

ABSTRACT

The title of this research is PT Pertamina RU VI Balongan Communication Strategy Through CSR During the Covid-19 Pandemic Period. The purpose of making this CSR program is to create a good public perception of the Pertamina company. A good perception from the community is an asset for the company to keep running.

The purpose of this thesis is to find out how the communication strategy is in shaping the CSR program in building good relations with the community and to find out how to plan communication and communication management so that the implementation of the CSR program achieves a goal.

The method used in this study uses a qualitative description method by knowing in depth the problem by using the theory of communication strategy to determine communication planning and communication management to pr

From the results of this study communication planning and communication management can implement CSR programs. A consistent CSR program changes the communication of public perception of a company and builds a good one so that people feel cared for by the needs and problems that occur in the field.