

*Communication Strategy in CSR Program PT PLN (PERSERO) Transmission West  
Java  
(Case Study on MCK Building Activities and Planting 1000 Limo Citrus Trees)*

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**ABSTRAK**

*Companies do not fully think of a profit alone, but companies must think of ways to prosper the community with a corporate activity called CSR (Corporate Social Responsibility). PT PLN (Persero) Transmission West Java is one company that performs CSR program. In order to achieve the implementation of CSR Program PT PLN (Persero) Transmission West Java to do 3 stages, namely the stage of Socialization, Implementation, and Post Implementation. This study aims to determine the communication strategy used in the stage of socialization, implementation and post implementation by PT PLN (Persero) Transmission West Java. The method used in this study is qualitative with case study approach with data collection techniques in the form of interviews and documentation. The theory used in this research is communication strategy (Effendy, 2006). The results of this study indicate that the communication strategy used at the time of socialization and implementation in accordance with the theory used is to understand the components by knowing the audience first, then can formulate the appropriate communication strategy in the form of determining messages, media and more relevant methods. However, it is different with post implementation which is not in accordance with the theory used.*

***Keywords: Communication Strategy Socialization, Communication Strategy Implementation, Post-Implementation Communication Strategy, CSR***