

ABSTRACT

PT Telkom Samarinda's social responsibility (CSR) program (RKB) is an effective medium for developing (MSMEs) in Samarinda. In realizing the company's CSR goals, a facilitator is needed to supervise the running of the program. This study aims to find out the communication strategy model of the cooperative social responsibility (CSR) of PT Telkom Samarinda State University Creative House. Research uses the convergent strategy model theory or the convergent theory of Roger (1978) with six main 6-point sub-analyses, namely the three-point sub-analyses, information, convergence, mutual understanding, mutual agreement, joint action, and social relations networks. The methods used are qualitative with descriptive approaches through observation data collection, interviews, and documentation techniques. The limitation on this study is the communication strategy model of CSR of Creative House of BUMN PT Telkom Samarinda which started in 2017. The results of this study show that the facilitator of PT Telkom Samarinda's creative SOE (RKB) CSR has implemented his communication strategy such as as (1) Information explaining how the facilitator has become a medium for distributing information on the activities of the CSR of the SOE Creative House (RKB); (2) Convergence describes how the facilitator performs coordinated approach to MSMEs target participants in the CSR program of Creative BUMN (RKB); (3) Mutual understanding explains how facilitators become a bridge where mutual understanding of facilitators' communication with MSMEs participating in CSR RKB; (4) the Joint Agreement explains how the facilitators bring out mutual understanding into a development program that aligns with the needs of all parties; (5) Joint Action explains how facilitators use convergent communication strategies and achieve the shared action stages from the continuity of the previous communication strategy component stages; (6) The Social Relations Network explained how the facilitator succeeded in organizing the CSR program of Creative House of SOEs (RKB) and also had an impact on the existence of MSMEs that provided positive feedback for PT Telkom Samarinda.

Keywords: *Communication Model, Communication Strategy Model, CSR Communication, Facilitator*