

ABSTRACT

For every company the reputation and image of the company is an invaluable asset. One of the forming elements is Corporate Social Responsibility (CSR).

This study aims to find out how the realization of CSR by bank Danamon, the benefits received by the Pekalongan society (especially in the Grogolan market area), how the image of bank Danamon in Pekalongan society, and how big the influence of corporate social responsibility to PT Bank Danamon Indonesia, Tbk's corporate image.

The method used in this study is quantitative method. Data collection techniques use questionnaires that are distributed manually to Grogolan market traders of Pekalongan city of 100 respondents with a total of twenty-six questionnaires. Sampling technique used is nonprobability and to explain the result of study it is used simple linear regression analysis technique and descriptive analysis.

The result of this study states that the corporate social responsibility of bank Danamon in the form of "Prosperous Market" in Grogolan Market of Pekalongan City is included in good criteria and the image level of bank Danamon is also good. So the Corporate Social Responsibility (CSR) program has a significant positive impact on the image of Bank Danamon Indonesia Tbk.

The results of this study can be used as input for the company so that the company is able to carry out corporate social responsibility well and its realization in accordance with the programs made by the company. So it can bring benefits for both parties namely society and the company.

Keywords: Corporate Social Responsibility (CSR), Corporate Image