

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) to build up the reputation. The purpose of this research is to see how the cyber CSR communication strategy on the official website of The Body Shop Indonesia which was used by the company to build good relationships with stakeholders who had great expectations of the CSR activities which was being held by that company. This research is talked about how the communication strategy being work in this CSR and then how it is being communicated through an online media company that is website. The analysis method for the data research is using the content method to describe a message or a specific text and images. The fouding of this study present a communication strategy CSR those are presented through the CSR news on the site, this study uses a form of communication strategies include: public relations, strategic defensive and a genuine desire to do a good activity that is actually derived from the vision of the company (Famiola and Rudito, 2007). The communication strategies of this CSR are to build the positive opinion for the company itself. The results showed that the implementation of this CSR activities are still focused on community development and donations, The communication ways of all the stakeholders are effective enough in this CSR activity, because it is already using Two Way Symmetrical models said by Grunig and Hunt. But in communicating the CSR news, by using the communication strategy to present the message is still not optimal.

Keywords: *Corporate Social Responsibility, Communication Strategy in CSR, Cyber CSR, Website, The Body Shop Indonesia*