

ABSTRACT

Public Relations (PR) of KPP has succeeded in implementing the CSR management of the Health & Nutrition program at the Rantau site, it is proven that the program has been running for 19 years from the beginning of the KPP to the present. Malnutrition is a special concern at the Rantau site, seen from the high prevalence of stunting produced, the PR KPP Rantau site always innovates and tries to provide good Health & Nutrition CSR programs so that they can be accepted by the village communities assisted by the Rantau KPP site by giving birth to the Health & Nutrition CSR program. Derivative nutrition. The program is carried out to improve the quality of life of the community for the better. In this study. The result of this research is that the PR KPP Rantau site actively runs the program with various programs such as providing additional food and immunization for toddlers, fostering posyandu to advance grades, providing free medicines, actively conducting nutrition education and dental health education. The program has a CEO Synergy Medical Health Services and Consultant who plays a role in assisting the posyandu and controlling nutritional problems in the posyandu area assisted by KPP. For residents of the targeted area category of the Rantau KPP site, the Health & Nutrition CSR program is very helpful and many residents are actively involved in the program activities to reduce the stunting prevalence rate at the Rantau site. During the pandemic, the program continues to run, only with the door to door method and online input to monitor the number of healthy babies at the Rantau site.

Keywords: *Corporate Social Responsibility, Health & Nutrition Program, Posyandu, Public Relations, Rantau site, Stunting.*