

ABSTRACT

The implementation of CSR communication strategies plays an important role in creating corporate branding. However, it should be underlined that it turns out that the CSR Communication strategy that can affect the company's corporate branding is still not realized by PT Telkom Indonesia, which has many awards in its CSR program. This study was conducted to determine the effect of CSR Communication Implementation of PT Telkom Indonesia. The purpose of this study is to prove the influence of CSR communication implementation in creating PT Telkom Indonesia's Corporate Branding and analyze how Corporate Branding is influenced by CSR Communication Implementation. This research uses quantitative methods with sampling data using total sampling with 35 respondents who are stakeholders of PT Telkom Indonesia involved in the PUMK CSR program. The data analysis techniques used are descriptive analysis techniques and simple linear regression. Based on the results of hypothesis testing obtained, there is a significant influence on the CSR Communication Implementation variable as evidenced by $t_{count} > t_{table}$ ($4.576 > 1.692$). From these results it can be obtained that the Implementation of CSR Communication can affect the Corporate Branding of PT Telkom Indonesia.

Keywords: CSR Communication, Corporate Branding, CSR Benefits