***ABSTRACT***

*This study entitled "The image of Employees Regarding PT.Timah (Persero) Tbk in Riau and Riau Islands" to analyze the views of employees to PT.Timah (Persero) Tbk in Riau and Riau Islands are currently in the spotlight in PT.Timah (Persero) Tbk itself for the success of the company created achievements - achievements in the years 2015-2016*

*The purpose of this study was to determine the employee's image on PT.Timah (Persero) Tbk in Riau and Riau Islands by using the theory of image formation which includes perception, cognition, motivation, and attitude. So that employees are able to meet the target and loyal to the company.*

*The method used in this study is qualitative. Qualitative methods used when research has not clearly understand the problem exists in the field and mamstikan verification of correctness of the data. Power collected on qualitative penelititan are subjective and instruments as a means of collecting data is oeneliti itself.*

*The results of this study are those who have this level of quality and loyalty are good because of the influence of prusahaan good communication and leadership so as to create high motivation. The company is very concerned about the welfare of employees and also kluarganya so as to motivate employees to achieve targets - targets that have been agreed by the enterprise.*

*Researchers hope that this study could provide positive input for PT.Timah (Persero) Tbk in Riau and Riau Islands. With the theory of image formation, diharapkann may be material for the company's evaluation of defending the quality and loyalty of employees.*