

ABSTRACT

As industrial operational risks increase which have an impact on the wider community socially, economically and environmentally, building awareness of secondary *Stakeholders* has become a necessity for companies. Good awareness of the surrounding community will minimize the potential for conflict and resistance that could hamper the continuity of company operations. This research aims to analyze the communication strategies implemented by PT Krakatau Posco in *Corporate Citizenship* activities to build awareness of secondary *Stakeholders*, especially the surrounding community. This research uses a qualitative descriptive method with a phenomenological approach, analysis is carried out based on the communication strategy stages according to Hafied Cangara, including determining the communicator, target audience, compiling the message, determining media channels, forming a work team, and conducting evaluations. The research results show that PT Krakatau Posco implements an effective communication strategy at every stage so that it is able to build awareness of the surrounding community regarding the company's contribution and commitment to realizing inclusive and sustainable growth. This research provides theoretical and practical implications for the development of *Corporate Citizenship* communication strategies in building secondary *Stakeholder* awareness in the future.

Keywords: *Communication Strategy, Corporate Citizenship, Secondary Stakeholders.*