

ABSTRACT

Sustainable communications or sustainability communications is an approach used by companies to communicate sustainability efforts to stakeholders. Understanding sustainability communication here is not limited to just conveying information about corporate social responsibility (CSR) programs and their impacts. The aim of this research is that researchers are able to know and understand the integration process of managing sustainable communication strategies in creating corporate communication sustainability. This research uses a qualitative method using interviews as a data collection technique. This research discusses forms of sustainability communication management in higher education to create excellent corporate sustainability communication. The results of this research prove that the integrated management of Telkom University has implemented a Sustainability Communication Strategy and communicated its programs well. However, Telkom University has not been able to optimize the sustainability communication strategy that has been implemented to create Corporate Sustainability Communication

Keywords: *Corporate Sustainability Communication, Sustainability Communication, Sustainability Communication Strategy*