

ABSTRACT

This study discusses how the public relations of PT. Telekomunikasi Indonesia Witel Jember in using a communication strategy by looking at the cultural and communication aspects of CSR. The purpose of this study was to determine the communication strategy used by Telkom Witel Jember by using aspects of communication and CSR culture. In addition, to see whether Telkom Witel Jember in carrying out CSR communication uses identification that is in accordance with the stages of the PR strategy during the implementation of its CSR program, namely the Partnership Program. This study uses a qualitative phenomenological method where researchers will understand the meaning of events and their relationships to people who are in certain situations. Data collection techniques used by researchers are observation and interviews. Based on the research of the public relations team of PT. Telekomunikasi Indonesia Witel Jember uses a PR strategy, namely Defining The Problem, Planning and Programming, Taking Action and Communicating, Evaluating The Program. PT. Telekomunikasi Indonesia Witel Jember also uses CSR communication aspects, namely Communication, Communication Forms, Communication Subjects, Communication Content, and CSR culture, namely Power Distance, Individualism/Collectivism, Masculinity/Feminism, Uncertainty Avoidance.

Keywords: Corporate Social Responsibility, Public Relations Strategy, CSR Culture, CSR Communication.