

ABSTRACT

PT. Tri-Wall Indonesia carries out a CSR program which is a partnership pattern aimed at involving the surrounding community in the industry so as to reduce the number of unemployed in the area of the company. The focus of the Tri-Wall CSR program is the partnership with the accompanying community, waste management by the community, unloading imported materials and block work to make pallet. In this case it is necessary to do research on the implementation of CSR programs run by PT. Tri-Wall Indonesia is a partnership pattern in the Kampung Cibungur community.

This study aims to determine how the influence of CSR programs is the pattern of partnerships with communities in Kampung Cibungur, Nagasari Village, Serang Baru District, Bekasi Regency, to the company image of PT. Tri-Wall Indonesia. This study uses quantitative methods with descriptive and causal research types. The type of data used in this study is primary in the form of questionnaires and secondary. Sampling is done by non-probability sampling method with incidental sampling technique, with a total of 81 respondents. Data analysis techniques using descriptive analysis and simple linear regression analysis.

This research uses a quantitative method that refers to the calculation of the results of the questionnaire distributed by researchers based on descriptive and causal objectives with the time of its implementation is the Cross Section

Based on the results of the t-test calculation, Corporate Social Responsibility (CSR) through community partnership patterns has a partial effect on the company's image. People or community index has the lowest value which states that there is still a lack of satisfaction felt by the community in the CSR program of PT-Tri Wall Indonesia. To correct this, the author's suggestion for the company is to expand the implementation of the CSR program so that it does not focus on just one program, namely community partnership and invites and provides direction to the community to pay attention and be involved in CSR activities provided by the company.

Based on this research, the company's contribution in carrying out CSR activities is optimal, but only focuses on one program, namely Community Partnerships.

Key Words: Corporate Social Responsibility, People, Planet, Profit, Corporate Image