

ABSTRACT

Corporate Social Responsibility (CSR) towards societal structure is part of the company's approach to minimising negative consequences and promoting positive impacts. During the operation of the established Corporate Social Responsibility (CSR) programme, companies must connect with stakeholders. As a result, the participation of stakeholders in a corporation might have an impact on its existence. The matter of Corporate Social Responsibility (CSR) at Bio Farma cannot be divided from the fact that the social dimension impacts every business operation; this same social dimension is not a component separate, but rather works in tandem to boost the long-term sustainability of the company's operational processes. Data was collected through 93 respondents from the Corporate Social Responsibility (CSR) development programme of Bio Farma's odot grass cultivation utilising quantitative techniques and non-probability sampling alongside total sampling. The information was then analysed using IBM SPSS Statistics 27 software. The descriptive data collection method and the multiple linear regression were employed in the data analysis. According to the research findings, the implementation of the CSR communication strategy and stakeholder involvement can influence PT Bio Farma's social licence index.

Keywords: Strategic Communication, Stakeholder Engagement, Social Licence Index, Corporate Social Responsibility Communication, Corporate Social Responsibility