

ABSTRACT

This study discusses how the public relations of PT. Bio Farma in building the company's image through its corporate social responsibility (CSR) program. The purpose of this study is to analyze what strategies are used by the public relations team of Bio Farma in making a CSR program, in addition to seeing whether the company Bio Farma has implemented the pyramid aspect of corporate social responsibility when carrying out CSR programs in an area, to see what image it creates. Actually wanted to be formed by public relations Bio Farma. This research uses a qualitative case study method where the researcher will provide an explanation or general description of how the public relations team processes in carrying out the strategy to build the company's image. The data collection technique used by the researcher is the method of observation, in-depth interviews with four informants, and also documentation. Based on the research, Bio Farma's public relations team uses PR strategies, namely Fact Finding (Research), Planning (Planned Programs), Communicating (Communicating to stakeholders), and Evaluation (Media monitoring). Bio Farma Company also uses the CSR pyramid aspect in carrying out its social responsibility obligations, namely using aspects of Economic Responsibility, Legal Responsibility, Etchical Responsibility, and Philantropic Responsibility. Finally, the researcher concludes that Bio Farma's public relations team wants to form a positive corporate image in the eyes of the community by utilizing CSR programs.

Keywords: Corporate Social Responsibility (CSR), Public Relations Strategy, Corporate Image, Aspects of the CSR Pyramid.