

Abstract

This research explores the role of Public Relations at PT. Pos Indonesia (Persero) in implementing the Corporate Social Responsibility (CSR) Program. The research focus lies on PR strategies and tactics in delivering CSR programs to various stakeholders, including employees, customers, business partners and the general public. Through a qualitative approach, this research uses interviews, document analysis, and observation to understand the contribution of Public Relations in strengthening the company's image through CSR initiatives. The resource persons consist of key informants, expert informants and supporting informants in strengthening the basis of this research. It is hoped that the research results will provide insight into best PR practices in the CSR context and their impact on the positive image of PT. Indonesian post. It is hoped that the research results will provide in-depth insight into best PR practices in the CSR context, as well as provide information on the impact of public relations in CSR programs on the company's image.

Keywords: Corporate Social Responsibility (CSR), Public Relation, Public Relation Role.