***ABSTRACT***

***This study, entitled "Function of Corporate Social Responsibility in Developing Positive Attitudes Society At PT. Indo-Ram Synthetics Tbk. "***

***The objective of this study was to determine the function of the CSR consists of, interaction ownership, imagery, qualifications, education, experience, motivation, active, caring, reputation, build a culture.***

***The method used is descriptive study analysis. Data collection technique is a literature study, observation, questionnaires, and interviews. Sampling technique used in this study using techniques Probability Sampling and sample technique used was cluster random sampling with 100 respondents.***

***Based on the research results obtained that, the function of corporate social Responsibility in increasing positive attitude of society at PT. Indo-Rama Synthetics Tbk, which is a concern of the company to the public is in priority in this company because the company aware of the establishment of this company in the middle of the village, the positive attitude of the company undertake a program with forms of social awareness in society therefore, this could be a good image and a good reputation in the community view.***

***Things that wanted the researcher as inputs for PT. Indo-Rama Synthetics Tbk. Continue to be developed, and run as it should be in accordance with the program when there added more Corporate Social Responsibility researchers themselves strongly supports the program because the company is not concerned with its products alone but is very concerned with a caring attitude towards society and the environment and this is a company that really responsible.***