

## **ABSTRACT**

*This study aims to determine the implementation of Corporate Social Responsibility for Community Concern as well as its influence on Corporate Image of PT. Ultrajaya in West Bandung Regency. Corporate Social Responsibility Program conducted by PT. Ultrajaya is engaged in the health sector such as providing medical equipment assistance to health centers and also providing financial assistance to the puskesmas to conduct nutrition counseling. The population of this study is the community that receives activities from concern for the community of PT. Ultrajaya is 100 respondents. This research uses quantitative method with descriptive type of research with simple linear regression analysis. Based on the results of statistical testing shows that Corporate Social Responsibility (CSR) has a positive effect on Corporate Image PT. Ultrajaya in West Bandung Regency concluded that Corporate Image is influenced by Corporate Social Responsibility for Community Concern by 37.5%, the remaining 62.5% is influenced by other factors. The information obtained from this study is expected to be used by companies to improve the activities and quality of Corporate Social Responsibility so that it can improve Corporate Image in the future.*

*Keywords: Corporate Social Responsibility (CSR), Corporate Image*