

ABSTRACT

This research describes how the public relations strategy in the implementation of CSR BRI Peduli carried out by BRI Public Relations at the Cimahi Branch Office in the midst of the COVID-19 pandemic occurred. This research uses the concept of "analysis" on public relations strategy from the theory proposed by Sadikin. The researcher's choice is a qualitative approach with a descriptive type is the researcher's choice, besides that the interpretation paradigm is used in this research. While the data collection techniques in this study were carried out through observation and interviews. The results of this research can be concluded that the public relations strategy in the implementation of CSR BRI Peduli by BRI Cimahi Branch Office has been going well. This refers to the appropriate implementation conditions based on the concept of public relations strategy presented by Sadikin. First, on the implementation of CSR BRI Peduli, BRI Cimahi Branch Office received approval from BRI Head Office as well as support from workers and the community. The second condition is that the relationship pattern has been clearly established between the BRI Cimahi Branch Office and the community, BRI Head Office, and employees. The third condition is the management of the CSR BRI Peduli programme during COVID-19, starting from the programme objectives, division of tasks, and programme technicalities that have been running properly.

Keyword: BRI , *Corporate Social Responsibility* ,*Strategy public relations*