

ABSTARCT

Corporate Social Responsibility (CSR) is a program done by corporations based on business ethics, their acts, and should have a positive impact on the image of a corporate. The Sampoerna Corporate attempted to create the CSR program by utilizing the AYO Sampoerna Retail Community (AYO SRC) application. This was done to help stakeholders (e.g. small private-owned mini-markets) adapt to the current technology available. In this research, the qualitative method through a descriptive approach was used. Data gathering was done through interviews, observations, and was properly documented. In the process, several benefits from the CSR program was identified. One of which is the increasing positive feedback from stakeholders towards the Sampoerna Corporation. However, the AYO SRC application utilization was not fully felt by the stakeholders, pushing Sampoerna to widen the benefit coverage of its application.

Keywords : Image, Corporate Social Responsibility, SRC, Aplikasi AYO SRC, Qualitative