

ABSTRACT

The issue of the importance of social responsibility or corporate social responsibility (CSR) becomes one of the important things in the business world because it makes the company must pay attention to its responsibilities while contributing to sustainable economic development. One of the benefits that a company can derive from CSR implementation is to improve the company's image. As a company committed in Corporate Social Responsibility, PT. SUCOFINDO was awarded the Top CSR 2017 for Top CSR 2017 category on Business Service Sector for the Company. The award that have been achieved by PT. SUCOFINDO shows a form of appreciation of the implementation of CSR programs implemented and a positive impact on CSR programs undertaken by PT. SUCOFINDO.

The purpose of this research is to know the implementations of Corporate Social Responsibility program at PT. SUCOFINDO as well as the role of PT. SUCOFINDO's Corporate Social Responsibility program in forming Corporate Image.

This research is conducted by qualitative method. This research is not to test a hypothesis, but to describe the phenomenon that appears in the field. Therefore, this study is a qualitative research that describes or describes a phenomenon based on facts and existing data. Qualitative approach used to know the implementation and role of CSR program PT. SUCOFINDO. The data collected in the form of interviews, records and recordings, articles, and other documents. Data analysis techniques in this study using Miles and Huberman method with activities include data reduction, data presentation and conclusion.

Based on the interviews, PT. SUCOFINDO'S CSR programs is in line with the company's vision, mission, and values. There are 4 CSR programs conducted by PT. SUCOFINDO, i.e. orphans donations, distribution of basic needs, scholarship for orphans and dhuafa and free medicine. In viewing CSR, the company consider itself as a part of society and is a compulsory company program. From 4 aspects of forming company image which are personality, value, reputation and corporate identity also shape the view of the recipients to the company, but the corporate identity aspect is playing a lesser role in forming the CSR program view because of the company's policy which priorities the area around the company operates as main target of CSR activity.

From the research that has been done, it can be concluded that CSR programs conducted by PT. SUCOFINDO helped shape the perception of CSR recipients on the company's corporate image. But the programs provided do not directly make the recipient know about PT. SUCOFINDO, especially those that are regionally away from the company. Overall, CSR programs conducted by PT. SUCOFINDO has a role in forming corporate image and the recipients of the programs are helped by the CSR programs held by PT. SUCOFINDO.

Keyword: Corporate Social Responsibility, Corporate Image