

ABSTRACT

CSR communication as one aspect of a whole CSR program holds a significant role to the success of the CSR program and also to the creation of corporate sustainability. Findings on corporations in Indonesia show that corporations in Indonesia are communicating their CSR activities. Previous research also found that corporations in Indonesia are aware of the benefits provided by CSR communication, but awareness regarding the contribution from CSR communication to corporate sustainability assurance is yet to be had. This research studies CSR communication implementation in corporate sustainability creation in corporations in Indonesia. Qualitative methods by interview and document analysis as data gathering methods are used for this research. The limitations to this research are at the CSR communication implementation and corporate sustainability creation initiatives in several corporations in Indonesia. Research findings show that CSR communication in corporate sustainability creation in several corporations in Indonesia are implemented by conveying messages regarding corporate sustainability initiatives including CSR to the stakeholder groups utilizing several communicative forms as one of corporate sustainability creation initiatives itself. CSR communication holds the role as a stakeholder needs mapping tool for CSR programs strategic planning consideration and as encouragement for corporations to conduct mitigation and innovation initiatives that contribute to the ideal state of corporate sustainability creation for the respective corporation.

Keywords: corporate sustainability, CSR communication