

Analysis of Corporate Social Responsibility Program of Bank Sumsel Babel Lahat Branch in Improving the Corporate Image

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ABSTRACT

Corporate communication activities are key in maintaining a company's business reputation. Corporate Social Responsibility is one of the corporate communication activities that can be carried out to maintain a company's good reputation. This research aiming to analyze the impact of the Corporate Social Responsibility (CSR) program run by Bank SumselBabel Lahat Branch in improving the company's image. This research method uses a qualitative descriptive method with a Stimulus- Response (SR) concept approach. Data was collected through observation, in-depth interviews, and document analysis. The results of this research showed that the Bank SumselBabel Lahat Branch CSR program had a significant impact value on increasing the company's reputation. CSR activities that focused on economic empowerment of local community, education and regional development were well received by the local community. apart from that, the CSR program carried out by Bank SumselBabel Lahat Branch has succeeded in increasing closer relations between the community and the bank, which in the end can attract potential new customers and increase customer loyalty.

INTRODUCTION

Corporate Social Responsibility is one of the responsibilities that must be carried out in accordance with the contents of Article 74 of the 2007 Limited Liability Company Law . The law was passed in a plenary session of the House of Representatives. With the enactment of the law , companies are required to carry it out, but this obligation is not a burden. It can be understood that the development of a country is not only the responsibility of the government or companies, but every individual is obliged to realize social welfare.

The design of corporate social responsibility has been known since 1970, can be interpreted in general as a combination of policies and practices that are sustainable with stakeholders , legal compliance, community appreciation values, the environment, and promises in the business world to contribute to sustainable development. Application of Corporate Social Responsibility programs Social Responsibility itself is actually an opportunity for agencies to strengthen the relationship between agencies and consumers where this can become a competitive eminence considering that for large agencies, the reputation or positive image of the agency is an important asset that must be maintained properly. By running the Corporate Governance program Social This agency's responsibility is expected to be able to build a good image in the community regarding the agency's presence in the community.

In the effort of regional development, the regional government can manage the company institution under the auspices of the Regional Owned Enterprise (BUMD), based on article 177 of Law No.34 of 2004 the regional government can have a BUMD where the formation, merger, release of ownership, or dissolution is determined by regional regulations where it is guided by laws and regulations . The main purpose of establishing a Regional Owned Enterprise (BUMD), is none other than to contribute to the regional economy, regional cash receipts, gain profits, pioneer business activities and can provide a lot of assistance to small businesses.

One of Bank SumselBabel 's efforts in carrying out social responsibility is through the Corporate Social Responsibility program. Social Responsibility . Corporate Programs Social Responsibility is expected to provide many social benefits to its community so that social welfare can be realized by the company, in addition to paying attention to the financial records of the agency, the company agency must also pay attention to several aspects including financial aspects, social aspects, and environmental aspects, these points are the key to sustainable development.

Regarding the issue of social responsibility carried out by Bank SumselBabel in the South Sumatra Province area, it is a shared responsibility of the company, especially at the branch office. The Branch Office itself is an office located outside the head office of Bank SumselBabel , one of which is Bank SumselBabel Lahat Branch which is a Branch Office located in Lahat Regency.

The Social and Economic Environmental Conditions in Lahat Regency itself are quite diverse, so the presence of Bank SumselBabel Lahat Branch in Lahat Regency is expected to provide benefits to the social environment. In running its business, Bank SumselBabel has implemented corporate social

responsibility and concern in various aspects as well as the commitment of the company's institutions to support sustainable development based on the Triple Concept. Bottom Line 3P (Profit, People , Planet).

Corporate Programs Social Responsibility carried out by Bank SumselBabel Lahat Branch itself is situational, with the commitment of Bank SumselBabel Lahat Branch itself to support economic development, so that Bank SumselBabel can be sensitive to the situation in Lahat Regency in various aspects. Bank SumselBabel Lahat Branch continues to be committed to supporting sustainable development through the Corporate Social Responsibility is expected to be able to provide the greatest social responsibility by paying attention to Profit, People , and Planet so that the program can run properly and improve the company's positive image in the eyes of Stakeholders . Thus, the formulation of the problem to be discussed is "How is the Corporate Social Responsibility Program Social “Responsibility of Bank Sumsel Babel Lahat Branch in Improving Company Image?”

LITERATURE REVIEW

Corporate Social Responsibility

Corporate Programs Social Responsibility for the company itself is a form of corporate communication to the company's stakeholders , both internal and external stakeholders . In addition to being a form of corporate communication, Corporate Social Responsibility also aims to improve the company's image in the eyes of the public and government so that their company's image and branding are good in the eyes of the public. Especially in developing and creating a good company image in a stable and sustainable manner through the implementation of effective communication strategies and programs to stakeholders . (Herman, 2018).

Corporate Definition Social Responsibility

Ujiyanto Singgih Prayitno in his book Corporate Social Responsibility believes that. Corporate social responsibility or Corporate Social Responsibility is a concept that states that organizational institutions, especially corporate institutions, have various forms of responsibility to all stakeholders , such as consumers, employees, shareholders, communities and environmental aspects of various operational aspects of corporate institutions . Where this is included in the economic, environmental and social aspects. This corporate responsibility is closely related to Sustainable Development, which is required to base its decisions not only on the impacts in the economic aspect, but also by considering the environmental and social impacts that arise as a result of these decisions both in the long and short term. Therefore, Corporate Social Corporate responsibility is the contribution of a company institution to the goal of Sustainable Development through management towards all stakeholders .

Corporate Social Responsibility arises as a result of public distrust of corporate institutions, according to Wibisono (2007), who said that the business industry is increasingly sensitive to the fact that corporate institutions are no longer faced with responsibilities that are guided by the Single Bottom Line,

where it is the company's value that is only reflected in the financial situation, but must also pay attention to social environmental aspects.

Scope Corporate Social Responsibility

Siregar, as quoted by Zaim Saidi in his book entitled *Corporate Social Contributions, Profiles and Distribution Patterns in Indonesia*, is of the opinion that with the broad scope of CSR, he divides it into two main scopes in CSR as follows:

a. Institutional or structural responsibility

Institutional or structural responsibility is the company's responsibility towards environmental aspects that are bound by laws and regulations. This social responsibility is marked by positive sanctions from the government if ignored.

b. interactional responsibility

interactional responsibility is a voluntary social action that is not bound by laws and regulations, but is considered important by a company agency, either in the inherent needs of the company's product or by moral, humanitarian, and social calling. This social responsibility is marked by the absence of positive sanctions if the company does not carry it out, but this will also receive social sanctions or other formal sanctions.

Corporate Benefits Social Responsibility

Corporate Social Responsibility is a social responsibility program run by the company, apart from the aspect of corporate social responsibility, this program has benefits and advantages for the company, benefits and advantages from implementing the Corporate Social Responsibility concept. Social Responsibilities include:

- a. Maintain and build the company's good reputation.
- b. Maintain and build the company's good reputation.
- c. Increase employee productivity and morale.
- d. Greater chance of getting appreciation awards.
- e. Reducing risks to the company's business.

1. Corporate Social Responsibility as organizational communication

Communication in an agency organization functions as a work unit that synchronizes the activities of each individual network based on the needs of the organization with all aspects. In addition to having an important role in the "Stimulus-Response" mechanism, communication is also an important strategy for building relationships, control, and coordination.

Internal communication in an organization focuses on receiving and delivering a message within an organization. In this context, the CSR program includes an organizational communication activity that is very important for companies to do in interacting with external publics.

Through this activity, a harmonious interaction is created between the company and the external public, this can encourage the survival of the company. The corporate social responsibility program is one form of organizational communication activity that can be run by the company.

Organizational communication itself has a very basic function in the CSR program, company institutions are required to provide transparent information related to the CSR program that will be implemented so that the public can know that the CSR program that will be implemented can be accounted for and trusted, organizational communication activities carried out by the company with the external public are very important, because this can build harmonious interactions between the company and the external public.

Corporate Social Responsibility as an external activity of Public Relationship

The concept of PR is developing and shows an effort to have a good relationship between the company and the public. PR through this, each party interacts with each other to solve common problems without leaving traces and goals of each party. This communication process is realized through the Corporate Program Social Responsibility where this is a form of corporate social responsibility in order to maintain good relations and interactions with the community environment.

Response Theory

Response (SR) communication. This concept shows that communication is a very simple action-reaction process (Mulyana, 2007). According to Arens Schaefer, information received physically through the five senses is called stimulus. When an individual sees a message or object that can be received by the five senses, so that it reflexively receives various kinds of Stimulus. While the Response itself is a form of reaction given by a person to the drive that exists in the individual, and how they behave.



Figure 1. Stimulus Response Concept (Sc : Deddy Mulyana, 2008)

From the simple model above, it can be described that Stimulus can stimulate a response from the public mind, Stimulus is received by the public, Stakeholders are exposed to the Stimulus, then the public will react to the results of the Stimulus they receive.

1. Stimulus (S)

Stimulus (S) is the source, namely the Corporate Program Social Responsibility of Bank SumselBabel Lahat Branch.

2. Response (R)

Response (R) is the image of Bank SumselBabel Lahat Branch.

From the concept that has been described above, then theoretically, that the CSR program of Bank SumselBabel Lahat Branch can potentially be a factor in assessing the public's good reputation. Bank Sumsel Babel Lahat Branch in improving the Company's Image both directly and indirectly.

METHODOLOGY

In this research, the author uses a constructivist paradigm and a qualitative approach with a descriptive method. According to Bogdan and Taylor, qualitative research itself is a method or stage of research that can realize

data that defines individuals and behaviors studied or in the form of words, either written or spoken (Bogdan & Taylor, 2014).

By understanding the perceptions, experiences, and subjective views of the community and employees about the CSR program, in this study the author explores the experiences of local communities related to the CSR program and how the program influences their perceptions about the reputation of Bank SumselBabel Lahat Branch.

This qualitative approach is very appropriate to be used in this study because the author intends to explain the conditions of the situation, as well as the existing phenomena related to the selected research object. In this study, the author has the aim of explaining or describing the Corporate Social Responsibility program. Social Responsibility in improving the company's image.

RESEARCH RESULT AND DISCUSSION

Corporate Programs Social Responsibility carried out by Bank SumselBabel Lahat Branch is a form of organizational communication from this company, with organizational communication through this CSR program can build and maintain positive relationships between the company and its stakeholders . By utilizing CSR as a communication tool, the company not only fulfills social obligations but can also improve the good image of the company which ultimately supports the long-term success of Bank SumselBabel especially Bank SumselBabel Lahat Branch.

By implementing corporate social responsibility, the company is committed to supporting sustainable development in the distribution of Corporate Social Responsibility with the triple concept bottom line (profit, people , planet) (Bank Sumsel Babel, n.d.). Bank SumselBabel Lahat Branch will fulfill its social responsibility as best as possible, the TBL concept implemented by Bank SumselBabel Lahat Branch is a company operational concept, where in addition to pursuing Profit, the company must also be able to contribute to society (People) and also play a role in protecting the surrounding environment (Planet) (Ariastini & Semara, 2019).

In the Corporate program planning process Social Responsibility , Bank SumselBabel Lahat branch must understand the situational conditions according to the needs of the region. Therefore, by establishing branch offices in each region in South Sumatra Province, it is expected to assist the head office in carrying out corporate social responsibility actions that are evenly distributed throughout the South Sumatra Province.

Stimulus

Stimulus is an action or stimulus that can cause a response or reaction, stimulus here is indicated as a CSR program implemented by Bank SumselBabel Lahat Branch, in this context stimulus is interpreted as various CSR initiatives run by Bank SumselBabel Lahat Branch such as education programs, community empowerment, regional development, and various types of CSR activities carried out. Things that can be an indication of stimulus in identifying this CSR program

action include the type of CSR program, the scale and intensity of the program, innovation in the program, to the sustainability of the CSR program.

Types of CSR Activities of Bank SumselBabel Lahat Branch

From the results of the Stimulus identification research based on types of Corporate Programs Social The Responsibility of Bank SumselBabel Lahat Branch is studied from various aspects, starting from economic, environmental and social aspects, with the results focusing on the following types of programs:

a. Fostered Partners

This Foster Partner is focused on both internal and external parties of the company, based on the observation results, the Foster Partner focuses on the goal of improving the economic level of the community and also reducing inflation in Lahat Regency, this can be studied from several sources who received CSR from Foster Partners that there is involvement and assistance in the economic level of the community through the community empowerment program of the Bina Partner Bank SumselBabel Lahat Branch. This is related to the company's commitment to regional development.

b. Education

That Bank Sumsel Babel Lahat Branch also contributed in the form of CSR assistance in the form of attention related to education, this is an indication of the running of the types of programs in Bank SumselBabel Lahat Branch. It can be seen from the results of observations that one of the CSR recipients is a student in high school.

c. Regional Development

SumselBabel's commitment in implementing its CSR Stimulus , Bank SumselBabel's involvement in the local government is an indication that the company has carried out its corporate social responsibility through regional development, especially Lahat Regency. The government in its development cannot rely only on the APBD, the company's involvement in participating in regional development is proof that the types of CSR programs of Bank SumselBabel Lahat Branch have been running properly in Lahat Regency.

d. Sponsorship

Based on the findings of this research, Bank SumselBabel is involved in every event activity in Lahat Regency. This was found by the author based on observations in the field, that Bank SumselBabel carries out sponsorship activities at many events in Lahat Regency, Sponsorship can be one of the references for corporate social responsibility through assistance with event activities with the intent and purpose of getting feedback from the community.

e. Humanity

Humanitarian aid or in short as a form of social attention is one of the focuses of Bank SumselBabel Lahat Branch in running the ongoing CSR program. Based on the results of observations conducted by the author, it was found that Bank SumselBabel often runs CSR program actions with a focus on community aspects.

Program Scale and Intensity

a. Scale

Based on the findings in the previous sub-chapter, the Scale can have a reference focus covering the types of programs, including types of programs, program recipients, and geographic coverage . So based on the results of the author's observations, Bank Sumsel Babel Lahat Branch has carried out various corporate social responsibility actions including Community Development, Regional Development, Education, Humanitarian Assistance, Event Activities, and many other things. In addition, Bank SumselBabel Lahat Branch also distributes CSR assistance based on the priority scale of social issues in Lahat Regency.

Related to geographical reach based on the results of observations made by the author that Bank SumselBabel Lahat Branch needs to reach less accessible areas because it is possible that there are many social issues that Bank SumselBabel Lahat Branch can consider to provide CSR to small areas in Lahat Regency. This is related to the geographical location that is difficult to reach and the lack of information obtained in certain areas, Bank SumselBabel Lahat Branch in providing CS R assistance based on a priority scale, where the company focuses on areas with high levels of natural resources so that community empowerment programs can move in terms of downstreaming .

b. Intensity

The intensity of this indication is the author's reference in measuring the CSR Program Stimulus of Bank SumselBabel, Lahat Branch. Because the focus of the reference on this intensity indication includes program sustainability, program analysis, and investment level, in the previous sub-chapter, the results were found based on observations made by the author that Bank SumselBabel, Lahat Branch, runs a sustainable program and can provide positive feedback . This is based on the results of observations made by the author on local online news pages .

In addition, at the investment level, Bank SumselBabel is committed to continuing to distribute company profits in the form of dividends and CSR. So that CSR assistance in the Lahat Regency area will be managed according to the size of the shares in each area, especially in Lahat Regency.

Therefore, the CSR scale of Bank SumselBabel Lahat Branch can be said to be large. Meanwhile, the intensity of the CSR program run by Bank SumselBabel Lahat Branch must continue to be considered by the company, because by paying attention to the scale and intensity of the program, it can continue to improve the company's Brand Image , and become Top Of Mind of a brand , by considering the scale and intensity of this CSR program, the public will continue to evaluate the company well so that this can create a positive image and profit, this can trigger many benefits for the company. So it can be said that the Scale of the CSR Program of Bank SumselBabel, Lahat Branch can be said to be able to run side by side as long as the intensity of the CSR program of Bank SumselBabel, Lahat Branch can be sustainable.

Innovation in CSR Programs

Based on the research results, several leading programs that are predicted to be the leading CSR programs of Bank SumselBabel Lahat Branch are CSR Mitra Bina GSMP (Gerakan Sumsel Mandiri Pangan), which is a regional government program in collaboration with Bank SumselBabel . This is a Mitra Bina program as well as regional development with a focus on improving the economic level of the community, especially the people of Lahat Regency.

In addition, Bank SumselBabel, especially Bank SumselBabel Lahat Branch based on the results of observations and interviews conducted, found the fact that the program innovation that will be run is situational, so that each regional need cannot be equated. This is related to innovation and program breakthroughs that must see and read the conditions of stakeholder needs both internal and external to the company, in addition, innovations related to CSR programs that will be run by Bank SumselBabel Lahat Branch must also see the potential that exists in each region, especially in Lahat Regency.

Based on the results of the discussion and observations carried out, this is related to the flagship CSR program of Bank SumselBabel, Lahat Branch, namely the GSMP (South Sumatra Independent Food Movement) regional government cooperation program which is in accordance with the needs of the community where Natural Resources in Lahat Regency are high in the food sector and most people, especially rural communities, work in the management of Natural Resources in Lahat Regency.

CSR Program Sustainability

Based on the research results, through interviews with staff of Bank SumselBabel Lahat Branch, the CSR program implemented by Bank SumselBabel Lahat Branch will continue as long as the company is established. This is supported by the results of the author's observations on the online media Lahat Online where on the Anniversary of Bank SumselBabel Lahat Branch, Mr. Taufik as the Branch Manager of Bank SumselBabel Lahat Branch said that the increase in company assets as of October 31 , 2023 was worth 1.3 trillion, this can be an indication that the company will continue to run the sustainability of the program as long as Bank SumselBabel Lahat Branch still stands in the midst of society.

The concept of Stimulus related to program sustainability based on the results of observations made by the author, can be seen from how CSR programs that have been running as focused aspects by considering components such as Innovation, stakeholder involvement , and also partnerships. In the previous sub-chapter, it can be seen that the focus of aspects related to the sustainability of the CSR program by Bank SumselBabel Lahat Branch has been running and fulfilling aspects in program sustainability and is an indication that the CSR program that has been run by Bank SumselBabel Lahat Branch has been sustainable and can provide positive benefits to the company's stakeholders .

The sustainability of the program can be measured from the ongoing CSR program carried out by Bank SumselBabel , Lahat Branch. According to the results of observations made by the author, that during the last 5 years the

sustainability of the CSR program by Bank SumselBabel, especially Bank SumselBabel, Lahat Branch has been running for 5 years from 2019-2023. This is an indication that the Bank SumselBabel CSR Program has provided many positive benefits to stakeholders with the continued CSR programs run by Bank SumselBabel, Lahat Branch.

Response

Response is a reaction to a stimulus, a response exists because of the stimulation of an action or stimulus. In the context of this research, the author defines response as a reaction or response from stakeholders to a stimulus in the form of a Corporate program. Social Responsibility carried out by Bank SumselBabel Lahat Branch, so that in this research analysis, facts were found relating to the response of the community or stakeholders in the environment where the company carries out CSR actions in the form of responses and community assessments of the company's reputation.

To measure how this response is, the author categorizes several stages to achieve the research objective, namely how to analyze the Corporate Program. Social Bank SumselBabel's responsibility in improving the company's good image is as follows:

Community Support and Participation

Community support and participation are indications of community responses related to the stimulus provided. The CSR program carried out by Bank SumselBabel , Lahat Branch will not have sustainable value if the community does not contribute to supporting and participating in the CSR program carried out by Bank SumselBabel , Lahat Branch. Based on the results of observations made by the author, the CSR program run by Bank SumselBabel, Lahat Branch received a lot of support and the community contributed. With the support and participation of the community, the CSR program run by Bank SumselBabel, Lahat Branch can run well and achieve the objectives of the CSR itself, so that the results of observations in this research are described as follows:

- a. CSR recipient communities are enthusiastic about implementing CSR programs.
- b. The community feels very helped by the Mitra Bina Bank SumselBabel Lahat Branch program.

1. Stakeholder Trust

Trust Stakeholders are an indication of a company's business success, through the CSR program that has been implemented by Bank SumselBabel. Branch lahat can identify how stakeholder trust in Bank SumselBabel through the CSR program that has been implemented. Stakeholder trust can be an indication of the good reputation of Bank SumselBabel Lahat Branch, with a good company reputation, company stakeholders can trust the use of service products from this banking company and entrust their assets to Bank SumselBabel Lahat Branch.

Based on the results of observations conducted by the author through this research based on the results of interviews that CSR recipients have trusted Bank SumselBabel Lahat Branch in using service products and storing assets in this banking company, meaning that the positive image of Bank SumselBabel Lahat

Branch is very good in the eyes of the community, especially the fostered partners of Bank SumselBabel Lahat Branch.

In addition, based on the results of observations in the previous sub-chapter, as of October 31, 2023, the company experienced an increase in assets worth 1.3 trillion rupiah. With the increase in the company's assets, this becomes a benchmark for trust. stakeholders towards companies engaged in the banking industry, this is in line with the response of stakeholders who have entrusted Bank SumselBabel Lahat Branch in using their service products and indicates the company's good reputation in the eyes of the company's stakeholders.

CSR Awards

At this stage the author categorizes CSR awards as a form of good corporate image through CSR programs that have been implemented by Bank SumselBabel, through the results of observations on social media, it was found that Bank SumselBabel has often received CSR awards from year to year, this is reinforced by the assessment system of the TOP CSR Award where this award is followed by hundreds of companies in Indonesia. With various assessments from the jury.

So without the need to do more observations, it can be seen that the CSR carried out by Bank SumselBabel Lahat Branch has brought enough positive benefits to the company's stakeholders. Bank SumselBabel has carried out various corporate social responsibilities, by paying attention to various aspects that exist with a commitment to sustainable development and providing many positive benefits to the company's stakeholders. This is in line with the results of observations made by the author on the official website of Bank SumselBabel which states that the company will provide social responsibility with a commitment to sustainable development by paying attention to environmental aspects, stakeholders, and profit. So that the company does not only focus on economic aspects.

The receipt of the CSR award indicates that the public response to the CSR program of Bank SumselBabel, Lahat Branch has met the social responsibility standards of various assessors' assessments. This analysis can be strengthened by the results of observations from the official website of Bank SumselBabel in the form of documentation of the receipt of the CSR award.



Figure 2. TOP CSR Award (Sc : Banksumselbabel.com)

Based on the results of observations made by the author, this image is a form of CSR award received by Bank SumselBabel Lahat Branch as a form of appreciation for the commitment related to the CSR program that Bank Sumsel has carried out. This award is a form of stakeholder response to the CSR stimulus that has been implemented by Bank SumselBabel Lahat Branch. With a good response from stakeholders, it is hoped that Bank SumselBabel can continue to improve and innovate regarding corporate social responsibility and can provide as many positive benefits as possible to all stakeholders.

Positive Media Coverage

At this research stage, the author categorizes positive media coverage as a form of response from company stakeholders. Media has become the main medium in the era of technological development, especially in today's era where people can easily access information and interact from one audience to another, people more easily accept anything published on online media. This is one indication of the company's stakeholder response to the CSR program run by Bank SumselBabel Lahat Branch, the author in this research collected data through media observation, interviews with the company and journalists, and also collected documentary evidence.

In this research analysis, it was found that good media coverage and positive audience response to online media coverage related to the company's CSR program in improving the company's good reputation in the eyes of the public, this can be measured through:

- a. Good media coverage
- b. Good public response
- c. High number of viewers

5. Image Analysis

Image Analysis is a process of evaluating public perception of Bank SumselBabel Lahat Branch. Brand Image includes various elements that influence how Bank SumselBabel Lahat Branch is seen and perceived by the public. With this Brand Image indication, we can see how the response indication is through the Corporate Social Responsibility. It can be analyzed how the brand image of this banking company improves the company's good reputation, so that in the observations in this research it can be explained as follows:

- a. Bank SumselBabel's fostered partners fully support the CSR program implemented by Bank SumselBabel Lahat Branch.
- b. stakeholders are very loyal and trust the banking company Bank SumselBabel Lahat Branch.
- c. The public responded very well to the news regarding the CSR program run by Bank SumselBabel Lahat Branch.
- d. Positive Stakeholder Response regarding CSR regarding the Company's Brand Image.

CONCLUSIONS AND RECOMMENDATIONS

Corporate Social Responsibility is a form of corporate social responsibility, Corporate Social Responsibility as a form of corporate organizational communication is a strategy used to demonstrate their responsibility towards

society and the environment. Corporate Social Responsibility is also a way to improve the company's good image from various stakeholders, Bank SumselBabel Lahat Branch is a company engaged in banking services where this company operates in the South Sumatra Bangka Belitung area.

With the establishment of Bank Sumsel Babel, Lahat Branch in the midst of the Lahat Regency community, it has not escaped the public's attention to this company which operates in the banking services sector, therefore Bank Sumsel Babel, Lahat Branch has carried out its corporate social responsibility by committing to sustainable development by implementing the Triple Concept. Bottom Line where the company is not only profit-oriented but also thinks about stakeholders and the environment in which the company operates. Bank SumselBabel Lahat Branch in its CSR program is considered effective in improving the company's image by showing commitment to social issues so that it can improve the company's good image and be considered more trustworthy.

Stakeholders tend to be more loyal and prefer to establish business partnerships with companies that are considered responsible and care about the community, in addition, the media is also considered an effective corporate communication tool from this media can help increase visibility and a good image in the eyes of the public. Overall, the Corporate Social Responsibility program Social Well-designed and implemented responsibility has a significant positive value on the company's image. It not only helps in improving a good image but also creates long-term value for the company and the wider community.

ADVANCED RESEARCH

Future research could explore the long-term impact of CSR initiatives at Bank SumselBabel Lahat Branch on both financial performance and stakeholder engagement, examining how consistent social and environmental commitments translate into sustainable competitive advantages. An advanced study could employ longitudinal methods to assess the correlation between CSR activities and key performance indicators (KPIs), such as customer retention, brand loyalty, and profitability. Additionally, incorporating comparative analysis with other banking institutions operating in the same region could provide insights into best practices and industry benchmarks for CSR implementation. Further investigation into digital communication strategies, particularly through social media, could also reveal how CSR messaging influences public perception and strengthens corporate reputation in a digitally-driven society.

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