

ABSTRACT

With the rampant development project in Kalibaru area causing many disturbances to the environment of the community around the project. Recently PT. PP has owned and implemented Green Construction on Corporate Social Responsibility (CSR) program implemented in Kalibaru area, Jakarta. Based on the results of observation shows there are still many people who do not know the existence of Green Construction program that allows environmental conservation from the beginning until the completion of the project by PT. PP.

This research was conducted to find out how much influence given by Corporate Social Responsibility (CSR) through implementation of Green Construction which has been done by PT. PP against Corporate Image PT. PP itself as Green Construction program implementer in Kalibaru area. The method used in this study is a quantitative method with descriptive and causal research. Types of data used in the study of primary data in the form of primary (questionnaires) and secondary. Sampling was done by non probability sampling method with incidental sampling technique, with the number of respondents as many as 100 respondents. The technique of data analysis using descriptive and simple liner analysis.

Based on the results of t test calculation, Corporate Social Responsibility (CSR) through implementation of Green Construction partially effect on Corporate Image. Index of people or society has the lowest value which states still lack of satisfaction felt by the community in Green Construction program activities. To improve this, the author's advice is that the company continually invites and explains to the community to be directly involved in the Green Construction program.

Keywords: *Corporate Social Responsibility, people, profit, planet, Corporate Image*