

## ABSTRACT

*CSR Activity in Indonesia is considered as a mandatory program in a corporation. It is a must for every corporation to care about its surrounding environment and not only focus on profit. This research will analyze a Village Empowerment CSR program called Kampung PAMA Berdikari which is held by PT Pamapersada Nusantara. This program is held to create economic and environmental independence in its society. This research will reveal the CSR communication strategy and CSR communication strategy implementation in Kampung PAMA Berdikari in Kampung Bulakan Asri, Desa Cilongok Langgongsari, Banyumas Regency, Central Java. The method used in this research is qualitative study method with case study approach using post-positivism paradigm. Data were obtained by observation, field survey, interviews, and document study. Results gained from this research are village empowerment communication strategy and its implementation on Kampung PAMA Berdikari Program. in which the message delivery was done through the village personage. This research concludes that communication strategy can be accepted positively by the people and is going according to targeted timeline, however certification program hasn't been accomplished in 2018.*

**Keywords: CSR Communication Strategy, Village Empowerment, CSR**