

ABSTRAK

Penelitian ini bertujuan menganalisis efektivitas komunikasi dalam pelaksanaan program Corporate Social Responsibility (CSR) PT Pertamina EP Pangkalan Susu Field serta hambatan yang memengaruhi peningkatan citra perusahaan di wilayah Pangkalan Susu. Penelitian menggunakan metode deskriptif kualitatif dengan teori Situasional Publik sebagai landasan analisis. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi terhadap pihak Humas Pertamina, pegawai terkait, serta masyarakat penerima manfaat. Hasil penelitian menunjukkan bahwa komunikasi program CSR berjalan efektif melalui keselarasan antara kebutuhan masyarakat dan program, koordinasi internal yang baik, serta transparansi informasi melalui media sosial dan publikasi resmi. Program seperti penanaman mangrove, pelatihan UMKM, dan bank sampah memberikan dampak nyata bagi masyarakat. Hambatan muncul dari keterbatasan anggaran, rendahnya partisipasi sebagian masyarakat, dan distribusi informasi yang belum merata. Secara keseluruhan program CSR berperan dalam meningkatkan kesejahteraan masyarakat dan memperkuat citra perusahaan.

Kata Kunci: Komunikasi Korporat, Efektivitas Komunikasi, *Corporate Social Responsibility* (CSR), Citra Perusahaan, PT Pertamina EP Pangkalan Susu Field

ABSTRACT

This study aims to analyze the effectiveness of communication in the implementation of the Corporate Social Responsibility (CSR) program of PT Pertamina EP Pangkalan Susu Field and identify the obstacles that affect the enhancement of the company's corporate image in the Pangkalan Susu area. This research employs a qualitative descriptive method using the Situational Public Theory as the analytical framework. Data were collected through observation, in-depth interviews, and documentation involving the Public Relations division, employees involved in CSR implementation, and community beneficiaries. The findings indicate that CSR communication is effective, reflected in the alignment between community needs and program initiatives, strong internal coordination, and transparent dissemination of information through social media and official publications. Programs such as mangrove planting, MSME training, and waste bank management provide tangible benefits for the community. Several obstacles were identified, including limited budget allocation, varying levels of community participation, and uneven information distribution. Overall, the CSR program contributes to community welfare and strengthens the company's corporate image.

Keywords: *Corporate Communication, Corporate Social Responsibility, Communication Effectiveness, Corporate Image, PT Pertamina EP Pangkalan Susu Field.*