

ABSTRACT

The mass media company Kompas Gramedia seeks to increase literacy in Indonesia through its Corporate Social Responsibility (CSR) program for the Nusantara Literacy Movement #AkuBaca. In its implementation, Kompas Gramedia requires stakeholder involvement to support the program. Therefore, Kompas Gramedia formulated a communication strategy to build relationships with stakeholders through the Corporate Communication unit, especially during the Covid-19 pandemic. This study aimed to analyze the communication strategy carried out by Kompas Gramedia in building relationships with stakeholders during the Covid-19 pandemic. The research was conducted using a qualitative approach and descriptive method by describing the steps of the communication strategy carried out by Kompas Gramedia. In addition, this study also uses the post-positivism paradigm with data collection techniques through in-depth interviews, observation, and document collection methods. Based on the research results, Kompas Gramedia has implemented communication strategy steps starting from making the acquaintance with the audience, compiling messages, determining methods, and selecting media usage by adjusting to the Covid-19 pandemic situation. Furthermore, Kompas Gramedia also took a new-corporate relations approach by involving all stakeholders to contribute to the implementation of the Nusantara Literacy Movement's CSR program #AkuBaca during the Covid-19 pandemic. The results also show that positive responses dominate the responses given by stakeholders to Kompas Gramedia. However, some responses still have negative sentiments, especially during the Covid-19 pandemic.

Keywords: Communication Strategy, Corporate Communication, Corporate Social Responsibility (CSR)