

ABSTRACT

This study discusses the communication of public relations practices based on the Corporate Social Responsibility (CSR) program of PT Telkom Indonesia Tbk at the Go Digital Islamic Boarding School. This study aims to determine the communication process as well as cultural aspects both globally and locally as well as Islamic studies contained in the CSR program. Researchers use CSR communication theory according to Stephen W. Little John, namely Communication, Communication Content, Communication Subject, and Communication Form. In addition, researchers also use the theory of Global Culture according to Hofstede, namely Individualism/Collectivism, Masculinity/Femininity, Uncertain Avoidance and Power Distance, and the theory of Sundanism according to Sujati, namely dynamism, harmony and trans-nationalism. This study uses a qualitative method using a case study approach according to Rahardjo by using data collection methods in the form of interviews, observations, and literature studies. Based on the results of the study, there is CSR communication in the form of implementing Go Digital Islamic Boarding Schools using two perceptions, namely people and profit, in global culture PT Telkom Indonesia Tbk uses the entire series mentioned, and elements of local culture, namely by giving freedom to pesantren in choosing program acceptance in order to maintain culture. inside it.

Keyword : Communication Corporate Social Responsibility, Global Culture, Local Culture