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***Public Relations (PR) dan Corporate Social Responsibility (CSR): Memperkuat Fungsi dan Posisi dalam Manajemen Strategis***

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(halaman 135-150)

***Abstract***

*Profession and field of Public Relations (PR) in Indonesia are still on communication technician level. PR has not been put on strategic management function. PR roles in Corporate Social Responsibility (CSR) activities are still often be positioned within communication division. PR still does its traditional function as a media agent. PR shall be involved within every stage of CSR program, either research, planning, communicating, or evaluating stage.*

***Key words:***

*Public Relations (PR), Corporate Social Responsibility (CSR), and strategic management function*

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