

TOURISM CSR BY BLUE BIRD TAXI

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Abstract

One of the Corporate Social Responsibility action in the tourism field is seen in the popularization of the city branding of “Sparkling Surabaya”. This is done by the Blue Bird taxi company in Surabaya. In a creative way, Blue Bird taxis make a CSR statement by placing the logo of “Sparkling Surabaya” on its thousands of taxis.

The methods of this research is qualitative and descriptive. Qualitative research with a descriptive analysis is a method that focuses its attention on the general principles that become basics of the units that are related to the research topic. The data collection was done through interviews and observations.

The conclusion of this research is that at first, the purpose of application of the logo on Blue Bird taxis was as a social responsibility response, as the expression of the company’s gratitude to the society and to Surabaya city, where the business operation of the taxi company is located. Second, the effect of the application of the CSR is that the city branding of “Sparkling Surabaya” became more widely known.

Keywords: CSR, city branding, Surabaya, tourism

This research was funded by a Higher Education Grant, 2015.

Biographical Notes

Agoes Tinus Lis Indrianto was born in Surabaya, 12 March 1979, Holding Bachelor Degree from Petra Christian University and Master of Tourism Degree from Monash University, Australia. Currently is a PhD Student in Tourism of Universiti Utara Malaysia. Lecturer and head of Department of Hospitality Business, University of Ciputra.