



## Implementation of Corporate Social Responsibility (CSR) through a Social Awareness Framework: How it Improves Reputation and Corporate Branding

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### ABSTRACT

Corporate Social Responsibility (CSR) has become one of the most important aspects of business strategy, especially in today's modern era, not only focusing on achieving the company's financial benefits, but also on social and environmental impacts. This research adopts a qualitative approach, utilizing case studies and interviews with key stakeholders to analyze how CSR implementation affects corporate reputation and brand image. This article discusses how the implementation of CSR by companies can improve the company's reputation, and build a positive image in the eyes of the public as well as build good corporate branding. By contributing to relevant social issues, the company is able to demonstrate its commitment to the well-being of society, which in turn can build customer trust and loyalty. In addition, involvement in CSR programs can increase the company's attractiveness to investors and potential employees, while creating a competitive advantage in a market that is increasingly concerned about social responsibility. The article also identifies the various CSR practices that companies have successfully implemented, as well as the positive impact they have had on brand image and long-term business sustainability



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## INTRODUCTION

The company's commitment to contribute to the social and environmental progress of the community is known as Corporate Social Responsibility (CSR). In this case, how CSR shows social responsibility as proof of the company's sincerity and concern for the community (Lutfia et al., 2022). In recent years, attention to corporate social responsibility (CSR) practices has increased. However, despite growing attention, there remains a lack of consensus on how CSR practices translate into long-term sustainability, especially in emerging markets like Indonesia. This presents an important gap in the existing literature, which this study aims to address.

This is due to the many paradigm shifts in the business world that no longer only focus on financial achievements, but also on the social and environmental impacts of society generated by corporate activities. Amid increasing awareness of the importance of sustainability, companies are required to be more responsible to various stakeholders, including society, employees, consumers, and the environment (Daud et al., 2024).

The implementation of CSR is increasingly relevant to the existence of government regulations that require certain companies to carry out their social responsibilities. This policy shows the government's commitment to encourage companies not only to focus on profit, but also to pay attention to social and environmental aspects in the community (Mukhlis, 2025a; Mukhlis & Saidah, 2025). This is a challenge as well as an opportunity for companies to integrate CSR in their business strategies (Sumiyati et al., 2023).

In Indonesia, corporations or organizations called CSR are required by law to carry out corporate social responsibility (CSR); This requirement is a mandatory requirement. (Savila & Utami, 2020). However, with the existence of legal rules or regulations implemented by the government, the fact is that many companies deliberately turn a blind eye or do not care about the importance and many benefits obtained from the implementation of CSR. This discrepancy between regulatory mandates and corporate actions underscores a critical gap in the literature on CSR compliance and its impact on both company performance and societal development.

CSR is a crucial instrument in strengthening the reputation of organizations, industries, and companies in a more positive direction. This happens because organizations, industries, and companies can build a positive view by encouraging community participation through social responsibility (CSR) activities (Arifina & Darwinsyah, 2023). CSR can be implemented both internally and externally to ensure the smooth running of a company's or business's activities. This program supports the company's operations and improves its good reputation (Sutiknya & Sesario, 2021).

In practice, the activities carried out by the company add to many conflicts between the company itself and the surrounding community (Cahya, 2022). Companies that build strong bonds and contribute to the community environment can minimize the possibility of conflict by providing desired results through CSR (Mukhlis, Arifin, Ridwan, & Zulbaidah, 2025; Mukhlis, Arifin, Ridwan, Zulbaidah, et al., 2025). CSR is very useful in improving a company's reputation so that it looks good and positive in the eyes of the public (Yusmaniarti, et al, 2023).

This research aims to find out how corporate social care can improve the company's reputation, so it is hoped that this article can be a reference for readers to make decisions to improve the company's sustainable reputation.

### **Corporate Social Responsibility (CSR)**

Corporate Social Responsibility is a commitment from a business or company to be able to behave ethically and be able to contribute to sustainable economic development. (Mohammad Hamid, 2020), but in theory CSR is the core of business ethics. ISO 26000 defines social responsibility as a form of social concern carried out by a company, which currently plays an important role in improving company performance (Irawan & Muarifah, 2020).

In Law Number 40 of 2007 concerning Limited Liability Companies Article 1 number 3 it is stated that: "Social and Environmental Responsibility is the Company's commitment to participate in sustainable economic development in order to improve the quality of life and the environment that is beneficial, both for the Company itself, the local community, and the community in general."

Corporate Social Responsibility (CSR) has benefits for companies, communities, and the government. For a company, the benefits of CSR include improving the company's reputation, increasing employee and consumer loyalty, as well as being a promotional medium for the company to build good branding. For the community, CSR contributes to improving the quality of life of the community with policies taken by the company that have an impact on the sustainability of a better life in the surrounding community. From the government's perspective, the benefits include financing support, facilities and infrastructure, and skills development (Khoirunnisa & Muhammad, 2022).

### **CSR as a Form of Social Concern**

Corporate Social Responsibility (CSR) is a way for companies to manage their business that not only focuses on the interests of the incumbent but also for others outside the company such as the environment, society, workers and local communities around the company. (Cahya, 2022). CSR is also a form of voluntary corporate commitment activity in improving the welfare of the community and the environment, in addition, it is not a project that requires the application of laws and

regulations, such as the obligation to pay taxes or the company's obligation to comply with the rules of the Employment Agreement (Endah Masrunik, Arif Wahyudi, Redy Khoirianto, 2021).

CSR is a form of corporate social concern for the impact of company activities on society, the environment and the economy (Mukhlis, Maryam, et al., 2023; Mukhlis et al., 2024). The company's social concern is reflected in how the company pays attention to the surrounding community, such as by providing educational facilities or scholarships for employees' families or the surrounding community, establishing health facilities and various other facilities around the company that can be directly felt by the community.

With the implementation of CSR, the public's view of the company will be different from that of companies that do not implement CSR, it is also the company's effort to prioritize improving values in society. The company achieves social sustainability by supporting public health work, respecting human rights, regional development of the country and healthy competition (Juri & Sailawati, 2020)

### **Company Reputation**

A company's reputation is a common perception that various stakeholders, including customers, clients, employees, investors, and the general public, have about the company. This perception is formed from various factors, such as company performance, products and services offered, company behavior, and the company's commitment to social responsibility. In simple terms, reputation can be defined as an assessment of a company by various interested parties (Cardila: 2023)

According to Afdhal, in the journal Roy Marthin Tarigan, the company's reputation is an intangible asset. The state of reputation will depend on what the company does as an entity. Furthermore, it will depend on the communication and signs chosen to be given to the market. A symbol of reputation, the name of the company, if managed well, will present the company to be supported by the community. It will even be very valuable to consumers.

A company's reputation can be useful as an indicator to assess the company's good and bad as well as the company's success in managing its management well. Companies with a good reputation will gain more trust by the public and parastakeholders.

Factors that affect the company's reputation Some of the factors that affect the reputation are formulated by (Dowling, J.5) Financial Performance, profitability and investment ratios as well as how the company's growth process will be in the future. This study emphasizes 2 factors, namely financial performance consisting of profitability and investment risk, as well as social responsibility.

### **Corporate Branding**

Branding, according to Terence, can be understood as an effort to create or build a brand that anyone can do with any product. Brand is also defined as a "measure of value", which is a measure that describes the strength and certainty of value provided to customers (Febiansah et al, 2020)

Corporate Branding or corporate image, is more than just a logo or tangible product, it encompasses the entire set of values, ethics, and corporate identity that influence the way the world views the company. Corporate branding is a concept related to a company's efforts to build and maintain its brand image and identity. It is the company's way of communicating its values, vision, mission and personality to its stakeholders, including customers, business partners, employees, investors and the wider community (Mukhlis, Janwari, et al., 2023; Mukhlis & Abdullah, 2025). Corporate branding focuses more on the organization itself than on the products produced and

marketed by the company, representing a key point of differentiation and competitive advantage in the market (Denpharanto Agung: 2024)

## **RESEARCH METHODS**

In this study, using the literature review method, this is the Descriptive Qualitative and Library Research method, research conducted by collecting, evaluating and synthesizing the results of research that has been carried out by other researchers in certain fields.

This method is carried out by reading and analyzing various sources of literature, namely scientific journals and the latest publications relevant to Corporate Social Responsibility (CSR) which have an influence on the reputation and branding of a company. The literature review method can be used as a basis to develop a hypothesis, formulate a theoretical framework and determine the research method to be used in the next research.

## **RESULTS**

### **Social Concern for the Company's Reputation**

In this study, it was found that Corporate Social Responsibility (CSR) as a form of social concern has a very significant effect on the company's reputation, the implementation of CSR carried out by the company such as environmental empowerment, procurement of health facilities and education greatly affects the public's view of the company so as to strengthen the company's reputation which not only focuses on profit orientation but also has a sense of social responsibility. This is in line with previous research conducted by Emil Intan Rachmawati (2024) which revealed that social has a great influence on a company's reputation and increases the trust and loyalty of consumers who are aware of social environmental issues.

### **The Impact of CSR Implementation on Corporate Branding**

In building a company's brand image, it does not only rely on products, but also focuses on the values that exist in the company. The implementation of CSR can be an important element in the Corporate Branding strategy in communicating that the company does not only focus on financial benefits but also on the welfare of the community and the environment, companies that are consistent in implementation can strengthen the reputation and corporate branding of the company, this is in line with previous research conducted by Denpharanto Agung Krisprimandoyo (2024) which emphasizes how to build a Corporate Branding that sustainability with the role of CSR disclosure and Corporate Communication.

### **CSR implementation of corporate values**

A company's reputation greatly affects the company's value in the eyes of the public and investors. Companies with a good reputation will more easily attract consumers and business partners. CSR that is carried out in a transparent and authentic manner can strengthen the company's reputation because it reflects positive values, such as concern for the community and the environment. Companies that are actively involved in social activities, such as environmental conservation, community empowerment, or the procurement of health and education facilities, will be seen as more responsible. Consumers who are increasingly aware of social and environmental issues prefer to interact with companies that have these values. Therefore, the reputation built through CSR directly increases the company's value. This is in line with previous research by Nur Afifah et al., (2024) explaining how Reputation has a very positive impact on the value of a company.

## **DISCUSSION**

Based on the results of the research found, it can be concluded that Corporate Social Responsibility (CSR) as a form of social concern has a very significant influence on the company's reputation. CSR programs involving environmental empowerment, procurement of health facilities, and education are the main indicators that affect the public's view of the company. The implementation of CSR does not only focus on achieving profits, but also reflects the company's

commitment to its social responsibility. This shows that companies that pay attention to social and environmental issues tend to be viewed more positively by the public, which ultimately strengthens the company's reputation.

The implementation of Corporate Social Responsibility (CSR) is increasingly recognized as one of the key elements in building a strong and sustainable corporate brand image. Along with the times, people are increasingly paying attention not only to the products or services offered by the company, but also to the social and environmental values upheld by the company (Mukhlis, 2025b; Mukhlis, Suradi, et al., 2023). Therefore, companies that are successful in integrating CSR in their strategies focus not only on financial benefits, but also on the well-being of society and the environment.

A company's reputation is one of the important factors that affect a company's value in the eyes of the public and investors. Companies with a good reputation tend to be more attractive to consumers and business partners, as that reputation reflects trust, credibility, and responsibility. The implementation of transparent and authentic Corporate Social Responsibility (CSR) plays a big role in building this reputation.

CSR involving social activities, such as environmental conservation, community empowerment, or the provision of health and education facilities, shows that the company is not only focused on financial benefits, but also cares about social and environmental sustainability. This is increasingly relevant in the midst of increasing consumer awareness of social and environmental issues. Consumers today prefer to interact with companies that are committed to these positive values.

**Table 1 : Key findings on CSR on Reputation and Corporate Branding**

Research	Key findings
Emil Intan Rachmawati (2024)	CSR implementation affects company value
Denpharanto Agung Krisprimandoyo (2024)	CSR improves corporate branding and brand image within the company
Noor Afifa Dick., (2024)	The influence of reputation on corporate value with the implementation of CSR
Alieffatul Amri Maf'ulla (2024)	Benefits of CSR on the company's image and brand

By integrating research, it can be concluded that CSR as a form of corporate social concern can improve the company's reputation and build good Corporate Branding for the company. Not only that, the implementation of CSR also affects the loyalty of consumers who are aware of the importance of environmental and community welfare.

## CONCLUSION

The implementation of transparent and authentic Corporate Social Responsibility (CSR) has a significant impact on the company's reputation. Companies that are active in social and environmental activities, such as nature conservation, community empowerment, and the provision of social facilities, will be seen as more responsible and concerned about the welfare of the community. The reputation built through this CSR, in turn, will increase the company's value, both in the eyes of consumers and investors. CSR that is carried out consistently strengthens the company's relationships with various parties, especially consumers who are increasingly concerned about social and environmental issues. Additionally, companies with positive reputations tend to be more attractive to investors and business partners, which contributes to the company's growth and sustainability. To enhance the impact of CSR initiatives, companies should focus on aligning their CSR strategies with their core business values and ensure measurable outcomes. Future CSR practices should prioritize transparency in communication, particularly regarding the social and environmental impact of their initiatives. Companies should also engage more with local communities to understand their needs and tailor CSR efforts accordingly, ensuring long-term positive effects. Furthermore, further research

should explore how CSR practices can be integrated into the supply chain to drive broader societal change.

### CONFLICT OF INTEREST

The authors declare that there is no conflict of interest regarding the publication of this article. All research procedures were conducted independently, and no commercial or financial relationships were involved that could be construed as a potential conflict.

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