

ABSTRACT

The dearth of research examining the role of interpersonal communication in fostering active participation and stakeholder engagement in CSR activities prompted this study. Danone Indonesia, a multinational corporation renowned for its dedication to implementing and communicating CSR programs, was chosen as the research subject. This study delves into the implementation of interpersonal communication strategies to cultivate stakeholder engagement within the context of Corporate Social Responsibility (CSR) programs, specifically PT Danone Indonesia's Desa Wisata Cibeusi. The primary objective of this study is to elucidate the interpersonal communication processes that underpin stakeholder engagement in PT Danone Indonesia's Desa Wisata Cibeusi CSR program. Employing a qualitative case study methodology, the study explores the dynamics of communication and stakeholder engagement in the CSR program. Data collection methods encompass informant interviews and field observations. Purposive sampling was utilized to select stakeholders directly involved in the Desa Wisata Cibeusi CSR program. The research findings reveal that the implementation of interpersonal communication processes fosters active stakeholder engagement, cultivates a clear understanding of CSR program goals and progress, and engenders sustainable collaboration towards sustainable development objectives. The study's contributions lie in providing valuable insights into the pivotal role of interpersonal communication in CSR programs, its potential to enhance stakeholder engagement, and its broader implications for sustainable development.

Keywords: *Cibeusi Tourism Village, CSR Program, Danone Indonesia, Interpersonal Communication, Stakeholder Engagement*