan Mekar Sari
7. What kind of strategy to make CSR exist among employees?
→ There will be more attractive in advertisement such as poster, email, and communication through briefing

Interviewed Questions

1. How long the employees have been working here?
→ 9 months
2. How the employees know about the program?
→ From new hire orientation training, I got the information from Trainer due to CSR is one of the responsible business which is a part of making steering wheel success. Besides I also know the information through email and posters which are sticks in the notice board or lift.
3. Do the employees get interest and involve with the program?
→ Not all employees get interest with the activities, due to they have some conflict with the schedule
4. Please explain the purpose of CSR?
→ Doing charitable action to the people who need such as hiring slow learner or disable people as daily worker to make them feel that they also can do the thing such normal people
5. What kind of activities in CSR?
→ Charity Staff Bazaar, Donation for victims earthquake in Japan, selling wrist band, Planting trees, Responsible Business Week
6. Do other external (stakeholders) participate in CSR?
→ Yes, such as Yayasan Tanam Pohon (provide trees to be planted), Mekar Sari orphanage, and National Geographic
7. What kind of strategy to make CSR exist among employees?
→ Be more communicative, re-arrange the schedule, put more interest thing in poster, giving the training about basic understanding

Interviewed Questions

1. How long the employees have been working here?
→ Three years
2. How the employees know about the program?
→ From email and also information from the briefing
3. Do the employees get interest and involve with the program?
→ Not all employees due to they have to do their job description
4. Please explain the purpose of CSR?
→ For the environment to increase the welfare in social
5. What kind of activities in CSR?
→ Planting trees, give charitable donation, selling Festive Penguin
6. Do other external (stakeholders) participate in CSR?
→ Yes
7. What kind of strategy to make CSR exist among employees?
→ More information from superior and share the information to the staffs by giving the detail of program

Interviewed Questions

1. How long the employees have been working here?
→ 4 years
2. How the employees know about the program?
→ Information from manager, email, and seeing the poster
3. Do the employees get interest and involve with the program?
→ Not all employees due to some of them are busy
4. Please explain the purpose of CSR?
→ To increase the responsibility to the environment, more taking care of social, and prevent the global warming
5. What kind of activities in CSR?
→ Giving the donation to the victims, selling the wrist band, cleaning road, planting trees, and earth hour
6. Do other external (stakeholders) participate in CSR?
→ Yes, such as National Geographic in term planting trees and responsible business week
7. What kind of strategy to make CSR exist among employees?
→ Mandatory for some staff who never get involved, try to be more creative by organizing the event, communication, and also schedule