

ABSTRACT

The implementation of Corporate Sosial Responsibility (CSR) was implemented not optimally because it was only implemented as an agreed form of Corporate Sosial Responsibility. Based on the Research Center for Government, Institutions, and Organizations of the National University of Singapore Business School (NUS), Indonesia has a CSR implementation quality index of 48.4 out of 100. One company that fulfills the requirements for implementing CSR in Indonesia is the Best Western Premier Solo Baru engaged in hospitality. Best Western Premier Solo Baru is one of the companies that recently won an award from traveling-based webpage, Traveloka and TripAdvisor as an Exceptional Guest Experience 2017 Certificate of Excellent in 2018. The company managed to get an award from a digital media platform with its customers making a rating of the Best Western Premier Solo Baru. Many users of the digital media platform that made a review of the Best Western Premier Solo Baru made researchers curious about how Best Western Premier Solo Baru using new media in the CSR Blood Donation communication strategy. This study used the post positivism paradigm with qualitative research methods through descriptive studies. From the results of research that has been done on CSR Blood Donation communication strategies, the Best Western Premier Solo Baru uses new media such as Instagram, Whatsapp Messenger, Online News Portal, and E-Mail. These media are utilized by Best Western Premier Solo Baru, a compilation of implementations on CSR communication strategies, namely in formulating goals, objectives, messages, instruments and activities, resources and timescale, evaluation and amendments.

Keywords: Corporate Sosial Responsibility, New Media, CSR Communication Strategy.