

**KOMUNIKASI *CORPORATE SOCIAL RESPONSIBILITY* DALAM
PILAR KESEHATAN DI METRO TV**

(*STUDI PADA PROGRAM CSR OPERASI KATARAK GRATIS*)

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ABSTRAK

Dalam tanggung jawab sosial perusahaan, perusahaan perlu mengomunikasikan kepada para pemangku kepentingan (*stakeholder*) perusahaan. Oleh karena itu, komunikasi *corporate social responsibility* (CSR) sama pentingnya dengan program CSR. Dalam CSR, komunikasi menjadi kunci dari kepedulian perusahaan. Penelitian ini bertujuan untuk mengetahui apakah Metro TV melakukan komunikasi *corporate social responsibility* (CSR) dan bagaimana komunikasi *corporate social responsibility* (CSR) pada pilar kesehatan program operasi katarak gratis. Penelitian ini menggunakan metode kualitatif deskriptif. Mengacu pada teori pemangku kepentingan (*stakeholder*) dan konsep *corporate social responsibility* (CSR). Data dikumpulkan dari hasil wawancara mendalam dengan dua *key informan* yakni manager dan staff *CSR & Community Relation* Metro TV. Informan terdiri dari staff humas Perdami, serta dua peserta program operasi katarak gratis. Hasil penelitian mengungkapkan bahwa Metro TV mengomunikasikan *corporate social responsibility* (CSR) dalam pilar kesehatan pada program operasi katarak gratis melalui berbagai publikasi-publikasi yang memuat pesan CSR inisiatif dan komitmen Metro TV terkait program operasi katarak gratis yang disalurkan dalam berbagai media seperti *press release*, *platform* Metro TV, media berita, dan media sosial. Komunikasi *corporate social responsibility* (CSR) Metro TV dalam pilar kesehatan program operasi katarak gratis menggunakan strategi komunikasi CSR yang diklasifikasikan oleh Morshing dan Schultz yakni teori *stakeholder* yang terdiri dari strategi informasi *stakeholder*, strategi tanggapan *stakeholder*, dan strategi pelibatan *stakeholder*.

Kata Kunci: Tanggung Jawab Sosial Perusahaan, Komunikasi CSR, *Stakeholder*

**CORPORATE SOCIAL RESPONSIBILITY COMMUNICATION IN
THE HEALTH PILLAR ON METRO TV (STUDY ON THE FREE
CATARACT SURGERY CSR PROGRAM)**

ABSTRACT

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In corporate social responsibility, companies need to communicate to company stakeholders. Therefore, corporate social responsibility (CSR) communication is as important as CSR programs. In CSR, communication is the key to corporate concern. This research aims to find out whether Metro TV carries out corporate social responsibility (CSR) communication and how corporate social responsibility (CSR) communication is in the health pillar of the free cataract surgery program. This research uses descriptive qualitative methods. Referring to stakeholder theory and corporate social responsibility (CSR). Data was collected from the results of in-depth interviews with two key informants, namely the manager and Metro TV CSR & Community Relations staff. The informants consisted of Perdami's public relations staff, as well as two participants in the free cataract surgery program. The research results revealed that Metro TV communicated corporate social responsibility (CSR) in the health pillar of the free cataract surgery program through various publications containing CSR messages of Metro TV's initiatives and commitments regarding the free cataract surgery program which were distributed in multiple media such as press releases, Metro TV platforms, news media and social media. Metro TV's corporate social responsibility (CSR) communication in the health pillar of the free cataract surgery program uses CSR communication strategies classified by Morshing and Schultz, namely stakeholder theory which consists of stakeholder information strategies, stakeholder response strategies, and stakeholder engagement strategies.

Keywords: Corporate Social Responsibility, CSR Communication, Stakeholders