

ABSTRAK

Maulidia, Nurul. 2020. *Peran Humas PT. Pos Indonesia Jember Dalam Meningkatkan Citra Perusahaan Melalui Program Corporate Social Responsibility*. Skripsi. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Ari Susanti, S.Sos., M.Med.Kom.

Kata Kunci: *Humas, Corporate Social Responsibility, PT. Pos Indonesia Jember.*

Penelitian ini bertujuan untuk mengetahui peran humas PT. Pos Indonesia Jember dalam meningkatkan citra perusahaan melalui program *corporate social responsibility*, serta untuk mengetahui faktor pendukung dan faktor penghambat yang dialami humas PT. Pos Indonesia Jember dalam meningkatkan citra perusahaan melalui program *corporate social responsibility*. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teori manajemen humas oleh Cutlip dan Center menjadi pedoman dalam membantu penulis untuk mengetahui peran humas dalam meningkatkan citra PT. Pos Indonesia Jember melalui program *corporate social responsibility*. Data dikumpulkan melalui observasi, dokumentasi, dan wawancara. Teknik analisis data dalam penelitian ini menggunakan Miles dan Huberman. Hasil penelitian menunjukkan ada enam program *corporate social responsibility* yang dilaksanakan oleh humas PT. Pos Indonesia Jember guna meningkatkan citra perusahaan, yaitu: Program kemitraan bina lingkungan, bantuan sosial tunai, pembagian takjil bulan Ramadhan, wisata pos, hadiah umroh untuk pelanggan *western union*, dan bantuan peduli penanganan *covid-19*. Sedangkan untuk faktor pendukung humas dalam menjalankan program *corporate social responsibility* yaitu dukungan dari masyarakat atau publik, kesadaran masyarakat akan edukasi dalam setiap kegiatan, dan media penyebaran informasi atau promosi yang memadai. Serta faktor penghambatnya yaitu pola pikir masyarakat yang masih awam akan kantor pos, kurangnya manajemen waktu dalam pelaksanaan kegiatan, dan pendistribusian bantuan *corporate social responsibility* yang belum merata.

ABSTRACT

Maulidia, Nurul. 2020. *The Role of Public Relations of PT. Pos Indonesia Jember In Improving Company Image Through Corporate Social Responsibility Programs*. Thesis. Department of Communication Science, Faculty of Social and Political Science, University of Muhammadiyah Jember. Advisor: Ari Susanti, S.Sos., M.Med.Kom.

Key words: *Public Relations, Corporate Social Responsibility, PT. Pos Indonesia Jember.*

This research aims to find out the role of public relations of PT. Pos Indonesia Jember in improving the image company of through *corporate social responsibility* programs, and to determine the supporting factors and inhibiting factors experienced by public relations of PT. Pos Indonesia Jember in improving the company image through *corporate social responsibility* programs. This research uses a qualitative method with a descriptive approach. The theory of public relations management by Cutlip and the Center is a guide in helping writers to find out the role of public relations in improving the image of PT. Pos Indonesia Jember through *corporate social responsibility* programs. Data collected through observation, documentation, and interviews. Data analysis techniques in this study used Miles and Huberman. The results showed there were six *corporate social responsibility* programs implemented by the public relations officer of PT. Pos Indonesia Jember in order to improve the company's image, that is: Build environment partnership program, cash social assistance, takjil distribution in the month of Ramadhan, travel post, umrah gifts for *Western Union* customers, and help care handling *covid-19*. As for the supporting factors of public relations in carrying out *corporate social responsibility* programs is support from the community or public, public awareness of education in every activity, and adequate dissemination media or promotion. As well as inhibiting factors is mindset of people who are still unfamiliar with the post office, lack of time management in the implementation of activities, and uneven distribution of corporate social responsibility assistance.