ABSTRACT

The importance of extensive CSR communication is maintained to create a reputation and maintain long-term corporate sustainability. Thus, CSR communication needs to be maintained optimally and comprehensive in a sustainable way to help corporations increase its reputation in the stakeholder's eye, and avoid the crisis. Development of cyber information technology makes it easier for stakeholders to gain access to CSR communication, including the use of official websites as accurate CSR incomes. The study aims to find out how the CSR cyber-communications company AQUA Group does through official websites. The study studied CSR message content analysis, CSR information presentation, and CSR communication patterns formed by AQUA Group via official websites. The study employed qualitative method of content analysis with a post-positivism paradigm. Data collection was done with documentation study techniques that fit the research purposes. Research shows that the content of the CSR's cyber message has been communicated not to refer to the principle of transparency to the content of the internal group's message on employment issues. The CSR's cyber information presentation suggests the AQUA Group has a high level of interactivity on the information fulfillments facility, but it has a low rate of accessibility. The CSR's cyber communication pattern that AQUA Group uses a symmetrical two-way communication pattern (the two way symmetrical) by building on stakeholder relationships.

Keywords: *CSR Communication, Cyber CSR, Official Website, Content Analysis*