

ABSTRACT

Developments related to corporate concern for the social environment have been growing, and companies in Indonesia implemented social responsibility or Corporate Social Responsibility (CSR) as a form of corporate responsibility to stakeholders, which was communicated by utilizing the development of new media through websites as a CSR communication medium. This research aimed to investigate the messaging of the Goal Campaign's Corporate Social Responsibility (CSR) activities in the form of news published by the MNC Group on the MNC Peduli website. The study analyzed news message categories, news message content approaches, and CSR news message values. Qualitative methods, specifically content analysis, were employed in this research. The findings revealed that the message categories employed by companies to create CSR news messages were hard news and features. The content approach adopted for MNC Peduli's CSR news messages consisted of a social approach and a spiritual approach. The CSR news messages from MNC Peduli demonstrated fulfillment of the five elements of message values. In conclusion, this study determined that MNC Group effectively disseminated messages regarding the goals of their Corporate Social Responsibility (CSR) campaign through published news, employing categories, content approaches, and values that aligned with stakeholder goals.

Keywords: Corporate Social Responsibility (CSR) Communication, CSR News, Website, MNC Peduli, Stakeholders