

## **ABSTRACT**

*Corporate Social Responsibility (CSR) is now a important thing to be considered by every company in Indonesia. As the only telecommunication company BUMN, PT Telekomunikasi Indonesia is required to conduct CSR activities. This research will focus on knowing how the influence of the CSR program partnership with PT Telekomunikasi Indonesia corporate image.*

*The method used in this research is quantitative method with descriptive and causal research type. Where the respondent is PT Telkom Witel Padang Partnership that joins CSR Partnership Program. Data collection was done by distributing questionnaires directly to 100 partners of PT Telkom Witel Padang. Processing data questionnaires uses IBM SPSS version 20.00 And the answers of the respondents will be analyzed using correlation test and simple linear regression.*

*Based on data analysis result, CSR Partnership Program have a positive effect to corporate image seen from simple linear regression analysis with constant value of 0.678 and CSR program variable has positive regression coefficient marked 0.789 and correlation test results are at a very strong interval of 0.849 .*

*Keywords: Corporate Social Responsibility, Partnership, Corporate Image*