

Communication Strategy of Corporate Social Responsibility on Program Semen Padang Elok Nagari

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ABSTRACT

Every company would want to achieve sustainability conditions for the business run. This can be achieved by applying the concept of Corporate Social Responsibility (CSR). One company that has run CSR is PT. Semen Padang. CSR is implemented as a form of corporate responsibility to the impacted stakeholders. One of PT Semen Padang's CSR programs is Semen Padang Elok Nagari which is a pillar program focusing on environmental issues. Achieving the objectives of the CSR program implementation is not spared from the success of communication. This study aims to find out how the strategy of CSR communication on the program of Semen Padang Elok Nagari .. This research uses a qualitative approach using constructivism paradigm and using case study method. Data collection techniques used are observation and interview. This research uses the concept of CSR communication strategy according to Rusdianto which is implemented in 6 points ie, objectives, objectives, messages, activities, time scale and evaluation. The result of this research get data that PT. Semen Padang performs a CSR communication strategy that aims to demonstrate the firm's commitment to minimize operational impact. The main target of the program is the impacted stakeholders, namely employees and members of the ring one. Messages form the main programs that have been formulated and communicated through internal media and external company. The timing of the activities shall be formulated in conjunction with the parties concerned in the form of the Community Development Activities Plan. PT. Semen Padang seeks to quantify community appraisals for program evaluation materials.

Word Order: Corporate Social Responsibility (CSR), Stakeholders, Communication, Communication Strategy, Communication Media.