

ABSTRACT

This study examines the implementation of stakeholder communication strategies by Great Giant Foods (GGF) in supporting the company's business sustainability. The background of this study is based on the importance of strategic and effective communication as a key factor in the successful implementation of corporate sustainability. The focus of the study is directed at how GGF builds strategic communication with stakeholders through a long-term Corporate Social Responsibility (CSR) program. The research approach uses a qualitative method with case studies and a constructivism paradigm, with data collection techniques in the form of in-depth interviews with company management and communication experts, as well as documentation studies of sustainability reports and internal documents. The results of the study show that the company implements a holistic and integrated communication strategy through active involvement of stakeholders, such as the community, employees, local farmers, government, media, and business partners at every stage of the CSR program, from planning to evaluation. Communication is carried out using a collaborative five-step stakeholder approach to support the implementation of the company's business sustainability concept. This strategy is carried out not only to increase transparency and accountability, but also to strengthen the company's social legitimacy and image. This study confirms that a structured and participatory stakeholder communication strategy plays an important role in building harmonious relationships and creating shared value for companies and society in the context of long-term business sustainability.

Keywords: *Business Sustainability, Corporate Social Responsibility (CSR), Five Step Approach, Great Giant Foods (GGF), Stakeholder Communication.*