

ABSTRACT

This research was conducted to find out how Astra communicates their CSR message through their official website. The research analyzes starting from the content of CSR messages, forms of presentation of CSR messages, and analyzes CSR cyber communication patterns on Astra's official website. This research was conducted using qualitative methods by conducting content analysis with documentation studies on Astra's official website. Researchers analyzed the overall contents of Astra's official website related to CSR and collected all CSR related documentation on the website. The findings of this research are the content of CSR messages on the Astra website is quite optimal, but the content of messages in the 2020 sustainability report is not fully in accordance with the 2016 GRI standards (102). Astra has been quite optimal in presenting their CSR information with not yet optimal in one category and quite optimal in presenting CSR issues related to CSR communication. The third finding is that Astra's CSR cyber communication pattern through their official website is a "Two Way Symmetrical" CSR cyber communication pattern. The conclusion of this research is that Astra is optimal enough in cyber-communicating CSR related through their company's official website, but there are several things that must be paid more attention to, such as paying attention to the content of internal disclosure messages in CSR news, optimizing GRI standards as guidelines for sustainability reports, as well as the form of presentation. CSR messages that must be maximized.

Keywords: Corporate Social Responsibility cyber communication, website, cyber CSR.