

AN ANALYSIS THE EFFECTIVENESS OF CSR PROGRAM IN IMPROVING CORPORATE IMAGE PT. PERTAMINA KPI RU II SUNGAI PAKNING

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ABSTRACT

The purpose of this analysis is to evaluate the extent of the CSR programs which had been published by the company can influence public's perception of the company and improve the company's good image in the public eye. This research will focus on PT. Pertamina Refinery Unit II Sungai Pakning as a research object. PT. Pertamina Refinery Unit II Sungai Pakning oil refinery units located in Sungai Pakning, Kec. Bukit Batu, Kabupaten Bengkalis, Riau 28761. The results of this research found that PT. Pertamina KPI RU II Sungai Pakning is effective in every activity that has been published. There are also those who are hampered, hampered in the sense that sometimes the CSR program has several activities in one day. Activities that cannot be uploaded immediately on the same day due to time constraints or impossible conditions will be uploaded a few days later. This CSR publication effort has had a significant positive impact in various aspects and CSR publications have also succeeded in improving the image of PT. Pertamina KPI RU II Sungai Pakning in the eyes of the public. Respondents emphasized that transparency in conveying information regarding CSR activities helps create positive perceptions of the company. This can strengthen the relationship between the company and the community, as well as increase public trust in commitment PT. Pertamina KPI RU II Sungai Pakning towards its social responsibility.

Key Words: Effectiveness, Publicity, Corporate Social Responsibility