

ABSTRACT

This study aims to discuss the role of public relations in the implementation of PT. Cisarua Mountain Dairy (Cimory) Kecamatan Cisarua Kabupaten Bogor. This research was conducted from June 2022 to January 2023, taking place at Dairyland Farm Theme Park Puncak Jl. Raya Puncak Gadog, Cipayung Girang, Kec. Megamendung, Kabupaten Bogor, West Java Province. The method used is a qualitative method approach, the authors hope to be able to clearly describe the form and mechanism of implementing Corporate Social Responsibility at PT. Cimory precisely and completely. using the theory of the role of public relations put forward by Cutlip, Center, and Broom (2013), namely: public relations as a communication technician, public relations as an expert advisor, public relations as a communication facilitator, and public relations as a problem-solving process facilitator. Which of course can be explained by a collection of descriptive data obtained through the results of interviews with informants who directly took part in the implementation of the Corporate Social Responsibility (CSR) at PT. Cimory and direct observation or research into the field. The results of this study are the public relations of PT. Cimory has carried out the role of Facilitator of the Problem Solving Process by acting as an advisor and decision-maker in overcoming problems that occur in the “Program 1000 Srikandi Peternak Indonesia”. In addition, the role of public relations as a Communication Facilitator plays a role in assisting the company or management to hear and accommodate the wishes and expectations of the community including criticism and suggestions, then public relations also acts as an Expert Advisor by defining problems in the field during the implementation of the “Program 1000 Srikandi Peternak Indonesia” then develops the program and public relations is responsible for its implementation, apart from that Public Relations also becomes a Communications Technician where they create and develop the company's website. Public Relations PT. Cimory has carried out the role of public relations quite well but needs improvement in carrying out further CSR programs to get good feedback and improve the company's image.

Key Words: Public Relations of PT. Cimory, Peran Humas, CSR