

ABSTRACT

The research titled “Content Analysis of H&M Foundation's CSR Communication Through Official Website Global Change Award”. Fashion industry as one of the biggest industry in the world, becoming the second biggest contributor to environment damage after oil industry. That is why CSR with the focus on sustainable development organized by companies working in this field, one of them is H&M.

H&M Foundation is a legal focused on CSR. One of the program organized is Global Challenge Award. This organization make use of website as a communication media with its stakeholders, and also communicating its Global Challenge Award program to its aimed target audience. This research purpose is to analyze the communication of Global Challenge Award CSR conducted by H&M Foundation through one of its preferred media, that is hmFoundation.com website.

Research analysis would be using content analysisist method to describe messages that implied in the texts and images in the website. Analysis will be done at informastions about Global Challenge Award using communication characteristics, there are process-oriented, dialogical, contectually dependent, dan integrated discourse. As for the communication content analyse based on GRI sandards, there are Foundation, general discourse and management approach. And website advantages as media analysis, there are timeliness, interaction, accessscibility, and appereance and organization. Fort the information delivery based on amount, hierarchy, location, and source information, also feedback facility

The results acquired from this reseach is that the execution of communication almost fulfilled a maximum CSR communication qualification, eventhought it has lack optimalization on dialogical indicator. As for the communication media, the lack of two directional communication facility, resulting on communication done tend to indicate to a one directional communication because of the lackness of interaction with the target audience. As formessage content delivered well, in general and information delivery focused on one CSR program showd consistency of information delivery.

Keywords: *CSR, CSR Communication, Clobal Change Award , Website, H&M Foundation*