

## ABSTRACT

*Corporate Social Responsibility (CSR) is a concept implemented by a company as a form of responsibility to the social environment. The benefits of having CSR are building a positive image of the company in the eyes of the community, and the company is considered to provide support and provide a way for the realization of better community life. The purpose of this research is to find out the stages of CSR implementation carried out by PT KAI (Persero) through the Rail Clinic activities, and find out the image of PT KAI (Persero) through the implementation of CSR Rail Clinic in the eyes of the public. This research is qualitative research with a post positivistic paradigm. Data collection techniques are carried out by conducting in-depth interviews with key informants, expert informants, and supporting informants, as well as conducting observations, and documentation. The results showed that the CSR program through the Rail Clinic activities carried out by PT KAI (Persero) had gone through the appropriate stages of CSR implementation, namely planning, implementation, and evaluation. The CSR implementation is carried out by the needs of the community and can form all dimensions of the image including dynamic, cooperative, business-wise, character, successful, and withdrawn which can form a positive image in the eyes of the community.*

**Keywords:** *Corporate Social Responsibility, Image, Dimensions of the image, qualitative*