

Abstract

The study, titled "Cyber CSR communication strategy (analysis of the content of the Official Website www.pertamina.com, Facebook, @PTPERTAMINA, Twitter Instagram @ptpertaminaind)". In an era of global competition, companies not only aims to maximize profit, but anticipate the expectations of stakeholders by implementing Corporate Social Responsibility (CSR) to build a reputation.

This research aims to look at how the communication strategy on CSR cyber official website and social media facebook, twitter, and Instagram PT Pertamina used by companies to build good relationships with the stakeholders expectations toward CSR activities performed by the company. This research discusses CSR communication strategy in doing and then communicate through online media company website and social media.

The analysis of Research data using content analysis methods to describe a message or a specific text and images. The findings of this research presents CSR communication strategy that served through the CSR news at sites examined use csr communication strategy that is defensive strategy of public relation, and sincere desire to do good activities that actually comes from the vision of the company (Famiola and Rudito, 2007). Research results show that, researchers obtain data that CSR activities of cyber communication strategy undertaken by PT Pertamina through his official website www.ptpertamina.com to apply CSR communication strategy 2 methods that is the dominant strategy of public relations and sincere desire to do good Activities that actually comes from the vision of the company, PT Pertamina did not do the preaching for Defensive Strategy efforts. For social media Facebook, Twitter, and Instagram PT Pertamina, the proclamation did not occur continuously against the publication of the news coverage of CSR visible on the website, there is only 1 continuous news with social media Facebook PT Pertamina and not with the time and date that concurrent/manual posting.

Key Words: Corporate Social Responsibility, CSR Communications Strategy, CSR Cyber, Website, Facebook, Twitter, Instagram, PT Pertamina.