ABSTRACT

Corporate Social Responsibility is a corporate commitment which concern internal or external welfare interest, social and environment issues in villages around the corporate with sustainable development program. For the implementation of CSR program, corporate must communicate with every stakeholders. One of the CSR program benefit is a positive corporate image building. The aim of this research are to see Implementation CSR of PT Indocement, to analyze the correlation of implementation program with image process, and the last goal is to analyze the correlation of image process with image building. Quantitative approach used in this research is census method. Respondents of this research are 30 person, they are community deputy at Desa Bantarjati. The result showed that PT Indocement doing the CSR program with internal driven. The factors which has significant correlation with image process is facilitator ability and benefit of CSR program. Image process and image building has significant correlation as well.

Keyword: corporate social responsibility, communication, image process, corporate image