

ABSTRACT

CORPORATE SOCIAL RESPONSIBILITY IMPLEMENTATION PROGRAM IN COMPANY POSITIVE IMPRESSION BUILDING (Study On *Program Kambing Bergulir PT GunungMadu Plantations For Citizen Of Gunung Batin Baru Village, Bandar Sakti, And Lempuyang Bandar, Central Lampung*)

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CSR (*Corporate Social Responsibility*) is about how a company manages production process and pays attention to around in order to make positive impression from citizen. CSR is a concept that held by a corporation as responsibility to its around where that corporation is established based on its ability. CSR in Indonesia has been arranged in some regulations and ministerial decrees that gives order to every company to give positive contribution for citizen. So, because of CSR in a company, it can equalize growth and distribution of economy.

PT Gunung Madu Plantations is one of limited company that applies CSR concept. By CSR program, company tries to help citizen in social, economy, religion, health, and others sector. One of CSR activity is *Program Kambing Bergulir*, through *Program Kambing Bergulir*, company increases prosperous for citizen, and can give positive impact for citizen, so it influences to image of PT GMP. Based on that reason, the problem statement of this research is, "*How is implimentation of PT Gunung Madu Plantations CSR program, Program Kambing Bergulir, in citizen positive impression building for company?*".

The aim of this research is knowing and description CSR implementation program that held by PT GMP through *Program Kambing Bergulir* as one of effort to company positive impression building. The method that used is descriptive qualitative with collecting data method such as interview, observation, documentation, and literature study. The informans in this research are choosen by purposive. There are 7 informants in this research such as one of officer staff in company and six villagers in Gunung BatinBaru, Bandar Sakti dan Lempuyang Bandar as *Program Kambing Bergulir* consignee category.

The result of this research shows that *Program Kambing Bergulir* gets positive feedback from citizen. Citizen assumes company pays attention and important between life of citizen. Citizen gets advantage in social and economy. The good relationship between company and citizen is connected kindly through *Program Kambing Bergulir*. Based on that result, so the conclusion is *Program Kambing Bergulir* as one of CSR program that held by PT GMP have built positive impression for PT GMP.

Keyword : CSR, *PT Gunung Madu Plantations*, *Program Kambing Bergulir*,
Company Positive Impression