

## ABSTRACT

*PLN Indonesia Power successfully implemented an effective Corporate Social Responsibility (CSR) communication strategy. This study aims to analyze the CSR communication strategy adopted by PLN Indonesia Power in implementing the company's Social and Environmental Responsibility. A qualitative approach was employed in this research, utilizing a case study method with data collection techniques including observation, interviews, and documentation with key stakeholders, as well as analysis of company documents. The CSR communication strategy applied in this study encompasses several key steps proposed by Morsing and Schultz: information dissemination to stakeholders, responses to stakeholders, and stakeholder engagement. This research also explores the rationale behind the use of social mapping and various indicators for assessing the success of the company's CSR programs. The findings of this study indicate that the success of PLN Indonesia Power's CSR programs is driven by a well-structured communication strategy that is responsive to the needs of the community and local society. This success is further reinforced by meticulous social mapping and accurate needs assessments, ensuring that every CSR initiative delivers a significant positive impact.*

**Keywords:** *PLN Indonesia Power, Communication Strategy, CSR, Social Mapping*