

ABSTRACT

This research aims to find out the role of public relations in the company's CSR activities. The purpose of this study is to determine the role, constraints and how the attitudes and actions of PR practitioners at PT. Arara Abadi through CSR programs that have been carried out. This research uses a descriptive qualitative method. By using observation data collection, interviews, and library research. There are 3 informants in this research, namely 2 key informants and 1 supporting informant who were selected using purposive sampling technique. The results of this study is the role of PR practitioners at PT Arara Abadi especially in the company's CSR activities is quite important, the role of PR practitioners also includes several aspects, namely as expert prescriber, communication facilitator, problem solving process facilitator, and communication technician. Some of those roles are applied to the company's external audiences such as the public, media or press, and government.

Keywords: The Role of Public Relations, Corporate Social Responsibility