

## ABSTRACT

*Competitive conditions in the company's industry service providers of port services provider of port in Indonesia is getting higher. PT. Pelabuhan Tanjung Priok is one of the companies that exist in Indonesia, PT. Pelabuhan Tanjung Priok is the busiest in Indonesia, making PT. Pelabuhan Tanjung Priok responsible for implementing social responsibility by doing CSR (Corporate Social Responsibility). This research discusses the communication strategy of Corporate Social Responsibility (CSR) PT. Pelabuhan Tanjung Priok in the development of society in PROKASIH program (Program Kali Bersih) in Koja Urban and Lagoa District. The purpose of this research is to determine the communication strategy CSR PT. Port of Tanjung Priok to PROKASIH program (Program Kali Bersih) in Koja Urban District and Lagoa District. This research uses a qualitative method by using observation, interview, and documentation with inductive reasoning. The research presents a communication strategy CSR clean program PT. Pelabuhan Tanjung Priok, using a form of CSR communication strategies, namely public relations, defensive strategy and a genuine desire to do a good activity that is actually derived from the vision of the company (Famiola and Rudito, 2007). CSR communication strategy is to build a positive opinion for the company. The results showed that, the implementation of CSR activities are still focused on community development and donations, the efforts to communicate to all stakeholders in CSR is good enough, because already using Two Way Symmetrical models dictated by Grunig and Hunt. But in communicating CSR news, the message will be undertaken using the communication strategy is not good enough.*

***Keywords: Communication Strategy in CSR, PT. Pelabuhan Tanjung Priok***