

ABSTRACT

Social responsibility is an form of manifestation companies' compliance with the rules of the norms, laws where company do their opertaions. One form of social responsibility to the community is to run Corporate Social Responsibility (CSR). CSR is a real action concerns company to resolving the problems that occur in the surrounding communities. PT. Telkomsel sustainably take an active role to moving and inspiring Indonesia. One form of social responsibility towards to the environment is by presenting Bus bandros. The program aims to increase the attraction of tourists to come to the city of Bandung. Tourism in the city is one of the industries that are crucial as the development of the city of Bandung.

This study aims to determine the effect of the Corporate Social Responsibility Bus bandros on Corporate Image PT.Telkomsel. The sampling method used is the technique of non-probability sampling with purposive sampling types for data collection. In addition, this research using descriptive analysis and simple linear regression test.

Based on the results of this study concluded that the implementation of Corporate Social Responsibility Bus bandros already well . In addition Corporate Image of PT.Telkomsel as a giver of CSR Bus bandros is in good category. Further variables Corporate Social Responsibility influence simultaneously to variable PT.Telkomsel corporate image.

Keywords: Corporate Social Responsibility (CSR), Corporate Image