

ABSTRACT

Telkom University (Tel-U) implements stakeholder management as a Corporate Social Responsibility (CSR) communication strategy carried out by the Directorate of Research and Community Service, as well as lecturers who are also involved in making community service programs (Abdimas). The purpose of this study is that researchers are able to find out the management of University Social Responsibility (USR) as a program used by Telkom University so that the sustainability of the university continues to run. This research uses a qualitative approach with a case study method. The results of this study describe that Telkom University has carried out Stakeholder Management and communicated its program well. However, Telkom University has not been able to direct Stakeholder Management that has been implemented to create Corporate Branding. One of the data that researchers found and could conclude that Telkom University did not realize that Stakeholder Management in the USR program carried out by Telkom University could be used as a shaper of Corporate Branding.

Keyword: USR, Manajemen Stakeholder, Corporate Branding, Public Relations