



ABSTRAK

STRATEGI KOMUNIKASI CSR PT ANGKASA PURA INDONESIA (INJOURNEY AIRPORT) DALAM MEMPUBLIKASIKAN PROGRAM KEMITRAAN DAN BINA LINGKUNGAN (Studi Kasus Pada Bandara Internasional Yogyakarta di Kalurahan Palihan, Temon, Kulon Progo)

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Penelitian ini bertujuan untuk menganalisis strategi Corporate Social Responsibility (CSR) yang diterapkan oleh PT Angkasa Pura Indonesia (InJourney Airport), khususnya dalam mempublikasikan program kemitraan dan bina lingkungan di Yogyakarta International Airport (YIA), Kulon Progo. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam kepada pihak CSR Departemen Stakeholder Relation, observasi lapangan, serta analisis dokumentasi terkait pelaksanaan program TJSL (Tanggung Jawab Sosial dan Lingkungan). Pendekatan Four Step Public Relations Process dari Cutlip, Center, dan Broom digunakan sebagai kerangka analisis, dengan fokus pada tahap ketiga yaitu Taking Action and Communication. Selain itu, model 7C of Communication digunakan untuk mengevaluasi efektivitas strategi komunikasi CSR YIA.

Kata Kunci: Strategi Komunikasi, CSR, Publikasi, Injourney, YIA

ABSTRACT

COMMUNICATION STRATEGY OF CSR PT ANGKASA PURA INDONESIA (INJOURNEY AIRPORT) IN PUBLISHING PARTNERSHIP AND ENVIRONMENTAL DEVELOPMENT PROGRAMS (Case Study at Yogyakarta International Airport, Palihan Village, Temon, Kulon Progo)

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This study aims to analyze the Corporate Social Responsibility (CSR) communication strategy implemented by PT Angkasa Pura Indonesia (InJourney Airport), particularly in publishing its partnership and environmental development programs at Yogyakarta International Airport (YIA), Kulon Progo. The research employs a descriptive qualitative approach, with data collected through in-depth interviews with the CSR team from the Stakeholder Relations Department, field observations, and documentation analysis related to the implementation of Social and Environmental Responsibility Programs (TJSL). The Four Step Public Relations Process framework developed by Cutlip, Center, and Broom is used as the analytical foundation, focusing on the third stage: Taking Action and Communication. Additionally, the 7C of Communication model is applied to evaluate the effectiveness of YIA's CSR communication strategy.

Keywords: *Communication Strategy, CSR, Publication, Injourney YIA*