# *ABSTRACT*


***CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIVITIES OF BANK INDONESIA REPRESENTATIVE OFFICE REGIONS VI WEST* JAVA – BANTEN**

***(Descrptive study about Corporate Social Responsibility (CSR) activities by Communication & Public service Unit of Bank Indonesia representative office regions VI West Java – Banten through Social Program of Bank Indonesia in Improving positive corporate image)***

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*This Reasearch under guidance:*
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*The intention of this research is to find out Corporate Social Responsibility activities of Bank Indonesia Representative Office regions VI through Social Program of Bank Indonesia in improving positive corporate image. The purpose of this reasearch are to know the Corporate Philanthropy, Cause-Related Marketing and Corporate Social Marketing.*

*This research using descriptive study with a qualitative approach, researchers using a technique of purposive sampling and obtained informants were five people. Data obtained through depth interviews, study literature, observation, and internet searching. Data analysis technique through several stages, are data reduction, data collection, presentation of data, the withdrawal of conclusion.*

*The research results showed that Bank Indonesia through PSBI has done Corporate Philantrhopy such as Community Development through tematic PSBI and reguler PSBI. In the practice tematic PSBI has saveral program like; Red Chili Cluster, Vegetables Cluster, and cow fattening. While Reguler PSBI involve providing assistance 10 units of sewing machines and training PKK in lebakgede area, sponsorship and natural disaster assistence. Bank Indonesia has done empowering community program with Kampung kreatif inovation and collaborate to Komunitas animasi Bandung for made BI Checking animation. BI also will doing Cause – Related Marketing with profit Bank by making a machine or application complaints for profit bank customers, and BI has done Corporate social Marketing such as Gerakan Anti Konsumtif, GNNT, and Independent Economics as well.*

*The conclusions of this research are Bank Indonesia run CSR through PSBI by providing various kinds of assistance to the public, researchers concluded as well that corporate wishes for improving wish image has reached. Bank Indonesia improving their image bycomposing effective communications to stakeholders and society.*

*Researchers suggest to Company for make a Sharing skill group to every assistence receiver dan doing Media television, Radio and printed media Campaign. Researchers also suggest to the next reasearchers doing Pre-Riset and giving attention to company bureaucracy and field detentions.*



*Keyword: Corporate Social Responsibility, Social Program of Bank Indonesia*