

ABSTRACT

This study discusses the activities of the Corporate Social Responsibility (CSR) program. This study aims to determine how Podomoro Park Bandung in carrying out CSR communication strategies and strategies for organizing information on multi-stakeholders. The researcher uses the theory of CSR communication strategy according to Cornelissen and the strategy of organizing information according to Weick, and the pentahelix theory according to Aditya. The three theories researchers use to find out how Podomoro Park Bandung in carrying out CSR program activities in multi-stakeholder. Researchers used qualitative methods with a case study approach by using in-depth interview data collection methods, as well as conducting field observations. Based on the results of the study, Podomoro Park Bandung. Through the method that the researcher uses, it aims to find out the ways or efforts of Podomoro Park Bandung in carrying out CSR program activities through CSR communication strategies and strategies for organizing information on multi-stakeholders. The data obtained are presented from upstream to downstream so as to form a model of CSR communication strategy and information organizing strategy used by Podomoro Park Bandung.

Keyword: Corporate Social Responsibility, Organizational Information, Strategy