

ABSTRACT

Pertamina Sehati CSR program is a form of social responsibility and awareness of PT Pertamina (Persero) in helping the government to improve the welfare of Indonesian society through quality improvement of maternal and child health. Maternal and child health to become the one of the focuses in the areas of health programs organized by CSR function of PT Pertamina (Persero), given the high rates of maternal and child mortality in Indonesia compared with countries in the Southeast Asian region. By using the stages of cyclical public relations process, this research try to deeply analyze the Pertamina Sehati CSR program that is implemented in Majalaya District, Bandung regency, through the stages of gathering facts, problem formulation, planning and programming, action and communication stages which explained through the messages of the program and the contact point that is used in conveying the message, and for the last is evaluation phase that seen from the response of District Majalaya community, Bandung regency as one of the beneficiaries of the Pertamina Sehati CSR program. This study used a qualitative approach with case study method that the documentation was gotten from observation and interview to six informants, which 1 informants as the key informants, and 5 informant as the addition. The results showed that Pertamina Sehati CSR program which aims to help the government to improve the welfare of the community through the efforts to improve maternal and child health with a focus on the revitalization of neighborhood health center activities, improvement of healthy living culture, especially the health of mothers and children, strengthening the capacity of local community, and increasing access to health services considered beneficial and helpful by the Sukamaju and Sukamukti villagers, District Majalaya, Bandung regency as the subject of Pertamina Sehati CSR programs.

Keywords : Corporate Social Responsibility, Public Relations, Communication Messages, Contact Point, Response.