

ABSTRACT

Competitive conditions, especially in the cement industry in Indonesia is getting higher. PT Semen Tonasa one cement company in Indonesia, the number of new companies who began his career in the world of cement making PT Semen Tonasa try retain and maintain good relations with the community around the company by doing CSR (Corporate Responsibility Soicial). This study used qualitative methods using techniques of observation, interviews, and Documentation. Then analyzed using Interactive analysis Miles and Huberman in knowing the role of PR in the implementation of CSR PT Semen Tonasa.

Results of this research showed that PR plays an important role in the implementation of CSR PT Semen Tonasa, not only on the implementation of CSR even with CSR communication is essential to realize the vision and mission of PT Semen Tonasa. As well as the CSR activities of PT Semen Tonasa executed repeatedly or from year to year remain to be implemented for the welfare of the community around the company

Keywords: the role of public relations, corporate social responsibility (CSR)