

ABSTRACT

This study aims to know the communication strategy of corporate social responsibility done by PT Pertamina (Persero) refinery unit II Dumai to empower the society of Dumai Timur subdistrict. The theory of Onong Uchjana Effendy in communication strategy was used to deliver the messages by the communicator to the communicant which was given certain aspects. This research used the descriptive with qualitative analysis. The data collection technique was done by conducting observations, interviews, and literature studies. The interview results were presented through a question and answer session. The outcome from this research indicates the implementation of corporate social responsibility of PT Pertamina (Persero) refinery unit II Dumai which has been conducting several programs and activities which are characterized both in short term and long term oriented. Within the process of implementation, it has various feedback from the society. Those feedback will be created as an input to apply more effective strategies.

Keyword : Communication strategy, corporate social responsibility, society empowerment.