***ABSTRACK***

***This research is entitled "The Function of Corporate Social Responsibility in the Field of Education in Enhancing Positive Image of KIIC (Karawang International Industrial City) .This study aims to find out how much Corporate Social Responsibility Function of Education Sector in KIIC Scholarship program Kreadibilitas communicator that is PRI KIIC in socialize program and to know Any obstacles faced in the implementation of the KIIC Education Scholarship program and to know what efforts are being made in overcoming these obstacles.***

***This research is based on the theory of image formation model which contains the elements of stimulus, experience and response which refers to the purpose of communication ie attitude change will depend on the extent to which all aspects of communication can be demonstrated, understood, understandable and finally accepted by society.***

***The research method used is descriptive research method of analysis, the researcher only describes a characteristic object and the description of the variables related to the problem under study. For data collection techniques used are literature study, interviews, observation, and questionnaire dissemination. The sampling technique used is the sampling technique of census with the number of samples of 100 students receiving the KIIC Education Scholarship in 2016/2017.***

***Data obtained from the results of questionnaire filling by recipients of the KIIC Education Scholarship program, conducted interviews with Public Relations Officer Graha KIIC, as well as observation or observation and literature study indicating that the Corporate Social Responsibility Education program has a very big role in improving the image of KIIC . Obstacles from the implementation of KIIC Scholarship program is still slow delivery of information provided by the school to the company related to the data of prospective recipients of the Scholarship so that the program does not run maximally. The undertaking is to disseminate more clearly and comprehensively about the KIIC Scholarship program as well as the importance for students as the nation's generation.***

***The recommendation of the researcher is better the KIIC more often socialize about the program and remind the village to be more clear in conveying the message content and also more thoroughly in selecting data.***