

Indira Nastiti Rahayu, NIM. 130531100123. Peran *Public Relations* dalam *Corporate Social Responsibility* Guna Peningkatan Citra Positif Perusahaan (Studi Deskriptif Kualitatif Humas PT. Pertamina EP Asset 4 Field Cepu), di bawah bimbingan Imam Sofyan, S.Sos., M.Si.

---

### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui peran yang dijalankan seorang Public Relations dalam kegiatan Corporate Social Responsibility guna peningkatan citra positif perusahaan PT. Pertamina EP Asset 4 Field Cepu. Penelitian ini berangkat dari teori peran Public Relations Dozier dan Broom serta teori citra (image theory) Jefkins. Tipe penelitian ini adalah deskriptif dengan pendekatan kualitatif. Penelitian ini menggunakan Teknik pengumpulan data primer dan sekunder. Data-data yang diperoleh peneliti, selanjutnya akan dianalisis dengan teknik reduksi data, penyajian data dan penarikan kesimpulan. Untuk menguji validitas data, penulis menggunakan triangulasi sumber yang terdiri dari Humas dan penerima manfaat CSR. Dari hasil penelitian yang didapatkan menunjukkan bahwa peran *public relations* dalam *corporate social responsibility* yang kaitannya dengan peningkatan citra perusahaan adalah perannya sebagai fasilitator komunikasi, teknisi komunikasi, penasihat ahli serta fasilitator pemecahan masalah Hasil penelitian ini membuktikan bahwa keempat peran *public relations* yang berpotensi dalam peningkatan citra positif perusahaan adalah perannya sebagai fasilitator proses pemecahan masalah.

**Kata Kunci :** Peran *Public Relations*, *Corporate Social Responsibility*, Citra Perusahaan

Indira Nastiti Rahayu, NIM. 130531100123. The Role of Public Relations in Corporate Social Responsibility to Improve Possitive image of the company (Qualitative Descriptive Study of Public Relations of PT Pertamina EP Asset 4 Field Cepu), under the guidance of Imam Sofyan, S. Sos., M.Si.

---

#### ABSTRACT

This study aims to determine the role of a Public Relations in Corporate Social Responsibility activities in order to enhance the positive image of the company PT. Pertamina EP Asset 4 Field Cepu. This research departs from the role theory of Public Relations Dozier and Broom as well as image theory (image theory) Jefkins. This type of research is descriptive with qualitative approach. This research uses primary and secondary data collection techniques. Data obtained by the researchers, will then be analyzed by data reduction techniques, data presentation and conclusion. To test the validity of data, the authors use triangulation of sources consisting of PR and CSR beneficiaries. From the results of the research shows that the role of public relations in corporate social responsibility that is related to the improvement of corporate image is its role as a communication facilitator, communication technician, expert advisor and problem solving facilitator The results of this study proves that the four public relations roles that have the potential in improving the positive image The company is its role as facilitator of the problem-solving process.

**Keywords:** Public Relations Role, Corporate Social Responsibility, Corporate Image