

ABSTRACT

This research selects Danone Indonesia because Danone is one of the companies that consistently maintains its commitment to implementing a Corporate Social Responsibility (CSR) program for all stakeholders. Since 2019, Danone Indonesia has collaborated with the Java Learning Center Indonesia Foundation through the Aqua Subang Factory CSR program to implement various environmental conservation programs. There is no research that examines intercultural communication in building stakeholder engagement in a CSR program, making this research urgent. This study aims to understand the implementation of intercultural communication in building stakeholder engagement in the Cibeusi Village Tourism CSR program of PT Danone Indonesia. The analysis unit in this study refers to Gudykunst and Kim's intercultural communication theory, including culture, social culture, psycho culture, and environment, as well as sub-analysis based on the Australian Government, Department of Immigration and Citizenship, which includes communication, transparency, collaboration, inclusivity, and integrity. This study uses a qualitative approach with data collection methods through informant interviews, observation, and documentation. This study uses purposive sampling, involving various stakeholders as informants. The results of this study explain intercultural communication in building stakeholder engagement in a CSR program.

Keywords: *CSR programs, intercultural communication, stakeholder engagement*