ABSTRACT

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Title : *The Analysis Of Corporate Social Responsibility Their Impact On Corporate Image Of The Center Office PT Telkom, Ltd*
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The decrease of PT. Telkom's corporate image associated with the charity program conducted. The decline is in contrast with the award received by the PT. Telkom Ltd is Indonesian CSR Award 2008 of the National standard of the Corporate Forum for Community Development and the Ministry of Social Affairs in this regard as a measure for the program done by. PT. Telkom Ltd to improve the quality of the community.

Based on the above description, hence writer interest to conduct research regarding the implementation of corporate social responsibility analysis of their impact on corporate image.

The purpose of this research are: to know the implementation of Corporate Social Responsibility applied at PT. Telkom Ltd, to know company image of PT. Telkom Ltd from a community perspective, to determine the impact of corporate social responsibility towards the corporate image of PT. Telkom Ltd.

The method that are used by writer is descriptive and verification method of analysis with quantitative and qualitative approach.

Based on the research by the author, it can be proved that the implementation of Corporate Social Responsibility (variable X) gives the effect as 64.6% toward Corporate Image (Y variable). While 35.4% is effected by other variables that are not examined by the authors.

The results showed that the implementation of corporate social responsibility has a positive impact on corporate image, which means that the CSR activities done by PT. Telkom Ltd has an important role in the development of PT. Telkom's corporate image so that its business activities PT. Telkom Ltd can be trusted as a company that cares against society and its employees.

Keyword: Corporate Social Responsibility, Corporate Image, Charity