

ABSTRACT

This study discusses the communication strategy of Corporate Social Responsibility program at PT. Telekomunikasi Selular (Telkomsel). The background of this study is currently increasing internet users and the internet today is not only cause good impact but also the impact of hurry. Telkomsel as an internet provider has the responsibility to mitigate and neutralize and even eliminate negative impacts so that the internet becomes a valuable and positive thing for human life. The formulation of the problem of this research is to know the communication strategy of CSR Telkomsel on the GOOD Internet program so it is found how the preparation of communication strategy of CSR Internet program is good and how the implementation of communication strategy of CSR Internet program is good.

This research uses qualitative method with case study approach and using constructivist paradigm. In this study there are four informants that are two key informants and two supporting informants. Based on the results of this study that the preparation of CSR communication strategy in establishing communicator has the criteria in the election such as educational background and track recordnya. Then, in setting target goals is based on research and coordination. In preparing the message the program is first assessment then simple survey, interview to study and research from various literatures and read actual situation and current problem which become concern on young children. The media selection is based on coordination with the area. The preparation of the first schedule of activities, determined objectives in accordance with the mandate of management both from content strategy and allocation that starts with cost. Second, determine the format and framework of activities in detail in accordance with the terms of reference or term of reference. Third, integrating the proposed activities in the form of a national calendar. Fourth, adjust to the local agendas of each branch.

In its implementation it is found that there are several objectives of the GOOD Internet program for the target audience. Target targets on GOOD Internet programs are elementary, junior, parents, teachers, and community. Submission of messages depends on the target and the media used are websites, Instagram, Facebook, Twitter, and Youtube, and use the mass media widely and also locally. The series of activities of this program are talk shows on radio, seminars, workshops, and education classes. Implementation of GOOD Internet program has been in accordance with the planned schedule. So that with various resources from Telkomsel can be implemented activities. In the evaluation, the small brief evaluation, regular meeting, and the spread of questionnaires and interviews. The conclusion is on the GOOD Internet CSR communication strategy related to the planning and implementation of the program implementation. From these stages will be found advantages and disadvantages in the stage.

Keywords: CSR communication strategy, objectives, messages, goals