

ABSTRACT

Corporate social responsibility is the commitment of the company or business to contribute to sustainable economic development with attention to corporate social responsibility and focus on the balance between attention to aspects of economic, social, and environmental. It is the underlying PT Pertamina (Persero) Marketing Operation Region IV through Fuel Station of Rewulu implement corporate social responsibility and fostering competition with independent waste management based on the social background mapping in 2012 which showed that the waste into one of the issues that surround people in the area corporate social responsibility in Fuel Station of Rewulu. Some corner of the village such as the edge of the river into illegal landfills unsightly and certainly not healthy. Issues raised is how the corporate social responsibility program of PT Pertamina (Persero) Marketing Operation Region IV changed the culture of the community and to improve the corporate image?. Purpose of this study was to determine the outcome of corporate social responsibility of PT Pertamina (Persero) Marketing Operation Region IV in changing the culture of the community and enhance the corporate image. Theory used in this study is stakeholder theory and legitimacy theory. This research uses descriptive qualitative research method, the method of research to describe, summarize a wide range of conditions, and the phenomenon of social reality in the society which is the object of research. The conclusion of thi research is that many of the community has become member of the waste bank. Waste bank is the main product of competition and independent waste coaching Corporate Social Responsibility program. Society culture have changed, now they already know and applying waste management action. Society culture in littering and burning the waste gradually reduced. Housewife as a manager of waste bank now have an activity that can raise their creativity and economic value.