

**IMPLEMENTASI *CORPORATE SOCIAL
RESPONSIBILITY* (CSR) PT. KASIH AGRO MANDIRI
DALAM MENINGKATKAN CITRA PERUSAHAAN
DI MASYARAKAT**

(Studi Kasus pada Masyarakat Desa Lubuk Lancang dan Desa Biyuku)



SKRIPSI

Disusun oleh :

NOVIA FITDINI

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**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU KOMUNIKASI
UNIVERSITAS SUMATERA SELATAN
2026**

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Diajukan Guna Melengkapi Salah Satu Syarat Mendapatkan Gelar Sarjana (Strata I)
Pada Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi
Universitas Sumatera Selatan

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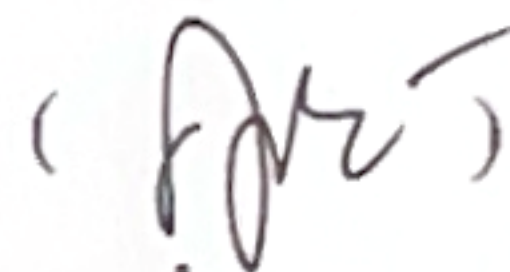
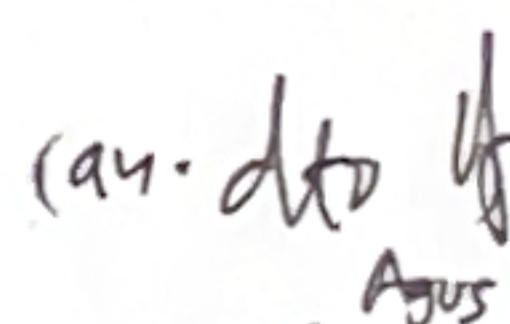
PENGESAHAN

Skripsi dengan judul "Implementasi *Corporate Social Responsibility* (CSR) PT. Kasih Agro Mandiri Dalam Meningkatkan Citra Perusahaan Di Masyarakat (Studi Kasus Pada Masyarakat Desa Lubuk Lancang Dan Desa Biyuku)" oleh Novia Fitdini telah dipertanyakan di depan Tim Penguji Skripsi Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi Universitas Sumatera Selatan.

Ujian Dilaksanakan Pada

Hari : Selasa,
 Tanggal : 7 Juli 2025
 Pukul : 09:00-10:00
 Tempat : Ruang ujian Skripsi Fakultas Ilmu Komunikasi

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Mengetahui,

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ABSTRACT

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This study aims to determine the influence of the implementation of the Corporate Social Responsibility program and find out the community's response regarding the impact of the CSR program implemented by PT Kasih Agro Mandiri. In this study, a descriptive qualitative research method was used. The method of determining research informants uses purposive sampling. Informant was selected based on his knowledge, involvement, and experience related to the implementation of the Corporate Social Responsibility program by PT Kasih Agro Mandiri. In this study, the researcher directly visited PT Kasih Agro Mandiri as well as the communities of Lubuk Lancang village and Biyuku village. The results of the research found that PT KAM has implemented a CSR program in 2020 from the beginning of the company's operation, which covers the social, religious, educational, and environmental fields. Reality shows that the CSR program that has been implemented by PT KAM, the community is quite satisfied and can be well received by the community. The results found show that CSR has a positive effect on company value. These findings show that CSR activities have a great influence on the company's assessment of stakeholders. Good relationships between the company and stakeholders, especially the community, in shaping the reputation of a company, which can affect the company's performance.

Keywords: Corporate Social Responsibility (CSR), CSR Communication Strategy Corporate Image.