

ABSTRACT

In today's digital era, cyber threats have become a serious phenomenon for companies. Therefore, it is crucial for companies to utilize digital technology responsibly to avoid such threats. For example, PT Telkom Indonesia adopts a digital approach through its social responsibility program. Implementing this approach requires a communication strategy as an effort to apply Corporate Digital Responsibility. Accordingly, this research aims to examine the communication strategy in implementing Corporate Digital Responsibility through organizational control within the Social Responsibility Center unit at PT Telkom Indonesia. This study employs a qualitative approach using a case study method. The results reveal that PT Telkom Indonesia's social responsibility programs align with digital responsibility clusters, such as the commitment to safeguarding data sovereignty, conducting internal digital training, and providing support to SMEs through a digital approach. However, SME partners expressed concerns regarding frequent changes to the digital applications. These changes not only force partners to readapt but also result in the loss of data from previous applications. Thus, this issue needs to be communicated across all organizational members. The communication strategy through organizational control implemented by the SRC unit includes direct management guidance, the use of an information management system and LAN network applications, and the involvement of formal work guidelines. Additionally, organizational members internalize a digital culture and foster a sense of responsibility for cultural norms by reminding each other of obligations between units.

Keywords: *Corporate Digital Responsibility, Social Responsibility Center, Communication Strategy*