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PRIWINARTI, TRI ERNA, 2014 PAPER. Title: “Strategy In Build Corporate Image Via CSR'S Approaching (Case: Kusuma Satria Dinasasri Wisatajaya Firm in Batu City)

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Key Word: Strategy, Corporate Image, Corporate Social Responsibility

In competitive the world to be necessitated for one each company for can compete and last via strategy that carried on by one each company. strategy that be there are many is talked among current public is strategy through CSR'S activity. because of activity CSR who is done gets to create Brand differentiation. This research intent for work through business strategy that carried on by corporate via CSR'S approaching in build corporate image and to know performing Implication CSR programs.

This research is done by use of analisis descriptive kualitatif by use of interview data collecting method, documentation and observation and utilizes authenticity Triangulation data.

The analisis's result that CSR'S strategy that utilized by Kusuma Satria Dinasasri Wisatajaya Firm in build corporate image its one of pass through CSR'S activity programs amongst those: (Corporate Philanthropy, Community Volunteering, Socially responsible Business Practice (Community Development)) which CSR'S activity programs that is done came up CSR'S adoption phase third, by use of motif CSR profit and people and utilizes activity model CSR'S direct involvement and gets partner with side other. Besides bases interview result that acknowledged CSR activity performing that implication have impacted positive in build corporate image Kusuma Satria Dinasasri Wisatajaya Firm.