

ABSTRACT

Corporate Social Responsibility (hereinafter shall be referred as CSR) are a concept that basically defines every company or enterprise has responsibilities to their own stakeholder, shareholder, and people whom resides in the vicinity of their operational area. CSR is based on 3P Principle, which stands for People, Profit, and Planet. Henceforth, company and enterprise are in charge of their stakeholder well-being as a form of social responsibility. PT SUCOFINDO (PERSERO) (hereinafter shall be referred as SCI) are State-Owned Enterprise that provide services to government, and private sectors. In Indonesia, CSR are regulated under government regulation of Act 40, 2007, Article 74, Paragraph 2 that constitutes every State-Owned Enterprise are mandated to conduct CSR activities. As a implementation of social responsibility, SCI establish a department that responsible to implementing company social responsibility. Program Kemitraan dan Bina Lingkungan (PKBL) Department are responsible in implementing, and communicating company social responsibilities to company respective stakeholder. In order to measure department effectivity in communicating their program to said stakeholder, company needs a proper communication strategies in order to achieve said goals. The main goals of this research are to find out what kind of communication strategies that has been implemented by PKBL SCI in communicating their CSR Program, mainly in routine blood donor program in the vicinity of SCI Headquarters in Jakarta. This research utilizes qualitative approach by observation and interview as main data-gathering method. Results shows that SCI has implementing five steps of Communication Strategies : Choosing and Determining Communicator, Determining Message Receiver, Compiling Message Technique, Choosing and Determining Communication Channel, and final step, Evaluating the Process.

Keyword : Communication Strategy, CSR, PT SUCOFINDO (PERSERO)