

## **ABSTRACT**

*This study discusses how the PR of PT Semen Padang in maintaining a positive image of the company through Corporate Social Responsibility (CSR) activities. The purpose of this study is to analyze how the implementation of public relations strategies in making CSR activities, as well as to find out what supporting and inhibiting factors exist that affect the CSR activities of PT Semen Padang. This study uses a descriptive qualitative method, the researcher provides an overview of how the process of the PR unit and CSR unit in implementing and carrying out public relations strategies to maintain the company's image. The data collection technique used in this research is the interview method with five informants, observation, and documentation. Based on the results of the research that PT Semen Padang uses a public relations strategy with the fact finding stage by conducting research before implementing CSR activities by conducting social mapping and Focus Group Discussion, Planning is the preparation of programs planned by the company, Communicating communicates with stakeholders, and Evaluation of activities with do social mapping. In the implementation of PT Semen Padang's CSR activities, the inhibiting factors are the geography of an area and the resistance or jealousy that occurs in the community. Supporting factors for CSR activities include company disclosure, in-depth research related to activities, communication with internal companies, the public and media relations, and a clear key message to be conveyed to the public.*

*Keywords: Corporate Social Responsibility (CSR), Public Relations Strategy, Barrier Factors, Supporting Factors, Maintaining Image.*