

ABSTRACT

This research has a research focus to be able to determine the effect of CSR Communication Strategy PT. Pertamina FT Bandung Group. The purpose of this research is to prove the influence of CSR Communication Strategy and Stakeholder Management on Corporate Branding PT. Pertamina FT Bandung Group and analyze how Corporate Branding is influenced by CSR Communication Strategy and Stakeholder Management. This research focuses on how to approach the internal company and the beneficiaries of the ongoing CSR program in order to build the Corporate Branding PT. Pertamina FT Bandung Group. To strengthen a study using the theory of Morsing and Schultz (2006) on the Communication Strategy variable, Crane & Glozer (2016) for the Stakeholder Management variable, Abratt & Kleyn (2012) for the Corporate Branding variable. This study uses a quantitative method with sampling data using probability sampling with quota sampling type with 100 respondents who are stakeholders of PT. Pertamina FT Bandung Group. The data analysis technique used is descriptive analysis technique and multiple linear regression. Based on the results of hypothesis testing obtained, there is a significant effect on the CSR Communication Strategy variable which is proven by $t_{count} > t_{table}$ ($12,964 > 1,983$) and the Stakeholder Management of $5,412 > 1,983$. From these results it can be seen that the CSR Communication Strategy and Stakeholder Management can affect the Corporate Branding PT. Pertamina FT Bandung Group.

Keyword : Corporate Branding, Stakeholder Management, Strategy Communication