ISO 26000, Definisi dalam Draft
Responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behavior that contributes to sustainable development, health and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behaviour; and is integrated throughout the organization and practiced in its relationships.

ISO 26000, Cakupan dalam Draft

Isu 1. Tata Kelola Organisasi
Governance systems may vary, depending on the size and type of organization and the economic, political, cultural and social contexts in which it operates. Although, governance processes and structures take many different forms, both formal and informal, all organizations make and implement decisions within a governance system. The governance system within an organization is directed by the person or group of persons having the authority and responsibility for pursuing the organization’s objectives.

1. Proses dan struktur pengambilan keputusan (transparansi, etis, akuntabel, perspektif jangka panjang, memperhatikan dampak terhadap pemangku kepentingan, berhubungan dengan pemangku kepentingan).

2. Pendelegasian kekuasaan (kesamaan tujuan, kejelasan mandat, desentralisasi untuk menghindarikeputusan yang otoriter).

Isu 2. Hak Asasi Manusia
While the state has the primary obligation to protect, promote and uphold human rights, the Universal Declaration of Human Rights calls on every individual and every organ of society to play its part in securing the observance of the rights set forth in the Declaration. Hence an organization has a responsibility to safeguard human rights in its operations, as well as in its widersphere of influence.
Lanjutan Lampiran 1.
1. Nondiskriminasi dan perhatian pada kelompok rentan
2. Menghindari kerumitan
3. Hak-hak sipil dan politik
4. Hak-hak ekonomi, sosial dan budaya
5. Hak-hak dasar pekerja

Isu 3. Praktik Ketenagakerjaan

The labour practices of an organization can have great impact on society and thereby can contribute significantly to sustainable development. The creation of jobs, as well as wages and other compensation paid for work performed are among an organization's most important economic impacts. Meaningful and productive work is an essential element in human development.

1. Kesempatan kerja dan hubungan pekerjaan
2. Kondisi kerja dan jaminan sosial
3. Dialog dengan berbagai pihak
4. Kesehatan dan keamanan kerja
5. Pengembangan sumberdaya manusia

Isu 4. Lingkungan

Addressing environmental issues is not only a precondition for the survival and prosperity of our generation; it is a responsibility our generation should fulfill so as to enable future generations to enjoy a sustainable global environment. An organization should be mindful that environmental responsibility is a part of the social responsibility of any organization.

1. Pencegahan polusi
2. Penggunaan sumberdaya yang berkelanjutan
3. Mitigasi dan adaptasi terhadap perubahan iklim
4. Perlindungan dan pemulihan lingkungan

Isu 5. Praktik Operasi yang Adil

Fair operating practices improve the environment in which organizations function by: encouraging fair competition, improving the reliability and fairness of commercial transactions, preventing corruption and promoting fair political
Lanjutan Lampiran 1.

processes. Organizations should use their relative strength and position in their relationship with other organizations to promote positive outcomes.

1. Anti korupsi
2. Keterlibatan yang bertanggung jawab dalam politik
3. Kompetisi yang adil
4. Promosi tanggung jawab sosial dalam rantai pemasok (supply chain)
5. Penghargaan atas property rights

Isu 6. Konsumen

Consumers are among an organization's important stakeholders. An organization's operations and output have a strong impact on those who use its goods or services, especially when they are individual consumers. Consumers are referees in the competitive marketplace, and their preferences and decisions have strong influence on the success of most organizations.

1. Praktik pemasaran, informasi dan kontrak yang adil
2. Penjagaan kesehatan dan keselamatan konsumen
3. Konsumsi yang berkelanjutan
4. Penjagaan data dan privasi konsumen
5. Pendidikan dan penyadaran

Isu 7. Pembangunan Sosial dan Ekonomi Masyarakat

The need for contributions to social and economic development in order to reduce poverty and improve poor social conditions is universally accepted. The critical need to address issues of social and economic development is reflected in the United Nations Millennium Declaration.

1. Keterlibatan di masyarakat
2. Penciptaan lapangan kerja
3. Pengembangan teknologi
4. Kekayaan dan pendapatan
5. Investasi yang bertanggung jawab
6. Pendidikan dan kebudayaan
7. Kesehatan
8. Peningkatan kapasitas
Lampiran 2. Hasil Uji Validitas dan Reliabilitas Kuestioner

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Sumber: Substantive Report Unilever 2008
Lampiran 6. Output Deskriptif

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<td>CSR3</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100 100</td>
</tr>
<tr>
<td>Loyalitas</td>
<td>Pearson Correlation</td>
<td>.390**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100 100</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

<table>
<thead>
<tr>
<th></th>
<th>CSR4</th>
<th>Loyalitas</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSR4</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100 100</td>
</tr>
<tr>
<td>Loyalitas</td>
<td>Pearson Correlation</td>
<td>.418**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100 100</td>
</tr>
</tbody>
</table>

Correlation is significant at the 0.01 level (2-tailed).
### Lanjutan Lampiran 8.

#### Correlations

<table>
<thead>
<tr>
<th></th>
<th>CSR5</th>
<th>Loyalitas</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSR5</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
<tr>
<td>Loyalitas</td>
<td>Pearson Correlation</td>
<td>.457**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
</tbody>
</table>

Correlation is significant at the 0.01 level (2-tailed).

#### Hubungan CSR dengan Citra Perusahaan

<table>
<thead>
<tr>
<th></th>
<th>CSR1</th>
<th>Citra</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSR1</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
<tr>
<td>Citra</td>
<td>Pearson Correlation</td>
<td>.314**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
</tbody>
</table>

Correlation is significant at the 0.01 level (2-tailed).

<table>
<thead>
<tr>
<th></th>
<th>CSR2</th>
<th>Citra</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSR2</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
<tr>
<td>Citra</td>
<td>Pearson Correlation</td>
<td>.333**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed).
### Correlations

<table>
<thead>
<tr>
<th></th>
<th>CSR4</th>
<th>Citra</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSR4</td>
<td>Pearson Correlation</td>
<td>.253</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.011</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
<tr>
<td>Citra</td>
<td>Pearson Correlation</td>
<td>.253</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.011</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
</tbody>
</table>

Correlation is significant at the 0.05 level (2-tailed).

<table>
<thead>
<tr>
<th></th>
<th>CSR5</th>
<th>Citra</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSR5</td>
<td>Pearson Correlation</td>
<td>.347</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
<tr>
<td>Citra</td>
<td>Pearson Correlation</td>
<td>.347</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
</tbody>
</table>

Correlation is significant at the 0.01 level (2-tailed).
Lampiran 9. Hasil Analisis Regresi Linier Sederhana

A. Regresi Sederhana CSR dengan Citra Perusahaan

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.401^a</td>
<td>.161</td>
<td>.152</td>
<td>11.878</td>
</tr>
</tbody>
</table>

Predictors: (Constant), CSR

ANOVA^b

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>2651.916</td>
<td>1</td>
<td>2651.916</td>
<td>18.795</td>
<td>.000^a</td>
</tr>
<tr>
<td>Residual</td>
<td>13827.496</td>
<td>98</td>
<td>141.097</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>16479.412</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Predictors: (Constant), CSR

Dependent Variable: Citra

Coefficients^a

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>(Constant)</td>
<td>37.140</td>
<td>8.604</td>
</tr>
<tr>
<td>CSR</td>
<td>.500</td>
<td>.115</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Citra

b. Dependent Variable: Citra

c. Predictors: (Constant), CSR

d. Predictors: (Constant), CSR

^a. Dependent Variable: Citra

^b. Predictors: (Constant), CSR
Lanjutan Lampiran 9.

B. Regresi Sederhana CSR dengan Loyalitas Konsumen

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.626</td>
<td>.392</td>
<td>.386</td>
<td>9.808</td>
</tr>
</tbody>
</table>

Predictors: (Constant), CSR

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>6087.989</td>
<td>1</td>
<td>6087.989</td>
<td>63.282</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>9428.011</td>
<td>98</td>
<td>96.204</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>15516.000</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Predictors: (Constant), CSR

Dependent Variable: Loyalitas

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>16.226</td>
<td>7.104</td>
</tr>
<tr>
<td>CSR</td>
<td>.758</td>
<td>.095</td>
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</tbody>
</table>

Dependent Variable: Loyalitas
Lampiran 10. Time Series Data keuangan PT. Unilever Indonesia

Perbandingan Data Keuangan Time Series PT. Unilever (Dalam Jutaan Rupiah)

<table>
<thead>
<tr>
<th>Tahun</th>
<th>Net Sales</th>
<th>Net Profit</th>
<th>Buged CSR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>8,985,000</td>
<td>1,464,000</td>
<td>29,280</td>
</tr>
<tr>
<td>2005</td>
<td>9,992,000</td>
<td>1,440,000</td>
<td>28,800</td>
</tr>
<tr>
<td>2006</td>
<td>11,335,000</td>
<td>1,722,000</td>
<td>34,440</td>
</tr>
<tr>
<td>2007</td>
<td>12,545,000</td>
<td>1,965,000</td>
<td>39,300</td>
</tr>
<tr>
<td>2008</td>
<td>15,578,000</td>
<td>2,407,000</td>
<td>48,140</td>
</tr>
</tbody>
</table>
Lampiran 11. Kuesioner Penelitian

NO. KUESIONER:

KUISSIONER

ANALISIS HUBUNGAN CORPORATE SOCIAL RESPONSIBILITY "LIFEBUOY BERBAGI SEHAT" DENGAN LOYALITAS KONSUMEN DAN CITRA PERUSAHAAN UNILEVER INDONESIA (Studi Kasus Di Kota Bogor)

Bapak dan Ibu yang Saya hormati,

Terima kasih atas partisipasi Anda menjadi salah satu konsumen dalam penelitian ini, kuesioner ini merupakan salah satu instrumen penelitian yang dilakukan oleh :
Nama : Fanny Eka PRasetya
NRP : H 24077018
Fakultas : Ilmu Ekonomi dan Manajemen
Perguruan Tinggi : Institut Pertanian Bogor

Saya Menjamin kerahasiaan identitas Anda. Bacalah baik-baik dan jawablah dengan jujur setiap pertanyaan-pertanyaan di bawah ini.

Petunjuk pengisian :
- Untuk pertanyaan pilihan berganda berilah tanda silang (X) pada jawaban yang paling sesuai dengan jawab anda
- Untuk pertanyaan isian jawablah pada tempat yang telah disediakan

A. Screening
Apakah usia anda antara 18 – 40 tahun :
a. Ya
b. Tidak
(Jika Jawaban anda tidak maka anda tidak perlu melanjutkan kuestioner ini, terimakasih)
Apakah anda mengetahui bahwa Unilever melalui Brand Lifebuoy memiliki Program Corporate Sosial Responsibility "Lifebuoy Berbagi Sehat" :
Apa. Ya
b. Tidak
(Jika Jawaban anda tidak maka anda tidak perlu melanjutkan kuestioner ini, terimakasih)

B. Konsumen Identity
3. Wilayah Domisili : (Pilih yang paling sesuai)
   d. Bogor Timur  e. Bogor Barat  f. Tanah Sareal
4. Berapa Usia Anda saat ini : (pilih yang paling sesuai)
   a. >20 – 25> tahun  b. antara 25 - 30 tahun  c. antara 30 – 35 tahun  d. antara 35 – 40 tahun
Lanjutan Lampiran 11.

5. Apakan pekerjaan Anda : (pilih yang paling dominan)
   a. Pelajar/Mahasiswa  c. Pegawai Swasta  e. Pensiunan
   b. Pegawai Negri  d. Ibu Rumah Tangga  f. Lainnya…………….

6. Dari manakah anda mendapat informasi pertama kali mengenai kegiatan CSR PRoduk Lifebuoy?
   a. TV  b. Radio  c. Media Cetak
   d. Saudara/Teman  e. Toko/warung  f. Lainya…………….

7. Apakah anda pernah melihat iklan TV “Lifebuoy Berbagi Sehat”
   a. Ya  B. Tidak

C. Brand Awarenes
Merk Sabun Kesehatan apakah yang paling anda ingat ? …………………
Selain Merk Sabun Kesehatan diatas, tolong sebutkan merek sabun kesehatan apa lagi yang anda ketahui ?
……………………………………………….
……………………………………………….
……………………………………………….
……………………………………………….
……………………………………………….

Apakah anda mengetahui merek-merek sabun kesehatan dibawah ini :
Lifebuoy : Ya [ ] Tidak [ ]
JF Sulfur : Ya [ ] Tidak [ ]
Nuvo       : Ya [ ] Tidak [ ]
Medicare : Ya [ ] Tidak [ ]
Dettol      : Ya [ ] Tidak [ ]

D. Advertise Awareness
Berilah tanda ceklist (✓) untuk menjawab pertanyaan di bawah ini

<table>
<thead>
<tr>
<th>NO</th>
<th>PERNYATAAN</th>
<th>PENILAIAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apakah anda tertarik menyaksikan iklan kegiatan CSR PRoduk lifebuoy</td>
<td>Ya [ ]</td>
</tr>
<tr>
<td>2</td>
<td>Apakah anda dapat memahami isi pesan dalam iklan kegiatan CSR PRoduk lifebuoy</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Apakah iklan kegiatan CSR PRoduk lifebuoy membuat anda tertarik/nyukai PRoduk lifebuoy</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Apakah anda berkeinginan membeli PRoduk Lifebuoy setelah melihat iklan kegiatan CSR PRoduk Lifebuoy</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Apakah setelah anda melihat iklan kegiatan CSR PRoduk lifebuoy anda beralih dari merek sabun kesehatan sebelumnya</td>
<td></td>
</tr>
</tbody>
</table>
Lanjutan Lampiran 11.

E. Sikap konsumen terhadap Penerapan CSR
Berilah tanda ceklist (√) untuk menjawab pertanyaan di bawah ini
SS = Sangat Setuju  N = Netral  STS = Sangat Tidak Setuju
S = Setuju   TS = Tidak Setuju

<table>
<thead>
<tr>
<th>NO</th>
<th>PERNYATAAN</th>
<th>PENILAIAN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SS  S  N  TS  STS</td>
</tr>
<tr>
<td>1</td>
<td>Unilever memiliki team work yang professional dalam menjalankan kampanye CSR “Lifebuoy Berbagi Sehat”</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Unilever melalui kegiatan “Lifebuoy Berbagi Sehat” turut membantu membentuk kebiasaan masyarakat Indonesia kearah Hidup yang lebih Sehat</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Unilever melalui Lifebuoy Berbagi Sehat memberikan donasi yang dapat membantu pengerakan perekonomian di lingkungan sekitar</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Unilever melibatkan masyarakat sekitar dalam pembangunan sarana Sanitari dan Cuci Tangan guna meningkatkan perekonomian masyarakat</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Unilever mewujudkan kepedulian pada kesehatan masyarakat melalui kampanye Lifebuoy Berbagi Sehat dalam rangka membangun hubungan yang harmonis dengan masyarakat</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Unilever menjalin hubungan yang harmonis dengan masyarakat dengan bersama-sama melaksanakan dan mengkampanyekan Lifebuoy Berbagi Sehat kepada masyarakat luas</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Unilever membuktikan diri sebagai perusahaan yang memiliki tanggung jawab sosial terhadap lingkungan bisnisnya melalui kampanye CSR Lifebuoy Berbagi Sehat</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Unilever merealisasikan kebutuhan masyarakat untuk peningkatan hidup sehat melalui kegiatan “Lifebuoy Berbagi Sehat”</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Unilever menjaga lingkungan melalui pembangunan fasilitas Sanitari dan Cuci Tangan</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Unilever melalui Lifebuoy Berbagi Sehat mengadakan tinjauan dan PRogram bantuan berkala ke Sekolah Dasar terkait kebersihan dan pemeliharaan lingkungan Sekolah</td>
<td></td>
</tr>
</tbody>
</table>
Lanjutan Lampiran 11.

<table>
<thead>
<tr>
<th>Kinerja Sosial, Etis dan Lingkungan</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 Unilever melalui berbagai kegiatan CSR brandnya seperti Lifebuoy Berbagi Sehat dapat meningkatkan kualitas hubungan sosial antara Unilever dengan Masyarakat</td>
</tr>
<tr>
<td>12 Unilever melalui berbagai kegiatan CSR tidak hanya mengejar keuntungan semata namun turut serta peduli pada kesejahteraan Masyarakat sekitar</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tata Kelola Perusahaan dan Kualitas Managemen</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 Unilever melalui berbagai kegiatan CSR telah menunjukkan Tata kelola Perusahaan dan kualitas Managemen yang bertanggung jawab terhadap Masyarakat maupun Lingkungan</td>
</tr>
<tr>
<td>14 Unilever melalui Lifebuoy Berbagi Sehat telah ikut serta dalam memelihara dan meningkatkan kesejahteraan lingkungan, baik internal maupun eksternal Perusahaan</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pemasaran, Inovasi dan Hubungan dengan Pelanggan</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 Unilever melalui Kegiatan “Lifebuoy Berbagi Sehat” berupaya mencari atau kebutuhan masyarakat mengenai Produk yang dibutuhkan</td>
</tr>
<tr>
<td>16 Unilever melalui Kegiatan “Lifebuoy Berbagi Sehat” berupaya menjalin hubungan emosional yang baik dengan para pelanggannya</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Loyalitas Konsumen</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 Saya akan menggunakan terus sabun Lifebuoy atau apabila saya belum menjadi pengguna saya akan menjadi pengguna sabun Lifebuoy</td>
</tr>
<tr>
<td>18 Saya akan tetap menggunakan Produk Lifebuoy meskipun Produk sabun kesehatan lain melakukan Promosi penjualan</td>
</tr>
<tr>
<td>19 Saya merasa senang dan puas akan PRogram CSR Unilever dan keseluruhan kegiatan yang menyangkut brand Lifebuoy</td>
</tr>
<tr>
<td>20 Saya bersedia untuk menyarankan dan memPRomosikan kepada orang lain untuk menggunakan Lifebuoy meskipun Produk Lifebuoy menaikan harga</td>
</tr>
<tr>
<td>21 Lifebuoy merupakan Product berkwalitas yang dikeluarkan oleh sebuah perusahaan yang memiliki intregritas tinggi di masyarakat melalui Program-Program Sosial yang didasari dengan semangat mensejahterakan masyarakat.</td>
</tr>
</tbody>
</table>
Lampiran 5. Dokumentasi Program CSR “Lifebuoy Berbagi Sehat”

Logo Lifebuoy Berbagi Sehat ke Sekolah

Booklet Lifebuoy Berbagi Sehat ke Sekolah

Kampanye Cuci Tangan di Sekolah

Kampanye kesehatan di Sekolah

Edukasi kesehatan dari Ambasador Lifebuoy
Hari Cuci Tangan Pakai Sabun Sedunia

Lanjutan Lampiran 5.

Pembangunan Sarana Cuci Tangan

Pembangunan Sarana Sanitasi Makasar

Pembangunan Sarana Sanitasi Bandung
1. Diharapkan penjualan yang lebih baik terkait dengan penjualan dan laba yang diperoleh.
2. Memanfaatkan sumber daya yang ada untuk meningkatkan laba.
4. Menganalisis laba yang diperoleh.
5. Menganalisis laba yang diperoleh dan membandingkannya dengan laba yang diperoleh tahun sebelumnya.
6. Memperoleh laba yang lebih besar dari laba yang diperoleh tahun sebelumnya.

Laporan Laba dan Rugi

<table>
<thead>
<tr>
<th>Tahun</th>
<th>Penjualan Net Sales</th>
<th>Laba Kotor Gross Profit</th>
<th>Laba Usaha Operating Income</th>
<th>Laba Bersih Net Income</th>
<th>Dividen dibayar Dividend Paid</th>
</tr>
</thead>
<tbody>
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Catatan: Laba yang dihasilkan dari penjualan net sales dihitung dengan menggunakan rumus berikut:

\[ \text{Laba Kotor} = \text{Penjualan Net Sales} - \text{Biaya Operasional} \]

\[ \text{Laba Usaha} = \text{Laba Kotor} - \text{Pajak} \]

\[ \text{Laba Bersih} = \text{Laba Usaha} - \text{Dividen} \]

Analisis: Laba yang dihasilkan dari penjualan net sales meningkat setiap tahunnya, namun laba kotor dan laba usaha cenderung stagnan atau sedikit turun. Hal ini menunjukkan bahwa biaya operasional dan pajak cenderung meningkat. Dividen dibayar juga meningkat setiap tahunnya, mungkin menunjukkan kekayaan perusahaan yang semakin besar.