

ABSTRACT

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THE ROLE OF PUBLIC RELATIONS IN ACTIVITIES OF CORPORATE SOCIAL RESPONSIBILITY IN PT TIGARAKSA SATRIA TBK

(xcv + 95 pages ; 4 images ; 1 table; 9 attachments)

Keywords : Role of Public Relations, Corporate Social Responsibility

This thesis explores the role of Public Relations in Corporate Social Responsibility activities at PT Tigaraksa Satria Tbk in various Corporate social Responsibility programmes that have been run to create the Brand Image of the company. To achieve these goals, PT Tigaraksa Satria Tbk using Public Relations as one of the key successes of the company in the implementation of Corporate social Responsibility.

The research approach used is qualitative descriptive by obtaining the necessary data based on the results of the in-depth interviews and a literature study. So, that it can generate an overview about the role of PR in the implementation of CSR program. Based on the results of research conducted, the role of PR is played an important role in the implementation of CSR programs as a Communicator or liaison between the company and the publics, back up management in corporate management functions, and establish a positive corporate image in the eyes of public.

References : 29 (1992-2011)

ABSTRAK

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PERAN PUBLIC RELATIONS DALAM AKTIFITAS TANGGUNG JAWAB SOSIAL CORPORATE SOCIAL RESPONSIBILITY PADA PT TIGARAKSA SATRIA TBK

(xcv + 95 halaman ; 4 gambar; 1 tabel; 9 lampiran)

Kata kunci : Peran *Public Relations*, Corporate Social Responsibility

Skripsi ini membahas peran *Public Relations* dalam aktifitas tanggung jawab sosial perusahaan atau Corporate Social Responsibility pada PT Tigaraksa Satria Tbk dengan berbagai program-program CSR yang telah dijalankan untuk menciptakan *Brand Image* terhadap perusahaan. Untuk mencapai tujuan tersebut, PT Tigaraksa Satria Tbk menggunakan *Public Relations* yang menjadi salah satu kunci keberhasilan perusahaan dalam pelaksanaan CSR.

Pendekatan penelitian yang digunakan adalah metode kualitatif deskriptif dengan mendapatkan data-data yang diperlukan berdasarkan hasil wawancara mendalam dan studi literatur sehingga dapat menghasilkan gambaran secara mendalam mengenai peran PR dalam implementasi program CSR. Berdasarkan hasil penelitian yang dilakukan, peran *Public Relations* sangatlah berperan penting sebagai *Communicator* atau penghubung antara perusahaan dengan publik, membina *relationship* dengan publik, *back up management* dalam fungsi manajemen perusahaan, dan membentuk *corporate image* yang positif dimata publik.

Referensi : 29 (1992-2011)