ABSTRACT

ACTIVITIES CORPORATE SOCIAL RESPONSIBILITY (CSR) "PEDULI LINGKUNGAN"OF VILLAGE LEBAK JERO GARUT BY PUBLIC RELATIONS OF PT. KERETA API INDONESIA (PERSERO) DAERAH OPERASI (DAOP) 2 BANDUNG TO IMPROVE CORPORATE'S IMAGE

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This research was conducted in order to describe the activities of Corporate Social Responsibility (CSR) "Peduli Lingkungan" conducted by Public Relations of PT. Kereta Api Indonesia (Persero) Bandung DAOP 2 in improving the company image.

This research using qualitative approach with descriptive method. Data collection techniques used are interviews, literature, internet searching, and documentation. For data analysis techniques which used, include data collection, data reduction, data display, and conclusion drawing data (Verification). The subjects in this research is Public Relations of PT. Kereta Api Indonesia (Persero), the object of research are employees of PT. Kereta Api Indonesia (Persero) and the people of Lebak Jero totaling three people. Researchers choose the three members as an informants of this research by using the purposive sampling techniques.

The results showed that the research that conducted by Public Relation DAOP 2 Bandung approaches first to the people of Lebak Jero, the planning and programming that done is the help given by PT. KAI DAOP 2 Bandung on September 16th 2009 to the people of Lebak Jero according to the program by CSR PT. KAI. The implementation of program conducted by Public Relations DAOP 2 Bandung was the help to covering all activities implemented in the village of Lebak Jero. The program evaluation is carried out by stepping on the next stage, when the activity was successful and had a positive impact for the company

From these results, researchers can conclude that the analysis of the activities of Corporate Social Responsibility (CSR) "Peduli Lingkungan" in improving the company image is a strategy used by Public Relations DAOP 2 Bandung in achieving a desired goal by PT. KAI is to improving the company image. Researchers suggest is it would be nice to improve a better cooperation with relevant parties, both internal and external, to make of CSR activities implemented by the Public Relations of PT. KAI DAOP 2 Bandung in other areas, success.