

## ABSTRACT

*PT Telkom Indonesia (Persero) Tbk (Telkom) has won a proof award in the implementation of Corporate Social Responsibility. Telkom won the Best Program Award in running the Digital Learning Program Indonesia (IDL) for the category of Education Quality Improvement in the arena Nusantara CSR Summit & Awards 2016. PT. Telekomunikasi Indonesia, Tbk is considered to have a positive effect on the changes to the life of the teacher community. This study aims to determine the application and role of Corporate Social Responsibility Program Digital Indonesia to Corporate Image PT. Telkom Indonesia.*

*This research is conducted by qualitative approach. Data techniques are carried out under natural conditions, and data engineering data used in in-depth interviews, documentation and observation or document review. Model Miles and Huberman, namely data reduction, data presentation, and data withdrawal.*

*The results show CSR implementation program PT. Telkom Indonesia through Indonesia Digital Learning program involves the teachers in Indonesia. This activity is a training for teachers of elementary, junior high, high school and equivalent in 8 cities in Indonesia. The training presented to the teachers is about digital-based learning followed by 2,356 teachers from all over Indonesia. CSR Program Indonesia Digital Learning has a role to form the company image. Many of the impact felt by the company by running this activity. From the social side, the company gets appreciation from various parties, then the integrity of Indonesia Digital Learning program is one of the sustainable programs in PT. Telkom Indonesia. With this Indonesia Digital Learning activities PT. Telkom Indonesia can collaborate with all teachers in Indonesia The impact felt by the company by changing the perception of participants to PT. Telkom Indonesia, after following the program Digital Learning Indonesia.*

*Keyword : Corporate Sosial Responsibility, Corporate Image*