

## ABSTRAK

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Judul Laporan Skripsi : Peran Corporate Communications Dalam Menjalankan Program Corporate Social Responsibility (CSR) Di PT Sigma Cipta Caraka (Telkomsigma)  
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*Corporate Social Responsibility (CSR)* merupakan kontribusi perusahaan terhadap masyarakat dengan cara menyeimbangkan perhatian terhadap aspek ekonomis, sosial, dan lingkungan menjadi salah satu faktor penentu penciptaan sebuah reputasi yang baik. Peran *Corporate Communications* di Telkomsigma merupakan aktivitas atau beberapa kegiatan komunikasi yang dilakukan oleh *Public Relations*. Tujuan penelitian ini untuk mengetahui Peran *Corporate Communications* Dalam Menjalankan Program *Corporate Social Responsibility (CSR)* di PT Sigma Cipta Caraka (Telkomsigma).

Penelitian ini menggunakan teori peran *Public Relations* dalam menjalankan peran *Corporate Communications*, yaitu *Communicator, Relationship, Back Up Management, Good Image Maker*.

Penelitian ini menggunakan paradigma konstruktivisme, metode pada penelitian yang digunakan yaitu pendekatan dengan metode kualitatif deskriptif dengan teknik pengumpulan datanya menggunakan wawancara dengan *Head of Corporate Communications, Staff Public Relations, Staff Corporate Social Responsibility & Corporate Event Management, Staff Digital & Community Engagement* dan teknik pengumpulan data yang digunakan adalah menggunakan teknik data primer dan data sekunder dari dokumen *Annual Report* dan website Telkomsigma.

Berdasarkan dari hasil penelitian *Corporate Communications* Telkomsigma pada peran *Communicator* bertindak sebagai mediator dan persuader. Lalu pada peran *Relationship, Corporate Communications* Telkomsigma membangun hubungan yang positif antara lembaga yang diwakilinya dengan publik internal dan eksternal seperti kepada stakeholders yang berupaya menciptakan saling pengertian, kepercayaan, dukungan, dan kerjasama. Pada peran *Back Up Management* melaksanakan dukungan atau menunjang kegiatan untuk mencapai tujuan bersama dalam suatu kerangka tujuan pokok perusahaan/organisasi. Kemudian peran *Good Image Maker* Telkomsigma ingin terciptanya citra yang baik yang ingin dibentuk di mata masyarakat.

**Kata Kunci:** Peran, *Corporate Communications, Public Relations, Corporate Social Responsibility (CSR)*.

## ABSTRACT

Name : Tasya Elfia Rahma  
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Title Internship Report: The Role of Corporate Communications in Running  
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*Corporate Social Responsibility (CSR) is a company's contribution to society by balancing attention to economic, social and environmental aspects as one of the determining factors in creating a good reputation. The role of Corporate Communications at Telkomsigma is an activity or several communication activities carried out by Public Relations. The purpose of this research is to determine the role of corporate communications in implementing the Corporate Social Responsibility (CSR) program at PT Sigma Cipta Caraka (Telkomsigma).*

*This research uses the theory of the role of Public Relations in carrying out the role of Corporate Communications, namely Communicator, Relationship, Back Up Management, Good Image Maker.*

*This research uses a constructivist paradigm, the research method used is a descriptive qualitative method with data collection techniques using interviews with the Head of Corporate Communications, Public Relations Staff, Corporate Social Responsibility & Corporate Event Management Staff, Digital & Community Engagement Staff and other data collection techniques. used is using primary data techniques and secondary data from the Annual Report document and the Telkomsigma website.*

*Based on the results of Telkomsigma's Corporate Communications research on the role of the Communicator acting as a mediator and persuader. Then in the role of Relationship, Corporate Communications Telkomsigma builds positive relationships between the institutions it represents and the internal and external public such as stakeholders who strive to create mutual understanding, trust, support and cooperation. In the role of Back Up Management, it carries out support or supports activities to achieve common goals within a framework of the main goals of the company/organization. Then the role of Good Image Maker Telkomsigma wants to create a good image that it wants to form in the eyes of the public.*

**Keywords:** *Role, Corporate Communications, Public Relations, Corporate Social Responsibility (CSR).*