

ABSTRACT

CSR program is an activity that must be carried out by a company, and this program must be bridged through CSR communication activities with the aim that the message to be conveyed can be well received by the community. There are still many companies that think CSR activities are only limited to philanthropic activities, so companies still don't pay much attention to the feedback from stakeholders. CSR communication is an important thing to do by PT PLN (Persero) UP3 Garut as a BUMN that is obliged to carry out CSR in the environment where PLN is active, this is marked by programs that emphasize the principle of sustainability for beneficiaries, but there is still little research examining this need. . This study aims to determine the management of PLN's CSR communication from the perspective of Media Richness Theory at PT PLN (PERSERO) Garut in the Electrifying Agriculture and Marine program in the Super Ecosystem Village (KASEF). This study used a case study method with interview and observation data collection techniques. The results of this study indicate that PT PLN UP3 (Persero) Garut manages CSR communication by conducting stakeholder mapping first to find out which parties will contribute to the program. PLN conveys a message to its stakeholders if PLN has a program that is sustainable and delivered through communication media that are in accordance with the characteristics of each stakeholder to get the impact of the communication. The communication media used by PT PLN UP 3 Garut is mediated communication which consists of social media Instagram, WhatsApp, and news on local and national media, as well as Face to face communication.

Key words: CSR-Communication, KASEF, Media Richness Theory, PLN