

ABSTRACT

Communication strategy is a fundamental aspect in the successful implementation of Corporate Social Responsibility (CSR) programs, especially for companies in the forestry sector that face complex social and environmental challenges. PT Sumber Hijau Permai (SHP), the manager of Industrial Plantation Forests (HTI) in South Sumatra, implements CSR programs by actively involving the communities of its assisted villages. This study aims to analyze PT SHP's CSR communication strategy in building social and environmental civilization in its operational areas. This study applies the communication strategy theory of Cutlip, Center, and Broom (2006), which includes message formulation, media selection, audience adjustment, and timing, and is complemented by McQuail's mass communication framework. The method used is descriptive qualitative, with data collection techniques through interviews, observation, and documentation. The results show that PT SHP's CSR communication strategy is developed in a participatory and contextual manner, taking into account local cultural values. Messages are designed to be simple and relevant, communication media prioritizes direct meetings and community channels, audience adjustment takes into account the village's social structure, and communication time follows the rhythm of community activities. These findings indicate that PT SHP's CSR communication strategy serves not only as a means of conveying information but also as a means of strengthening social relationships, building trust, and maintaining the company's legitimacy.

Keywords: *communication strategy, CSR, Cutlip Center Broom, McQuail*