


Implementation of Cause-Related Marketing Strategy in Increasing Consumer Engagement with Brands

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Article Info	ABSTRACT
<p>Keywords: Cause-Related Marketing, Consumer Engagement, Corporate Social Responsibility, Brand Image, Brand Loyalty.</p>	<p>This study aims to analyze the implementation of Cause-Related Marketing (CRM) strategies in increasing consumer brand engagement. CRM is a form of corporate social responsibility that combines business objectives with social goals through partnerships between companies and non-profit organizations. This approach allows companies to focus not only on profits but also on contributing to social and environmental issues relevant to consumer values. This study used qualitative methods with a descriptive approach, through literature review, social campaign observations, and analysis of CRM implementation by several companies, such as Unilever (Lifebuoy and Molto) and Burger King. The results show that CRM strategies can strengthen emotional connections and consumer engagement with brands, enhance positive corporate image, and attract market segments such as Millennials and Gen Z, who care about social issues and sustainability. CRM also creates shared value between companies, social organizations, and communities through mutually beneficial partnerships. In conclusion, CRM has proven effective in building consumer brand engagement and loyalty. Authentic, consistent, and socially value-oriented CRM implementation can strengthen a company's reputation, foster consumer trust, and support sustainable development goals. Therefore, companies need to integrate social values into their marketing strategies to create long-term, profitable relationships between businesses, consumers, and communities.</p>
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INTRODUCTION

In recent years, the concept of corporate social responsibility (CSR) has experienced rapid development and become an important aspect of modern business strategy. CSR is no longer viewed solely as a philanthropic activity, but rather as an integral part of a company's strategy to create a balance between economic profit, social welfare, and environmental sustainability (Nurozi & Sisdianto, 2024). According to Wibisono (2007), CSR is a form of corporate responsibility towards stakeholders to behave ethically, reduce negative impacts, and maximize positive impacts across three main aspects: economic, social, and environmental—known as the triple bottom line concept: profit, people, and planet. Through the implementation of CSR, companies are expected to contribute to sustainable development while maintaining their reputation and public trust in their brands.

Based on this view, Kotler and Lee (2005:22) introduce several forms of corporate social responsibility (CSR) implementation that can be implemented by organizations, one of which is the concept of Cause-Related Marketing (CRM). In this approach, companies integrate social goals with marketing strategies by inviting the public to purchase or use products. A particular service, where a portion of the proceeds from the sale are donated to support a social or humanitarian issue. This strategy not only serves as a form of social contribution but also serves as an effective means of strengthening brand image and increasing consumer emotional engagement with the brand. CRM creates a mutually beneficial relationship, as consumers feel part of the social change the company is promoting, while the company gains greater loyalty and public trust (Nasir & Fariduddin, 2010).

Furthermore, Diansyah & Fitri (2023) emphasize that implementing CSR programs, including the concept of Cause-Related Marketing, provides various strategic benefits for companies, including maintaining and enhancing their reputation and positive public image. Consistent, constructive social actions can strengthen public perception that a company possesses integrity and high social awareness, thus supporting long-term business sustainability. This aligns with Endacott's (2004) opinion, which states that Cause-Related Marketing creates a win-win situation for all parties: the company experiences increased sales and a positive image, consumers gain moral satisfaction from contributing to social activities, and program beneficiaries receive tangible support from product sales. Thus, Cause-Related Marketing is one of the most effective forms of CSR strategy in building emotional connections, loyalty, and shared values between companies, consumers, and communities (Jahdi, 2014).

Today, companies are required to focus not only on increasing financial profits but also on creating social and emotional value that can strengthen relationships with their consumers. Today's consumers are increasingly critical of corporate behavior and tend to support brands that care about social and environmental issues (Hamizard et al., 2024). Therefore, marketing strategies that prioritize humanitarian values and sustainability, such as Cause-Related Marketing (CRM), are becoming increasingly relevant. This strategy allows companies to foster emotional bonds between brands and consumers through participation in meaningful social activities. By linking product purchases with contributions to a social cause, consumers are not only purchasing the product but also the meaning and values behind it (Haro et al., 2024).

Changing consumer behavior toward a preference for ethical brands is driving companies to adapt and innovate in their marketing approaches. Modern consumers tend to judge brands based on their commitment to relevant and authentic social issues (Ifadhila et al., 2024). Therefore, companies that demonstrate social responsibility through concrete programs will gain long-term trust and loyalty from their consumers. In this context, cause-related marketing is an effective strategy for building strong brand engagement. It not only creates differentiation in the market but also strengthens the company's positive image in the minds of consumers (Kartikawangi, 2018).

Furthermore, implementing cause-related marketing also has a strategic impact on business reputation and sustainability. Companies that consistently implement social

campaigns are able to foster brand trust, which is a key foundation for building consumer engagement (Aeni & Sagir, 2022). Consumer involvement in a company's social programs creates an emotional experience that enhances a sense of belonging to the brand. Thus, consumer engagement is formed not only by product quality or competitive pricing but also by the social and moral values inherent in the brand. This phenomenon demonstrates a paradigm shift from transactional marketing to relationship marketing, where long-term relationships and social meaning are the determining factors for loyalty (Mulyanto, 2023).

Based on this background, this study seeks to analyze the application of cause-related marketing strategies to increase consumer brand engagement. The study was conducted using qualitative methods aimed at deeply exploring consumer perceptions, motivations, and experiences with the company's cause marketing programs. Through this approach, it is hoped that a comprehensive understanding of how companies design and implement effective cause-related marketing programs and how these strategies contribute to increased consumer engagement and loyalty will be achieved. The results of this study are expected to provide theoretical contributions to the development of marketing science, as well as practical implications for companies in designing sustainable, socially value-based marketing strategies.

METHOD

This research employed a qualitative method with a descriptive approach. This method was chosen because it aimed to gain a deeper understanding of social phenomena related to the implementation of Cause-Related Marketing (CRM) strategies in building consumer brand engagement. The qualitative approach allowed researchers to explore consumer perceptions, experiences, and perspectives on the company's cause marketing activities. Research data was obtained through observation, literature review, and documentation in the form of publications, activity reports, or social media content related to the program (Yulianah, 2022).

The collected data were then analyzed using Miles and Huberman's interactive analysis, which involves three main stages: data reduction, data presentation, and conclusion drawing. Data reduction was carried out by selecting and simplifying important information from interviews and observations. Data presentation was carried out in the form of descriptive narratives to highlight patterns, themes, and relationships between concepts discovered during the research (Sugiyono & Lestari, 2021). Furthermore, conclusions were drawn by interpreting the meaning of the analyzed data to answer the research focus, namely how the implementation of Cause-Related Marketing strategies can increase consumer brand engagement. To maintain the validity of the data, researchers use source and method triangulation techniques, by comparing data from various informants and documentation sources, so that the research results have a high level of reliability and validity.

RESULT AND DISCUSSION

In modern marketing, Cause-Related Marketing (CRM) has emerged as a crucial strategy for building emotional connections between companies and consumers. CRM is a form of collaboration between companies and non-profit organizations to support specific social

issues through donations linked to product or service sales (Lee & Johnson, 2019). This strategy enables companies to integrate social responsibility with business objectives, thus not only pursuing financial profit but also providing social and moral value to society. In this context, implementing Cause-Related Marketing is an effective way for companies to project a positive image, strengthen brand reputation, and build stronger bonds with their consumers through participation in meaningful social activities (Furman & Maison, 2020).

In addition to providing benefits to companies and partner organizations, consumers play a significant role in Cause-Related Marketing strategies. By purchasing products that contribute to social activities, consumers feel directly involved in acts of kindness, ultimately strengthening emotional bonds and brand loyalty. When consumers perceive that their purchases can help others, they tend to have positive perceptions and a sense of ownership of the brand (Firmansyah, 2019). This aligns with the concept of brand engagement, where the relationship between consumers and brands is not merely transactional but also based on values, emotions, and social meaning. Therefore, the implementation of Cause-Related Marketing not only creates social awareness but also serves as a means of building long-term relationships between companies and consumers (Kristanti, 2015).

Furthermore, the development of global issues such as sustainability, social responsibility, and environmental awareness further strengthens the relevance of Cause-Related Marketing in the contemporary marketing context. Various studies confirm that consumers are now increasingly paying attention to ethical aspects and corporate social responsibility when making purchasing decisions (Kim et al., 2023). The COVID-19 pandemic has also demonstrated the importance of business adaptation and corporate social awareness to societal conditions (Herdinata & Pranatasari, 2022). In this situation, companies that demonstrate social awareness through impactful marketing programs will have a competitive advantage and gain greater consumer trust. Therefore, CRM is not merely a promotional tool but also a communication strategy that affirms a brand's social commitment in the eyes of the public.

Furthermore, implementing a cause-related marketing strategy requires companies to adapt to changing consumer behavior and market dynamics. Companies need to understand the social values considered important by their target consumers and package these values in authentic and sustainable campaigns (Kusuma & Fridayani, 2022). When cause marketing programs are implemented consistently and in line with brand identity, they can strengthen consumers' emotional and psychological attachment to the brand. Therefore, research on the implementation of cause-related marketing strategies is crucial for understanding how social values can be integrated into business strategies to create meaningful relationships, increase consumer loyalty, and strengthen brand positioning in an increasingly competitive market.

Cause-related marketing (CRM) strategies can increase consumer engagement with brands through partnerships between businesses and non-profit organizations to support social or environmental causes. Their implementation creates shared value, where companies enhance brand image and consumer loyalty while achieving profits. So, how can CRM strategies be implemented to increase consumer engagement?

a. Building Emotional Connections

The implementation of Cause-Related Marketing (CRM) strategies plays a crucial role in building emotional connections between consumers and brands. This strategy connects marketing activities with social or environmental issues relevant to consumer values. When consumers know that a portion of their purchases goes to support a social cause they care about, they tend to feel a greater emotional connection to the brand. This connection is based not only on the functional benefits of the product, but also on the symbolic and moral meanings inherent within it. Thus, CRM serves as a bridge between business interests and social values, creating a sense of community between companies and consumers in the pursuit of a greater purpose.

Furthermore, the emotional connection formed through CRM can strengthen consumers' sense of belonging and psychological attachment to the brand. When consumers feel their personal values are reflected in a company's social actions, they feel like they are part of a community with a positive purpose. In this context, consumer engagement is no longer transactional but rather transformational, where the relationship between brand and consumer is built on empathy, values, and shared social responsibility. This aligns with the concept of brand engagement, which emphasizes the importance of emotional interaction and active consumer participation in strengthening brand loyalty. Therefore, CRM is an effective strategy for creating deeper connections between companies and their consumers.

Furthermore, the emotional connection built through CRM also has a long-term impact on consumer loyalty. Consumers who feel emotionally connected to a brand tend to be more loyal, more tolerant of price changes, and more likely to recommend the product to others. The sense of pride in contributing to a social cause through the consumption of a particular product fosters an inner satisfaction that strengthens that loyalty. Thus, CRM is not only a strategy for enhancing a company's positive image but also an effective tool for building emotional attachment and lasting loyalty. The relationship between consumers and brands is no longer simply based on needs but rather on human values, which lend deeper meaning to the consumption experience.

b. Encouraging consumer engagement

The implementation of Cause-Related Marketing (CRM) strategies plays a significant role in encouraging consumer engagement through active participation in the company's social activities. Through CRM campaigns, consumers no longer act as passive buyers but also as part of the solution to the social issues addressed by the company. This engagement gives consumers the opportunity to indirectly contribute to social causes they deem important, such as education, health, or environmental conservation. For example, the "Lifebuoy Berbagi Sehat" campaign, which donates a portion of soap sales proceeds to community hygiene programs, creates a sense that every purchase has a real social meaning. Thus, CRM transforms the consumption process into an activity with emotional, social, and moral value, rather than simply an economic exchange.

Consumer involvement in social campaigns like this strengthens the participatory relationship between the brand and its audience. When consumers feel involved in a company's social mission, they tend to form stronger emotional bonds and demonstrate loyal

behavior toward that brand. CRM also provides a space for consumers to experience moral satisfaction from being part of a positive social action, which in turn increases consumer engagement and brand identification. In this context, engagement is not merely symbolic, but also a form of expression of consumers' personal values that align with those of the company. In this way, CRM becomes an effective means of deepening the social and emotional connection between a brand and its consumers.

Furthermore, consumer engagement built through CRM has long-term implications for brand loyalty and advocacy. Consumers who feel emotionally and socially engaged with a brand are more likely to support the company's campaigns, share their positive experiences, and even act as brand advocates in their social circles. This form of engagement strengthens the brand's position in the market because consumers are not just users but also active partners in spreading the brand's positive values. Therefore, a CRM strategy designed with authenticity, relevance, and sustainability can increase consumer engagement levels while strengthening the emotional connections that underlie consumer brand attachment.

c. Attracting specific market segments

Cause-Related Marketing (CRM) strategies have significant potential in attracting specific market segments, particularly Millennials and Gen Z, who are known for their high social awareness and sensitivity to moral and environmental issues. These two generations consider not only functional aspects or price in their purchasing decisions but also assess the social values and goals promoted by brands. They tend to support companies committed to sustainability, social justice, or humanitarian issues relevant to their personal values. Therefore, implementing a CRM strategy can be an effective tool for companies to build emotional connections with this young consumer group, as they feel involved in social change through their consumption choices.

Furthermore, Millennials and Gen Z are highly active on social media and tend to share their positive experiences with brands perceived as having a meaningful purpose. This makes CRM not only impactful in enhancing brand image but also in expanding promotional reach through digital word of mouth. When companies launch authentic and transparent social campaigns, young consumers tend to feel proud to be part of the movement and voluntarily share the brand's message on digital platforms. This phenomenon reinforces CRM strategies as a means of two-way communication between brands and consumers, where emotional and social engagement generates deeper engagement.

Furthermore, implementing CRM that focuses on values relevant to Millennials and Gen Z can be a competitive differentiator in an increasingly crowded marketplace. This generation demands brands not only sell products but also demonstrate a commitment to tangible social impact. Companies that demonstrate authenticity and consistency in implementing social responsibility programs will more easily gain the trust and loyalty of this segment. Thus, CRM functions not only as a marketing strategy but also as a strategic approach for building long-term relationships with consumers who share a strong social value orientation and purpose.

d. Creating shared value

Cause-Related Marketing (CRM) strategies are fundamentally not solely oriented toward philanthropic activities but also emphasize the creation of shared value between

companies, nonprofit organizations, and communities. In this context, CRM fosters mutually beneficial strategic partnerships where both parties collaborate to achieve social goals while strengthening the business's market position. Companies gain enhanced reputations, public trust, and consumer loyalty, while nonprofits gain financial support and access to broader networks and resources. Thus, CRM creates a beneficial symbiosis, where economic and social activities reinforce each other, rather than negate each other.

Partnerships built through CRM also emphasize that social responsibility is no longer an optional activity for companies, but rather an integral part of a sustainable business strategy. Genuine collaboration between companies and social institutions enables innovations that not only enhance brand competitiveness but also have a tangible positive impact on society. For example, companies can collaborate with nonprofits on projects aimed at community economic empowerment, environmental conservation, or improving public health. This approach not only strengthens brand credibility but also demonstrates an authentic commitment to sustainable social change, ultimately deepening consumer engagement with the brand.

Furthermore, the concept of shared value created through CRM strengthens the emotional and rational connection between consumers, companies, and society. Consumers who recognize that their purchases contribute to a social purpose feel part of the value creation process. This fosters a sense of belonging to the brand and enhances ongoing brand engagement. Therefore, a CRM strategy that focuses on authentic collaboration and shared value creation not only strengthens the company's social image, but also builds a mutually beneficial ecosystem between businesses, social organizations, and consumers in realizing sustainable development.

e. Influencing consumer behavior

Cause-Related Marketing (CRM) strategies have been shown to significantly influence consumer behavior, particularly in shaping their perceptions and preferences for brands. Through campaigns that link product purchases to specific social causes, companies can increase brand attractiveness and strengthen a positive public image. Consumers tend to perceive brands with social concerns as more responsible, ethical, and trustworthy than brands focused solely on commercial gain. This positive perception then plays a significant role in the purchasing decision-making process, where consumers purchase products not only out of functional need but also because they feel they support a social mission that aligns with their personal values.

Furthermore, various studies have shown that CRM has a long-term impact on consumer loyalty. Consumers who feel connected to a company's social values are more likely to make repeat purchases and recommend the product to others. This occurs because CRM creates an emotional dimension in the consumer-brand relationship, where every purchase is perceived as a contribution to social good. In the context of low-involvement products, such as everyday necessities, CRM can be a key differentiator that fosters brand preference in a competitive marketplace. In other words, this strategy transforms a simple purchase into a meaningful experience that connects consumers to a larger social purpose.

Furthermore, consistent CRM implementation can strengthen consumer trust and commitment to a brand. When consumers see that a company transparently implements and reports the results of its social campaigns, their trust in the brand increases. This trust is a crucial foundation for building long-term loyalty, as consumers tend to support brands that demonstrate integrity and contribute significantly to society. Thus, CRM not only influences short-term purchasing behavior but also plays a strategic role in forming lasting emotional connections and trust between consumers and brands.

The application of Cause-Related Marketing (CRM) in the business world can be seen in various campaigns launched by large companies that combine social goals with their marketing activities. One prominent example is the "Lifebuoy Shares Health" program initiated by Unilever through its Lifebuoy soap product. Under this program, a portion of product sales proceeds are donated to social causes such as hygiene education, improving public health, and providing sanitation facilities in areas in need. This campaign not only strengthens Lifebuoy's image as a brand that cares about public health but also increases consumer emotional engagement, as they feel that every purchase of a Lifebuoy product directly contributes to a worthwhile social mission. This is the essence of CRM—the integration of business and social goals that creates shared value for the company and society.

Another example is the "Cuciku Satu Rinse Bersama Molto" campaign, also launched by Unilever. This program focuses on environmental issues, specifically saving clean water when washing clothes. Through this campaign, Unilever not only promotes Molto fabric softener but also educates the public about the importance of efficient water use. This activity falls into the CRM category because the company encourages consumers to participate in positive social behavior change through the use of its products. This way, consumers feel part of environmental conservation efforts, while the company gains an image as a brand responsible for sustainability issues. This demonstrates that CRM doesn't always involve financial donations; it can also take the form of social campaigns that change people's behavior in line with the social goals they promote.

Besides Unilever, another interesting example comes from Burger King, which demonstrated solidarity with its main competitor, McDonald's, during the COVID-19 pandemic. In this campaign, Burger King encouraged the public to purchase McDonald's products to support fast-food restaurant employees who were economically impacted by restrictions on activities. This action generated significant public sympathy because it demonstrated strong humanitarian values and empathy, even though Burger King and McDonald's are business competitors. This action falls into the Cause-Related Marketing category because Burger King leveraged its brand strength to support a larger social cause, namely helping fellow industry players affected by the pandemic. The positive impact was that Burger King gained a strong, humanistic, and ethical brand image, while strengthening the loyalty of consumers who value the values of social solidarity and empathy.

From these three examples, it can be concluded that CRM implementation functions as a value-based marketing strategy and social empathy, which not only increases sales but also strengthens the emotional connection between the brand and its consumers. Each program

has a clear social objective, whether in the areas of health, the environment, or humanitarian solidarity. Through this approach, companies are able to demonstrate a real commitment to social responsibility while expanding their positive impact on society. CRM thus becomes a crucial strategy that combines economic benefits with social contributions, creating mutually beneficial relationships between businesses, consumers, and communities.

CONCLUSION

Cause-Related Marketing (CRM) is an effective marketing strategy that integrates business objectives with social concerns. Through CRM implementation, companies focus not only on achieving economic profit but also actively participate in making a positive impact on society and the environment. This strategy enables companies to build a strong, ethical, and sustainable public image. In this context, consumers become more than just buyers but also partners in supporting the company's social goals, creating a more meaningful relationship between the brand and its audience. Thus, CRM serves as a strategic tool for creating shared value that strengthens the company's reputation while making a tangible social contribution. Beyond creating a positive image, CRM implementation has also been proven to increase consumer engagement and loyalty to the brand. Consumers who feel involved in social campaigns develop an emotional and moral connection to the brand. This is evident in various examples, such as the "Lifebuoy Berbagi Sehat" and "Cuci Cuci Sekali Rinse Bersama Molto" programs, which not only successfully encouraged consumers to participate in social activities but also strengthened their awareness of the importance of healthy living and environmental protection. Similarly, Burger King's empathy for McDonald's during the COVID-19 pandemic reflects the values of solidarity and humanity behind its business strategy. All of these examples demonstrate that CRM can build long-term relationships based on trust, social values, and a sense of belonging between consumers and brands. Overall, CRM is a relevant strategic approach in the modern era, where consumers are increasingly critical of companies' ethical behavior and value brands with social commitments. Authentic, consistent, and sustainable CRM implementation can create strong competitive differentiation and strengthen a brand's position in the market. By prioritizing genuine collaboration between companies, non-profit organizations, and consumers, CRM becomes not only a marketing tool but also an instrument for realizing corporate social responsibility oriented towards sustainable development. Therefore, the success of a CRM strategy depends on the extent to which a company is able to balance economic goals with social values, thus creating positive synergies that benefit all parties involved.

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