

**CYBER CSR COMMUNICATION:
CONTENT ANALYSIS ON THE OFFICIAL WEBSITE OF PT BANK
PEMBANGUNAN DAERAH JAWA BARAT & BANTEN**

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ABSTRACT

In the era of global competition, the companies not only aims to maximize profits, however the companies anticipating stakeholders' expectations through the implementation of Corporate Social Responsibility (CSR). CSR is one form of implementation from the concept of good corporate governance. Stakeholders have the power to measuring reputation of companies based on CSR informations. CSR communication is process of anticipating stakeholders' expectations, articulations of CSR policy and managing of different organisations communication tools designed to provide true and transparent of CSR information (Podnar on Nwagbara and Reid, 2013: 409-410). In the digital age, the official website is one of the communications media that is widely used by companies to communicate CSR. PT Bank Pembangunan Daerah Jawa Barat & Banten Tbk is the go public bank that communicating CSR information with allocating special menu of CSR through official website.

The purpose of this research is to describe cyber CSR communication conducted by BJB Bank through the official website. This research analyzes is CSR's message content, the presentation of information about of CSR and the communication patterns of CSR on the official website of the company. This research used content analysis method for analyzing text which containing CSR information through the official website of BJB Bank. Text analysis was done by using documentation study technique to collecting of data that relevant based on research purposes.

The results showed that the CSR message on the official website of BJB Bank hasn't been implementating the principles of transparency and consistency that recommended by guidenlines Global Reporting Initiative. BJB Bank hasn't been building the reputation through cyber CSR communication that managed on the official website, the company reputation that built up by BJB Bank has influenced by contextual factors as regional bank which have been go public. Based of presentation of CSR information, official website has a low capacity to present CSR information. The CSR communication patterns of BJB Bank is a communication model of public information, CSR communication of BJB Bank on the Official website is one asymmetrical communication, as the official website is dominated by Bank BJB.

Key word: *Corporate Social Responsibility, CSR communication, cyber CSR, official website, content analysis*