

ABSTRAKSI

Sebagai salah satu perusahaan terbesar di Indonesia, Pertamina Refinery Unit IV Cilacap tentu saja memperhatikan citra perusahaan mereka. Namun karena Pertamina Refinery Unit IV Cilacap merupakan perusahaan yang selalu berhubungan dengan bahan-bahan kimia, berbagai kecelakaan yang mengakibatkan hubungan antara perusahaan dan masyarakat merenggang pun kerap terjadi. Selain itu, kecelakaan dan juga gesekan yang terjadi dengan masyarakat juga menimbulkan pengaruh terhadap citra perusahaan. Maka dari itu, melalui CSR di Bidang Rural Economics Pertamina Refinery Unit IV tidak hanya ingin memperbaiki hubungan antara perusahaan dengan masyarakat di sekitar perusahaan namun juga ingin membangun citra perusahaan.

Pada penelitian ini, peneliti akan memaparkan bagaimana upaya Pertamina Refinery Unit IV dalam membangun citra perusahaan melalui pelaksanaan CSR di Bidang Rural Economics. Penelitian ini ditujukan untuk mengetahui bagaimana Pertamina Refinery Unit IV Cilacap melaksanakan setiap langkah dalam CSR di Bidang Rural Economics sehingga kemudian menghasilkan output berupa citra perusahaan. Melalui pendekatan kualitatif dan metode studi kasus, hasil penelitian ini akan dianalisis menggunakan CSR Management Model milik Wit dan Schouten sehingga bisa dijabarkan satu per satu dari tahap awal hingga evaluasi program. Adapun hasil penelitian akan diperoleh melalui data-data terkait seperti wawancara mendalam dari pihak Pertamina Refinery Unit IV Cilacap dan dokumen-dokumen terkait.

Kata Kunci: citra perusahaan, *Corporate Social Responsibility* (CSR), CSR *Management Model*.

ABSTRACT

As one of the biggest companies in Indonesia, Pertamina Refinery Unit IV Cilacap always concern about their corporate image. Everything is never as smooth as it would be imagined. Pertamina Refinery Unit IV is the largest company in Indonesia whom produces billions of barrels of chemicals every single day. So of course, accidents happen and they involved the citizens around their production area. Accidents causing damages not only on environments, but on the relationship between company and people, and on the corporate image too. Through the implementation of CSR programs in Rural Economics, Pertamina Refinery Unit IV is trying to fix their relationship with the people, and of course building its corporate image.

Ini this study, researcher will describe how the efforts made by Pertamina Refinery Unit IV to build its corporate image through the implementation of CSR programs on Rural Economics. This study aimed to determine the efforts that is made by Pertamina Refinery Unit IV Cilacap on every step that they made throughout the implementation of their CSR Rural Economics programs to build their corporate image. Through a qualitative approach and case study method, this study will be analyzed with CSR Management Model by Wit and Schouten. The elaboration and analysis of this study will be obtained through in depth interview from the company and the company's official documents.

Key Words: *Corporate Image, Corporate Social Responsibility, CSR Management Model.*