

ABSTRACT

The high accessibility of internet usage necessitates that companies adapt in delivering information and CSR messages, which play a role in shaping the company's positive image and reputation through digital media to ensure corporate sustainability. This study employs a qualitative approach with data collection techniques including informant interviews and observations of digital media, encompassing the company's website, Instagram, and YouTube. The study involves employees who have worked for at least one year in the division responsible for the company's CSR activities as informants. Observations of the digital media of PT Pos Indonesia and PT Askrindo indicate that amidst the flow of digitalization and information openness, the publication regarding CSR communication on the companies' official digital media remains quite low. Therefore, this study examines the strategies companies implement in communicating CSR through their official digital media to achieve corporate sustainability. The results of this study reveal that there is a need to optimize the CSR communication strategies implemented by PT Pos Indonesia and PT Askrindo through digital media to create corporate sustainability. One such strategy is utilizing the sustainability report as a means for the companies to gain public support and trust, which can contribute to corporate sustainability.

Keywords: *Corporate Sustainability, CSR Communication Strategy, and Digital Media*