***ABSTRACT***

***This research is entitled “Function of Corporate Social Responsibility in the education sector in Improving Service Quality for PT Djarum Bandung”.* *This study aims to determine how much the function of Corporate Social Responsibility in the Education Sector Djarum Scholarship Plus program , satisfaction Djarum Scholarship Plus program become a benchmark in determining a positive image for the company . Namely communicator credibility PR PT Djarum in disseminating the program and to know what obstacles faced in the implementation of Djarum Scholarship Plus program and to know what efforts were made ​​to overcome these obstacles .***

***This research is based on the theory of image forming model that contains elements of the stimulus , the experience , and the response refers to the purpose of communication is a change of attitude aka depends on the extent to which all aspects of the communication can be considered , to understand, then be understood and eventually be accepted by society .***

***The research method used is descriptive research method of analysis , researchers have drawn an object characteristics and description of the variables with respect to the problem under study . for data collection techniques used are literature study , interviews , observation , and questionnaire . The sampling technique used is the census sampling technique with a total sample of 93 students participating in the program Djarum Scholarship Plus force in 2013/2014 Regional Bandun.***

***Data obtained from the results of filling the questionnaire by Djarum Scholarship Plus program receiver ( Beswan Djarum ) , conducted an interview with the Public Relations Officer of PT Djarum , as well as observation or observation and study of literature that shows that Corporate Social Responsibility Education has a very large role in the enhance the positive image of PT Djarum . Barriers of Djarum Scholarship Plus program is not all Beswan Djarum can follow the series of soft skills given by Djarum Scholarship Plus because it collided with a class schedule at each campus . The work done is a way to communicate directly to the University and ask for a recommendation from the rector so Beswan Djarum have the ease in following soft skills courses organized by PT Djarum .***

***Recommendations that can researchers put forward are as follows , PT Djarum need to socialize with more heavily on the importance of soft skills that all Beswan Djarum can follow the whole series of programs due to their enormous benefits to stock them in the future .***