

ABSTRACT

One of the Corporate Social Responsibility (CSR) programs run by Pelindo is “Gedor Ekspor,” which is included as one of Pelindo's Community Empowerment programs.. This program aims to strengthen export-oriented entrepreneurship by providing training and assistance to Micro and Small Enterprises (MSEs) actors. The Pandu Gedor Ekspor Business Incubation Program is a form of state-owned enterprise (SOE) collaboration between Pelindo and PT Sarinah (Persero). Through this program, Pelindo curates around 300 MSE actors to be assisted and from these, 50 MSEs were selected to participate in the business incubation program. Using quantitative research methods, this study analyzes the influence of the “Gedor Ekspor” program on the company's vitra. Data collection was carried out through the distribution of questionnaires to 100 respondents with the community population or MSEs business actors in Jakarta and Bali who were involved in the Gedor Ekspor program activities. This data collection technique used primary data and secondary data. The results of this study show that Pelindo's Gedor Ekspor program has a significant influence on the company's image. This is shown by a correlation coefficient value of 0.867, which indicates a very strong relationship between variable X (the Gedor Ekspor Program) and variable Y (Corporate Image).

Keyword : ekspor knock, corporate social responsibility, corporate image, MSMes