

ABSTRACT

As the largest digitization company in Borneo, PT. Telkom Regional VI Kalimantan accepts negative issues issued in the local media related to optical fiber in obtaining difficult land permits and geographical distribution. In this effort, Telkom Regional VI implemented CSR with three programs, namely the support, responsiveness, and compulsory program by involving stakeholders from various aspects in order to rebuild its corporate image. In such conditions, the role of public relations is needed to restore the image of the public. Related to the focus of this research is the role of public relations in shaping a positive image of Telkom Regional VI Kalimantan through CSR activities. This study uses three theories to strengthen the debate between the theory of Public Relations, Corporate Social Responsibility (CSR), and corporate image, while the paradigm used in this research is post-positivistic, then the method used in this study is qualitative using descriptive analysis. Based on the results of the research found, the role of public relations in making a corporate image has been done well. Related, from the results of the study, the Public Relations of PT. Telkom Regional VI Kalimantan can maintain the company's image to the public by carrying out CSR activities continuously.

Keywords: *Public Relations, Corporate Social Responsibility, Corporate Image, Telkom Regional VI Kalimantan*