

ABSTRACT

This study analyzes the influence of CSR communication strategies, media utilization, stakeholder engagement and on the sustainability of PT Bio Farma's Regrass & Sustainability Village CSR program. The background highlights a shift towards strategic sustainability in CSR, yet implementation faces challenges related to unclear vision and engagement. A quantitative explanatory approach with a cross-sectional design was used, involving 90 respondents via total sampling and a 1-4 Likert scale questionnaire. Data were analyzed using multiple linear regression. Results indicate that, partially, CSR communication strategies and media utilization have a significant positive influence on program sustainability. However, partially shows stakeholder engagement no significant influence. Nevertheless, simultaneously, all three variables significantly impact CSR program sustainability, contributing 66.0%. Respondent characteristics (age, community group, education level) also affect their perceptions and involvement. In conclusion, CSR program sustainability largely depends on the synergy of appropriate communication strategies, effective media utilization, and stakeholder engagement adapted to the beneficiary communities' characteristics.

Keywords: *CSR Communication Strategy, Media, Stakeholder Engagement, CSR Program Sustainability*