

ABSTRAK

Mutia Fanira. 210531100082. Prodi Ilmu Komunikasi. Strategi Komunikasi Program CSR Pemuda Bakti Banua Dalam Mendukung *Sustainable Development Goals* Nomor 3 (Studi Kasus Pada Program CSR Muda Health Care)

Penelitian ini membahas strategi komunikasi dalam program *Corporate Social Responsibility* (CSR) Pemuda Bakti Banua melalui program Muda Care yang bertujuan mendukung *Sustainable Development Goals* (SDGs) nomor 3 tentang kesehatan dan kesejahteraan. Tujuan penelitian ini adalah untuk mengetahui bagaimana strategi komunikasi dirumuskan, dijalankan, dan diterima oleh masyarakat dalam pelaksanaan program.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi, dengan informan dari tim manajemen, relawan, dan masyarakat penerima manfaat. Hasil penelitian menunjukkan bahwa strategi komunikasi dilakukan secara partisipatif, adaptif terhadap kondisi lokal, dan menggunakan pendekatan interpersonal yang kuat. Informasi disampaikan melalui media sosial, penyuluhan langsung, serta kegiatan lapangan yang interaktif. Penyampaian pesan juga memperhatikan konteks budaya dan bahasa daerah agar lebih mudah dipahami, terutama oleh kelompok rentan seperti lansia dan remaja.

Temuan dianalisis menggunakan teori *Two-Way Symmetrical* yang menekankan pentingnya komunikasi dua arah yang seimbang antara organisasi dan publik, serta teori *Stakeholder* yang melihat masyarakat sebagai pihak yang harus dilibatkan secara aktif dalam proses komunikasi. Strategi ini berhasil membangun hubungan yang positif antara penyelenggara program dan masyarakat, meningkatkan pemahaman kesehatan, dan mendorong perubahan perilaku hidup sehat di lingkungan sasaran.

Kata kunci: Strategi Komunikasi, CSR, Muda Care, SDGs 3, *Stakeholder*, *Two-Way Symmetrical*

ABSTRACT

Mutia Fanira. 210531100082. Communication Science Program. Communication Strategy of the CSR Program by Pemuda Bakti Banua in Supporting Sustainable Development Goals Number 3 (A Case Study on the Muda Health Care CSR Program)

This study explores the communication strategy in the Corporate Social Responsibility (CSR) program of Pemuda Bakti Banua through the Muda Care program, which aims to support Sustainable Development Goals (SDGs) number 3 concerning health and well-being. The objective of this research is to understand how the communication strategy is formulated, implemented, and received by the community throughout the program.

This research employs a qualitative approach with a case study method. Data were collected through in-depth interviews, observation, and documentation involving informants from the management team, volunteers, and community beneficiaries. The findings reveal that the communication strategy is participatory, adaptable to local conditions, and relies heavily on interpersonal approaches. Information is conveyed through social media, direct counseling, and interactive field activities. Message delivery also considers cultural context and local language to ensure better understanding, especially among vulnerable groups such as the elderly and adolescent girls.

The findings are analyzed using the Two-Way Symmetrical Model, which emphasizes balanced, two-way communication between organizations and the public, and Stakeholder Theory, which positions the community as an essential part of the communication process. This strategy has fostered positive relationships between program organizers and the community, improved health awareness, and encouraged healthy behavior changes in the target areas.

Keywords: Communication Strategy, CSR, Muda Care, SDGs 3, Stakeholder, Two-Way Symmetrical