

Abstract

PT Telkom Indonesia runs TJSL by forming a unit called the Community Development Center (CDC). The Partnership and Community Development Program (PKBL), which has now changed its name to the Micro and Small Business Development Program (PUMK) and the Social, Economic and Environmental Program (PSEL). However, there is no research that focuses on analyzing the stakeholder management strategy of PT. Telkom Indonesia in Corporate Social Responsibility (CSR). The researcher chose a qualitative method in this study because this study aims to find out in depth the strategy used by PT. Telkom Indonesia in its Corporate Social Responsibility (CSR) program. The researcher will present an analysis of the stakeholder management strategy carried out by PT. Telkom Indonesia in the CSR program run by the Community Development Center (CDC) unit. The researcher makes a model based on the two theories used in this study. The model created by the researcher is about stakeholder management strategy and stakeholder management. Telkom understands stakeholders by starting from looking at the existing administrative data. Stakeholder management of PT. Telkom begins by identifying stakeholders through personal data in the CDC unit of PT. Telkom to be further managed. One of the data management carried out is to prioritize stakeholders.

Keywords: CDC, CSR, management, stakeholder.