

ABSTRAK

PERAN HUMAS PTPN 7 UNIT TULUNG BUYUT MELALUI PROGRAM CSR (*Corporate Social Responsibility*) DALAM MENGATASI PERMASALAHAN MASYARAKAT KAMPUNG KALIPAPAN

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Perusahaan memiliki tanggungjawab atas lingkungan sekitarnya didirikan, hal tersebut wajib dilaksanakan setiap perusahaan. Tanggungjawab tersebut dilaksanakan guna membangun citra positif perusahaan dimata khalayak. Hal yang sama dilakukan pula oleh PTPN 7 Unit Tulung Buyut, dalam membangun serta menjaga citra positifnya dimata masyarakat. PTPN 7 Unit Tulung Buyut melaksanakan program tanggungjawab sosial nya melalui program yang bermanfaat bagi masyarakat sekitarnya, program tanggungjawab tersebut biasa disebut dengan program CSR (*Corporate Social Responsibility*), dalam melaksanakan tersebut PTPN 7 Unit Tulung Buyut melaksanakannya dengan bantuan humas. Humas berperan penting didalam perusahaan, termasuk dalam pelaksanaan program CSR. Dalam penulisan tugas akhir ini, akan memaparkan hasil penelitian penulis mengenai peran humas PTPN 7 Unit Tulung Buyut, hasil tersebut diperoleh dari kegiatan magang penulis di PTPN 7 Unit Tulung Buyut, yang dimana akan membahas yaitu peran humas dalam melaksanakan program tanggungjawab sosial kepada masyarakat, jenis CSR yang diberikan, faktor penghambat dan pendukung dalam pelaksanaannya, serta dampak bagi masyarakat dari adanya program tanggungjawab sosial yang diberikan. Program yang diberikan sangat bermanfaat bagi masyarakat sekitar kampung Kalipapan dan sesuai dengan apa yang dibutuhkan masyarakat sekitar.

Kata kunci : Peran humas PTPN 7 Unit Tulung Buyut, tanggungjawab sosial PTPN 7 Unit Tulung Buyut, program CSR

**ROLE OF PTPN PR 7 TULUNG BUYUT UNITS
THROUGH THE CSR (Corporate Social Responsibility) PROGRAM
IN OVERCOMING COMMUNITY PROBLEMS**

KALIPAPAN VILLAGE

By

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The company has responsibility for the environment in which it was founded, this must be carried out by every company. This responsibility is carried out in order to build a positive image of the company in the eyes of the public. PTPN 7 Tulung Buyut Unit did the same thing, in building and maintaining its positive image in the eyes of the public. PTPN 7 Tulung Buyut Unit implements its social responsibility program through programs that are beneficial to the surrounding community, this responsibility program is commonly referred to as the CSR (Corporate Social Responsibility) program, in implementing this PTPN 7 Tulung Buyut Unit implements it with the help of public relations. Public Relations plays an important role within the company, including in the implementation of CSR programs. In writing this final assignment, I will present the results of the author's research regarding the role of public relations at PTPN 7 Tulung Buyut Unit, these results were obtained from the author's apprenticeship at PTPN 7 Tulung Buyut Unit, which will discuss the role of public relations in implementing social responsibility programs to the community, types The CSR provided, then the inhibiting and supporting factors in its implementation, as well as the impact on society from the social responsibility program provided.

Keywords: Public relations role of PTPN 7 Tulung Buyut Unit, social responsibility of PTPN 7 Tulung Buyut Unit, CSR program