

ABSTRAK

Pengembangan Program *Community Development Center* Sebagai Bagian Peran Humas PT. Telkom Witel Solo. DARA ARTARINI. 2018071006.

PT Telkom witel Solo sebagai bagian dari peran humas melaksanakan peran tanggung jawab sosial perusahaan atau CSR. Peran tersebut berupa pelayanan dan program pendukung yang bertanggung jawab atas kegiatan program untuk para UMKM, yaitu komunitas atau Mitra binaan. Program kegiatan tersebut merupakan program perusahaan untuk membantu dan bertanggung jawab terhadap peningkatan perekonomian di wilayah Solo dan sekitarnya.

Tujuan penelitian ini untuk mengetahui Pengembangan Program *Community Development Center* Sebagai Bagian Peran Humas PT. Telkom witel Solo.

Penelitian ini adalah penelitian deskriptif kualitatif. Data primer dalam penelitian ini adalah hasil wawancara dengan karyawan *Community Development Center* witel Solo. Teknik pengambilan sampel, yaitu *sampling purposive*. Teknik pengumpulan data menggunakan wawancara, observasi, dan dokumentasi. Validitas data menggunakan triangulasi sumber dan metode. Adapun teknik analisis data menggunakan reduksi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian ini menunjukkan Pengembangan Program *Community Development Center* berupa *Community Relations*, *Community Service*, dan *Community empowering*. Peran *Community Development Center* dalam pengembangan program sebagai bagian dari peran humas.

Kata kunci : Pengembangan, Program, Humas, *Community Development Center*, PT Telkom Witel Solo.

ABSTRACT

The Development of Community Development Center Program As Part of Public Relations Development in PT. Telkom Witel Solo. DARA ARTARINI. 2018071006.

PT Telkom witel Solo as part of public relations carries out the role of corporate social responsibility or CSR. The role of services and supporting programs responsible for MSME's program activities, namely the community or fostered partners. This activity program is a company program to help and be responsible for improving the economy in the Solo and surrounding areas.

The objective of this study is to determine the development of the community development center program as part of the public relations role in PT. Telkom Witel Solo.

This research is descriptive qualitative. The primary data were the results of interviews with the Witel Solo community development center employees. The sampling technique is purposive sampling. Data collection techniques used interviews, observation, and documentation. The validity of the data used triangulation of sources and methods. The data analysis technique used data reduction, data presentation, and conclusion drawing.

The results indicate the development of community development center programs in the form of community relations, community service, and community empowering. The role of the community development center in program development is part of the role of public relations.

Keywords: Development, Program, Public Relations, Community Development Center, PT Telkom Witel Solo.

