

**STRATEGI PELAKSANAAN KOMUNIKASI PROGRAM CSR
PT. ANGKASA PURA 1 (PERSERO) YOGYAKARTA**
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ABSTRACT

PT. Angkasa Pura 1 Yogyakarta is a state-owned company which is engaged in the field of air transport. PT. Angkasa Pura 1 Yogyakarta are carrying out construction of the new airport namely New Yogyakarta International Airport (NYIA). Although in the airport development plan process emerged polemics-polemic in the community and in addition also runs the CSR programs around the location of the new airport. PT. Angkasa Pura 1 Yogyakarta do approaches to convince the community in the activities of the program CSRnya.

This research aims to find out and analyze the implementation of CSR programs communication strategy undertaken by PT. Angkasa Pura 1. The type of research used the qualitative research is the kind of case study and method of using the paradigm of constructivism. In this study focuses on the implementation of the communication strategy what are the CSR programs undertaken by PT. Angkasa Pura 1. The data analyzed is the result of interviews and documentation with the Section Head of CSR, Section Head Communication, and practitioners in the field of CSR.

The research results showed that Pt. Angkasa Pura 1 Yogyakarta planned program with mature until the process of implementation. PT. Angkasa Pura 1 Yogyakarta involving multiple parties to a communication medium, helping boost his the CSR programs activities and cooperate with the division of public relations to inform the CSR programs to the public by using multiple media. CSR programs undertaken include corporate philanthropy and philanthropy strategy.

Keywords: CSR, communications implementation strategy, PT. Angksa Pura 1.