

Abstract

Corporate Social Responsibility is a form of accountability that is done by the company to employees and society. Implementation of Corporate Social Responsibility activities undertaken by state-owned companies to reduce the negative impact towards companies and enhance the positive image. It underlies the implementation of Corporate Social Responsibility activities conducted by PT KAI (Persero) in managing and developing the company's activities. Marching Band Locomotive is one of the activities fostered by corporate social responsibility, whose members consist of employees of PT KAI and society.

Marching Band Locomotive PT KAI activity is served as the object because this Marching Band Locomotive is one of the marching groups that have high achievement in the arts. Focus of this research is how Corporate Social Responsibility Head Office PT KAI manage activities of Marching Band Locomotive. And the purpose of this study is to determine the strategy undertaken by the Corporate Social Responsibility PT KAI headquarters in managing Locomotive marching band.

The theory which underlying this research is theory of Public Relations and Corporate Social Responsibility. This theory as the background theory to identify marching band locomotive activities as one of social responsibility activities done by the company to the society. From this theory appears strategy and planning until the implementation of the marching band activities locomotive. The method used in this research is case study with a qualitative approach.

The results of this study indicates that corporate social responsibility as a promotional event. The promotion event done through the implementation of events aimed to establish the corporate image. An understanding about marching band locomotive activity as a community relations program that is committed in developing the societies' skills in the field of art education. The Company communicates marching band locomotive through public relations by using social media to socialize about marching band locomotive.

Keyword : Strategy, Corporate Social Responsibility, Public Relations