

## Abstrak

Penelitian ini menggunakan metode kuantitatif hasil penelitian ini dilakukan untuk mengetahui bagaimana hubungan Corporate Social Responsibility dan Corporate Image PT Bank Central Asia dimasa pandemic Covid-19, Populasi penelitian ini adalah peserta magang bakti yang telah mengikuti program magang bakti, atau yang sedang mengikutinya. Hasil dari penelitian ini Menunjukkan hubungan variable CSR Magang Bakti (X) dengan variable Corporate Image (X) Memiliki hubungan sebesar 0.683. Hal ini berarti adanya hubungan yang kuat antara variable CSR Magang Bakti (X) Dengan Variable Corporate Image (Y) karena nilainya berada di 0.60-0.799 yang termasuk dalam kategori kuat pada pedoman intepretasi koefesien korelasi (Sugiyono,2012:230-231). Hasil uji t hitung = 4.000 deangan nilai signifikan  $0.000 < 0.05$ , maka  $H_a$  diterima dan  $H_o$  ditolak, dengan demikian dapat di simpulkan bahwa adanya hubungan antara variable CSR magang bakti (X) dengan variable Corporate Image (Y) Khususnya untuk peserta magang bakti.

Kata Kunci :Tanggung Jawab Sosial, Citra Perusahaan, Bank BCA

*This study uses a quantitative method. The results of this study were conducted to find out how the relationship between Corporate Social Responsibility and Corporate Image of PT Bank Central Asia during the Covid-19 pandemic. The population of this study were community service apprentices who had participated in the community service internship program, or who were currently participating in it. The results of this study show the relationship between the variable CSR Internship Bakti (X) and the variable Corporate Image (X) has a relationship of 0.683. This means that there is a strong relationship between the variable CSR Internship Bakti (X) and the Variable Corporate Image (Y) because the value is at 0.60 -0.799 which is included in the strong category in the correlation coefficient interpretation guideline (Sugiyono, 2012: 230-231). The results of the t-test = 4,000 with a significant value of  $0.000 < 0.05$ , then  $H_a$  is accepted and  $H_o$  is rejected, thus it can be concluded that there is a relationship between the CSR variable for voluntary internships (X) and the Corporate Image (Y) variable, especially for community service apprentices.*

*Keyword : Corporate Social Responsibility, Corporate Image, Bank BCA*