ABSTRACT

INVESTIGATING COMMUNICATION STRATEGIES IN CORPORATE SOCIAL RESPONSIBILITY (CSR) DIVISION IN PT. INDOFOOD CBP SUKSES MAKMUR TBK. THROUGH "SUN NUTRITION SERVICEUNIT CAR FOR MOTHERS AND INFANTS" IN PROVIDING KNOWLEDGE ABOUT BALANCE NUTRITION FOR PREGNANT AND BREASTFEEDING MOTHERS IN CILILIN

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The research aims to investigate communication strategies in CSR division in PT. Indofood CBP Sukses Makmur Tbk. through SUN nutrition service unit car for mothers and infants in providing knowledge about balance nutrition for pregnant and breastfeeding mothers in Cililin, West Bandung. The sub focus of the research includes the purposes, plans, programs, messages, and media which are used to answer the questions.

The research *employed qualitative approach with descriptive research method. The technique sampling used purposive sampling, and data were collected by using in-depth interview, participant observation, documentation, literature review, and online data search. The collected data were then reduced, collected, presented, concluded, and evaluated. The subjects of the research were four respondents in CSR division of PT. Indofood CBP Sukses Makmur, and four respondents outside CSR division as key informants.*

The research results *showed that CSR division had* ***purposes*** *to implement the law of corporate social responsibility, to build awareness of the importance of balance nutrition and the role of integrated service center, and to reduce maternal mortality rate;* ***plans*** *to do observation, to build cooperation with integrated service center trainees and villages, and to prepare product distribution;* ***activities*** *through SUN nutrition service unit car from preparation to video presentation, counseling, medical checking, and product and donation distribution; messages for pregnant and breastfeeding mothers on the importance of balance nutrition, integrated service center, and the delivery of exclusive breast milk; and* ***supportedmedia****, including tools, LCD TV, a board of balance nutrition pyramid, and leaflets.*

The research conclusion *showed that communication strategies of CSR division in PT. Indofood CBP Sukses Makmur Tbkto provide knowledge about balance nutrition have been carried out starting from setting purposes, planningactivities, implementation, message delivery, and media use.*

As ***a recommendation****, the company should broaden the range of services, lengthen counseling time, and make a better preparation; for community, their awareness on fulfilling balance nutrition should be improved; and for researcher, research sub focus should be developed more critically thorough analyzing more literatures.*