



ABSTRACT

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Title : The Implementation of CSR of PT. IKPP Tbk. Perawang through Integrated Agriculture System Training in Improving the Image of the Company

Integrated Agriculture System Training is a CSR program of PT. IKPP Tbk. Perawang in the economic sector. This program has three parts, namely animal husbandry, agriculture, and fishery. To reach the successful program, the company develops community relations. This program is run well by focusing status, namely the company involvement with community, participation, direct communication in the form of training to the community as well as obtaining the improvement of company image (feedback). The objective of this research is to know The Implementation of CSR of PT. IKPP Tbk. Perawang through Integrated Agriculture System Training in Improving the Image of the Company. This research uses qualitative descriptive method. Theory used is community relations theory. Data is collected from observation, interview, and documentation. The data validation uses the triangulation of sources. This thesis finds that The Implementation of Integrated Agriculture System Training of PT. IKPP Tbk. Perawang can improve the Image of the Company. Integrated Agriculture System Training is the company commitment which has acceptability and sustainability for the long term by the community. The community has known well about it. In this case, the goal of the company CSR is obtained, namely improving the reputation and image of the company.

Keywords : Implementation, Community Relations, CSR, Company Image