

ABSTRACT

This research aims to analyze the influence of CSR communication strategy and multi-stakeholder collaboration on Corporate Sustainability of PT Telkom Indonesia in the context of implementing the PUMK program. The approach used is quantitative with a survey technique through a questionnaire to 400 respondents from various regions in Indonesia. The results of the study indicate that both independent variables have a significant effect on Corporate Sustainability. In the CSR communication strategy, the Stakeholder Involvement Strategy indicator obtained the highest score of 82.63%, while the Stakeholder Response Strategy was the lowest with a score of 69.49%. Meanwhile, in the multi-stakeholder collaboration variable, the Engagement indicator obtained the highest score of 74.45%. These findings recommend that Telkom strengthen the feedback system to stakeholders and improve the quality of the Preparation stage (66.73%) in collaboration. In addition, the integration of economic aspects in the PUMK program needs to be improved because the Profit indicator score is lower at 70.90% Planet which scored 75.64%. This study opens up opportunities for further studies on the role of digital media and additional variables such as perception of reputation, stakeholder trust, or public loyalty. Qualitative methods are also recommended to deepen understanding of the dynamics of the relationship between companies and stakeholders..

Keywords: CSR, Multi-Stakeholder Collaboration, Corporate Sustainability.