

Analisis peran program corporate social responsibility (CSR) dalam membangun corporate reputation, brand equity, dan social equity brand : studi kasus pada merek Lifebuoy produk dari PT. Unilever = Analysis of the role of corporate social responsibility in building corporate reputation, brand equity, and social equity brand : case study as a product from unilever corporation

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Abstrak

Corporate Social Responsibility (CSR) merupakan kegiatan sosial yang dilakukan oleh perusahaan sebagai bentuk tanggung jawab atas kegiatan bisnisnya kepada masyarakat sekitar dalam rangka menjaga kelangsungan hidup. Penelitian ini membahas tentang pengaruh program CSR yang dilakukan oleh Lifebuoy terhadap tingkat reputasi perusahaan, brand equity serta social equity brand produk tersebut.

Hasil penelitian menunjukkan bahwa kegiatan CSR yang dilakukan oleh Lifebuoy memiliki pengaruh yang positif terhadap reputasi perusahaan, brand equity dan social equity brand. Dengan demikian, sebaiknya Lifebuoy terus melaksanakan dan meningkatkan program CSR-nya secara terencana dan berkelanjutan sebagai wujud kepedulian Lifebuoy akan kebersihan dan kesehatan masyarakat Indonesia.

*Corporate Social Responsibility (CSR) is a social activity undertaken by the company as a form of responsibility for its business activities to the surrounding community in order to maintain sustainability.*

*This study discusses the influence of CSR programs conducted by Lifebuoy on the level of corporate reputation, brand equity and social equity brand.*

*The results showed that CSR activities are conducted by Lifebuoy has a positive influence on corporate reputation, brand equity and social equity brand of this product. Thereby, Lifebuoy should continue to implement and improve its CSR programs in a planned and sustainable as a form of concern for hygiene and health of the people of Indonesia.*