

ABSTRACT

This research is based on the need for a more specific communication approach in CSR programs within the health sector, particularly in addressing national issues like stunting. PT Indo Raya Tenaga (IRT) was selected as the research subject because it is a subsidiary of PT Indo Raya (IRT) and implements a CSR health program that directly targets stunting reduction in Cilegon city. This study aims to explore the communication strategy and its implementation in the CSR health program. A qualitative case study method was used, with data collected through interviews and documentation. The results show that IRT employs a community-based communication strategy, involving collaboration among the company, local government, health workers, and the community. The messages focus on nutrition education and health lifestyle practices, using simple and understandable language. Communication is delivered face-to-face through health cadres and medical personnel. Moreover, a two-way communication system is established through regular evaluations and feedback mechanisms. The findings underscore the significance of message adaptation, selecting appropriate media, employing participatory approaches, and conducting continuous evaluation in implementing CSR communication strategies within the health sector.

Keywords: Cilegon city, CSR communication , Health Program, PT Indo Raya Tenaga (IRT), Stunting