

## ABSTRACT

*Corporate Social Responsibility in a company has an important role for the welfare of people's lives and for the image of the company, this study aims to analyze the corporate social responsibility strategy of PT Pertamina EP to improve the company's image through the Minar cooperative to prosper in Tambun. The theory used in this research is Oliver Laasch's (2010) CSR strategy theory from Totok Mardikanto's book which consists of competitive advantage strategies, resource strategies, stakeholder strategies, crisis management strategies and other strategies. The method used in this research is descriptive qualitative, with data collection techniques in the form of observation, interviews and documentation. This research is supported by expert informants, supporting informants and expert practitioners, from the research that has been done it can be concluded that in forming an activity of the Minar Agar Makmur Cooperative, it is very necessary to formulate and plan a corporate social responsibility strategy in a good, effective and programmed manner, so that the cooperative program will provide a significant impact on the community of Tambaksari village, with the success of the CSR program activities will improve the company's image, good image and public trust in PT Pertamina EP*

*EP*

**Keywords:** *CSR, Corporate Social Responsibility, PT.Pertamina EP, Corporate Social Responsibility strategy*