

**PENERAPAN *CORPORATE SOCIAL RESPONSIBILITY* (CSR) DALAM
MEMPERTAHANKAN CITRA POSITIF PERUSAHAAN DI KALANGAN
MASYARAKAT MARTAPURA KALIMANTAN SELATAN
(STUDI KASUS PT MONRAD INTAN BARAKAT)**

ABSTRAK

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Setiap perusahaan memiliki tanggung jawab sosial kepada wilayah dimana perusahaan tersebut beroperasi. Sudah menjadi hal penting dan wajib dilakukan perusahaan untuk masyarakat, terutama masyarakat di lingkungan perusahaan melalui kegiatan *corporate social responsibility* (CSR). *Corporate social responsibility* (CSR) merupakan komitmen perusahaan dalam berkontribusi dalam pengembangan ekonomi yang berkelanjutan dengan memperhatikan tanggung jawab sosial perusahaan dan menitikberatkan pada keseimbangan terhadap ekonomi, sosial dan lingkungan. Penelitian ini bertujuan untuk mengetahui penerapan *corporate social responsibility* (CSR) dalam mempertahankan citra positif perusahaan. Penelitian ini menggunakan metode penelitian deskriptif kualitatif, peneliti mengumpulkan data dengan melakukan observasi, dokumentasi dan wawancara. Hasil dari penelitian ini menunjukkan keberlanjutan perusahaan dan citra perusahaan. Dengan adanya penerapan program *corporate social responsibility* (CSR) sebagai upaya peningkatan perekonomian daerah sekitar perusahaan, penguatan sosial yang dilakukan *corporate social responsibility* (CSR) PT Monrad Intan Barakat menumbuhkan kesadaran masyarakat dalam meningkatkan kepedulian dan pemberdayaan sosial masyarakat, serta pelestarian lingkungan dengan adanya kegiatan penghijauan sebagai program *corporate social responsibility* (CSR) PT Monrad Intan Barakat dalam menjaga dan melestarikan lingkungan. PT Monrad Intan Barakat juga telah mempublikasikan setiap kegiatan-kegiatan maupun program *corporate social responsibility* (CSR) kepada media sebagai penunjang dalam mempertahankan citra perusahaan. Selain PT Monrad Intan Barakat telah mempunyai citra yang dibilang baik dalam masyarakat sekitar perusahaan yang dulunya masih ada beberapa masyarakat yang menolak didirikannya perusahaan sekarang sudah banyak menerima keberadaan perusahaan.

Kata Kunci: Penerapan, Corporate Social Responsibility (CSR), Citra Positif

IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR)

**IN MAINTAINING THE POSITIVE IMAGE OF THE COMPANY
IN THE COMMUNITY MARTAPURA SOUTH KALIMANTAN
(CASE STUDY OF PT MONRAD INTAN BARAKAT)**

ABSTRACT

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Each company has a social responsibility to the region in which the company operates. It is important and must be done by the company for the community, especially the community in the corporate environment through corporate social responsibility (CSR) activities. Corporate social responsibility (CSR) is the company's commitment to contribute to sustainable economic development by taking into account the corporate social responsibility and emphasizing the balance of economic, social and environmental. This research aims to determine the implementation of corporate social responsibility (CSR) in maintaining the company's positive image. The research uses qualitative descriptive research methods, researchers gather data by conducting observations, documentation and interviews. The results of this study showed the company's sustainability and corporate image. With the implementation of the corporate social responsibility (CSR) program as an effort to increase the economic area around the company, social reinforcement conducted by corporate social responsibility (CSR) PT Monrad Intan Barakat to foster public awareness in raising awareness and social empowerment of society, as well as the preservation of the environment with the activity of activities as a program corporate social responsibility (CSR) PT Monrad Intan PT Monrad Intan Barakat has also published every activity and program of corporate social responsibility (CSR) to the media as supporting in maintaining the company's image. In addition to PT Monrad Intan Barakat has a good image in the community around the company that used to be some people who reject the establishment of the company has now received a lot of company existence.

Kata Kunci: Implementations, Corporate Social Responsibility (CSR), Positive Imagery.