

ABSTRACT

Corporate Social Responsibility (CSR) is the company's obligation to the community and government as a result of the company which may have disturbed the environmental and social balance because the company carries out its activities. This will be investigated by researchers in this study is the implementation of corporate social responsibility CSR Sampoerna Retail Community (SRC) program in Cisaranten Wetan, Bandung. Sampoerna Retail Community is a social and environmental responsibility (TJSL) or CSR program carried out by PT HM Sampoerna Tbk as a tobacco company, which must constantly strive to boost the company's image. Sampoerna Retail Community (SRC) is a training program for grocery stores selected as partners for PT Sampoerna, which is incorporated in a community that aims to foster potential grocery stores. Sampoerna Retail Community is a modern grocery store incorporated in the Sampoerna partnership program with the aim of increasing the competitiveness of grocery store owners through ongoing business guidance. This study uses qualitative research methods using the constructivism paradigm and uses the case study method. Data collection techniques used in this study were observation and interviews. The results obtained from this study are PT HM Sampoerna implementing a corporate social responsibility (SRC) program through the Sampoerna Retail Community program to develop productivity and prosperity for the community by changing the appearance of grocery store owners. The conclusion is the implementation of corporate social responsibility (CSR) conducted by PT HM Sampoerna Tbk through the Sampoerna Retail Community (SRC) program aimed at boosting the company's image and the form of obligation of a company to implement CSR.

Keywords: Implementation, Corporate Social Responsibility.