

ABSTRACT

PT PLN (Persero) has become a corporate that intensively implements CSR practices in Indonesia. Of the many programs run, there are several PLN programs that have an impact in the form of value planting carried out through the implementation of CSR communication. The investment made by PLN to the so-called stakeholders will later become the corporate social investment. Previous research found that social investment can be created in CSR programs alone. However, there are still very rare studies that discuss social investment with CSR communication. Therefore, this study examines the implementation of CSR communication as a corporate social investment of PT PLN (Persero) in the PLN PEDULI program. This research uses qualitative approaches and case studies methods with data collection techniques through observation, interviews, and documentation. The limitation of this research is on CSR communication and corporate social investment PT. PLN (Persero). The results showed that the implementation of CSR communication as a corporate social investment in conveying messages related to CSR programs includes the vision and mission of the program, culture, and program information delivered through various forms and methods to stakeholder groups. CSR communication is a means of communication between the company and stakeholders to convey their goals and objectives to provide a comprehensive understanding so that the company can make social investments to the community through CSR communication.

Keywords : CSR Communications, Social Investment