

ABSTRACT

Communication is an activity carried out by one or several people to carry out their daily activities. Communication has an important role in human daily life because communication is a tool to convey information from humans to other humans, therefore communication is very attached to human life and cannot be separated because humans are social creatures. The role of communication itself is very important in the interactions that occur within the company both internally and externally. Interaction liaison that occurs between external parties and internal parties is a public relations or public relations, but each company has a different policy as happened at PT. Len where it was done by the Community Development Officer (CDO). This study was conducted to determine the effect of communication and the selection of CSR communication media using a survey quantitative method. Sampling using non-probability sampling method with quota sampling type by taking data from as many as 90 respondents from various CSR programs PT. Len is then processed using IBM SPSS software version 24. The data analysis technique used is descriptive analysis technique and multiple linear regression. . Based on the results of partial hypothesis testing (T-test) there is an effect of CSR Communication (X1) and CSR Communication Media (X2) on Stakeholder Engagement (Y) X1 on Y is $0.000 < 0.05$ and the t value is $11.648 > 1.987$, so it can be concluded that H1 is accepted and X2 to Y is $0.000 < 0.05$ and the thitung is $7.999 > 1.987$, so it can be concluded that H2 is accepted. From these results can be obtained that CSR Communication and CSR Communication Media can affect Stakeholder Engagement PT. Len Industri (Persero).

Key word: CSR Communication, CSR communication media, Stakeholder Engagement, Corporate Social Responsibility.