

ABSTRACT

This research is based on the limited research focusing on the use of lobbying, negotiation, and intercultural communication techniques in the implementation of Corporate Social Responsibility (CSR) programs, especially at empowering communities in tourist villages or related sectors. PT Tirta Investama (AQUA) was selected as the subject of this research due to its strong reputation in Indonesia and its consistent application of CSR initiatives aligned with community empowerment principles. The study aims to investigate how lobbying, negotiation, and intercultural communication strategies are applied within the company's CSR program in Banceuy Traditional Village. Using a qualitative approach and a case study method, data were collected through in-depth interviews and field observations. The findings reveal that approaches grounded in an understanding of local socio-cultural dynamics effectively reduced community skepticism and fostered open, harmonious relationships. Program planning was conducted collaboratively through focus group discussions and informal engagements beyond the formal scope of activities. The study highlights that fostering community comprehension and acceptance of CSR values plays a critical role in enhancing participation, building trust, and supporting the program sustainability.

Keywords: *Corporate Social Responsibility (CSR), Intercultural Communication, Kampung Adat Banceuy, Lobby and Negotiation, PT Tirta Investama.*