

ABSTRACT

Sustainable development efforts carried out by the company are adopted through business activities such as corporate social responsibility programs. Communication activities are crucial to demonstrate the company's sustainable innovation to stakeholders and the wider public. This research examines the implementation of sustainable development communication strategies in CSR programs. This research was conducted using a qualitative approach and case study method using interview, observation and documentation data collection techniques. This research was conducted by analyzing communication strategies at PT. Pos Indonesia with sample selection aimed at the public relations division and TJSL division. The results of this research show that the implementation of a sustainable development communication strategy supports company sustainability through message design that shows concern and sustainability as well as the transparency of the communication itself. Companies' understanding of sustainable development and the contribution of CSR programs to the creation of corporate sustainability is also still lacking and does not match theory and expert statements, so further efforts are needed to harmonize understanding in each company in order to create appropriate communication strategies and company sustainability efforts that are easily achieved.

Keywords: *CSR, Communication Strategy, Sustainable Development*