# Corporate Social Responsibility in Media Digital During COVID-19 Pandemic

# Tanggung Jawab Sosial Perusahaan di Media Digital Selama Pandemi COVID-19

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## Abstract

The research aims to analyze corporate social responsibility (CSR) on social media in PT Tip Top during the COVID-19 Pandemic. Social media usage in corporate social responsibility activities allows the creation of an interactive horizontal dialogue between the company and stakeholders. The research would find out how PT Tip Top Supermarket implements Corporate Social Responsibility on Social Media. The research uses qualitative research methods with a case study approach. The author uses 'holistic single case' design. This research uses three sources of evidence, including direct observation, document analysis, and literature review. This research indicates that the CSR program on online media at PT Tip Top leads to the concept of corporate social marketing.

**Keywords**: Corporate social responsibility; Digital media; Implementation corporate social responsibility; Social media

## Abstrak

Penelitian ini bertujuan untuk menganalisis aplikasi program corporate social responsibility (CSR) pada media sosial dan digital di PT Tip Top selama pandemic COVID-19. Penggunaan media online pada aktivitas CSR menghasilkan interaksi yang bersifat horizontal antara perusahaan dan stakeholder. Penelitian ini bertujuan untuk mengetahui bagaimana penerapan Tanggung Jawab Sosial Perusahaan PT Tip Top Supermarket di Media Sosial. Penelitian ini menggunakan metode penelitian kualitatif deskriptif dengan pendekatan studi kasus. Penulis menggunakan desain penelitian 'holistic single case', dengan tiga sumber data yakni observasi langsung, analisis dokumen, dan tinjauan pustaka. Penelitian ini menghasilkan indikasi bahwa program CSR pada media online di PT Tip Top mengarah pada konsep corporate social marketing.

**Kata Kunci**: Implementasi tanggung jawab sosial korporasi; Media online; Media sosial; Tanggung jawab sosial korporasi

## Introduction

Corporate Social Responsibility (CSR), which cannot be defined in a single way, has its concept remained unchanged since its appearance in the business world. Implementing CSR in business strategy not only responds to commitments to social agents but also analyzes its possible positive effect on financial performance indicators, due to improved employees motivation, the ability to attract talent, improved resource management, competitiveness or reliability in the company, among other aspects (Kao et al., 2018).

In most definitions, the three keys of CSR are economic, social, and environmental (Chowdhury et al., 2019; Marí Farinós, 2017; Uribe-Macías et al., 2017). First, The economic key is CSR represents how companies contribute to the demands and requirements of stakeholders and especially the role they play in ensuring long-term sustainability (Fernández-Guadaño & Sarria-Pedroza, 2018). The social key is related to human resources (Lu et al., 2019), both in the company and in its environment (Marí Farinós, 2017). The company's responsibility towards employees and society, in general, is contemplated in the social dimension of CSR (Shnayder & Van Rijnsoever, 2018).

The environmental key referred to the obligation of companies to take care of the environment, understanding the fundamental role it plays in obtaining sustainable development and taking into account the effects that it may have on climate change (Lu et al., 2019; Marí Farinós, 2017; Taliento et al., 2019). Previously, much literature found relationships between the company's social, environmental, and financial and economic performance (Brogi & Lagasio, 2019; Chowdhury et al., 2019; Taliento et al., 2019) concluding that the three keys are interconnected, and joint action ensures long-term sustainability.

The actual condition of retail companies in Indonesia also places the issue of CSR on an essential note. This is based on the company's sense of responsibility towards the community to empower and provide benefits. The retail industry utilizes surrounding public facilities, which will automatically impact environmental conditions in the community. This condition makes the relationship between the company and the community not only profit-oriented, though the focus of the company is its business activities.

The World Business Council for Sustainable Development defines CSR as a business commitment to contribute to sustainable economic development, working with company employees, the families of these employees, as well as the local community (local) and society as a whole, to improve the quality of life (Rahman, 2009). One of the new applications of the CSR program is to combine CSR programs and digital media. Digital media has the potential to drive social change. Asep Syamsul M. Romli, in the book Online Journalism: Guidelines for Managing Digital media (2012), defines digital media as "mass media that is presented online on internet websites" (Romli, 2012). Besides, one of the forms of digital media is social media that have changed the way people interact with each other or even with companies (Hanna et al., 2011; Kietzmann et al., 2011).

CSR is benefitted by digitalization in several ways, including marketing CSR activity that benefits a lot related to (1) Societal involvement; (2) Gaining trust by evidence-based decision (3) Positive image; (4) Higher competitiveness; (5) Customer retention and wider support (Vishwakarma, 2019).

The rise of Web 2.0 has enabled consumers to actively act and react to what

companies are doing without being dependent on third parties for media-access. This means anyone with a smartphone can potentially reach a worldwide audience (Cormode & Krishnamurthy, 2008; O'Reilly, 2007). Furthermore, the consumers also have shifted their information-seeking behavior about products and services from offline sources to electronic word-of-mouth sources (eWOM), such as social networking and review sites (Gruen et al., 2006). The potential of digital media to make changes greater social activities inspire companies to develop CSR programs based on digital media in Indonesia. The involvement of digital media in CSR activities will revolutionize the way of communicating between companies and stakeholders, especially in more responsible corporate business activities.

PT Tip Top Supermarket is a company that carries out digital media-based CSR activities. The CSR concept carried out by PT Tip Top Supermarket is still relatively new in applying CSR programs in Indonesia. This sharia company holds a CSR program called "Belajar Sains dirumah Aja" and "Hafalan Doa Harian". "Belajar Sains dirumah Aja" program aims to provide insights specially for children aged 6-12 years about science and encourage children's interest in learning science through digital media named Zoom. On the other hand, "Hafalan Doa Harian" program aims to provide insights especially for children aged 2-6 years about religion and encourage children's interest in learning Islam through social media (Instagram).

The Selection of PT. The Tip Top Supermarket as a single case in this study is based on several specific considerations. The first consideration is the affordability of the research location by the author, both in terms of budget and time efficiency. The implementation of the study in the selected location did not cause problems in terms of the ability of the data. One thing that is very helpful in researching this preferred location is the issue of budget. The author is not required to pay higher costs for field studies when compared to research elsewhere. Besides, the selection of this research location can provide time efficiency and enable the author to carry out the main duties as an employee at the company.

The difference between PT Tip Top Supermarket in carrying out its CSR activities from other companies has attracted the attention of the author to find out more about the CSR activities of PT Tip Top Supermarket, which are applied in the implementation of the program in the realm of digital media (Zoom and Instagram). Social media can be used as an instrument that can get beneficiaries closer to the community so that the community as participants can ask directly and get accurate and accurate information about the CSR program. Social media can also help communicate CSR programs that are carried out to inspire so that many other participants are encouraged to carry out social activities and jointly solve social problems.

The following are some indicators of the importance or contribution of this research. First, the study sees the interests and needs of stakeholders as one of the participants. Companies can do stakeholder mapping. Stakeholder mapping is useful as a starting point in developing a communication strategy in implementing CSR programs on social media. Communication delivered through the CSR program aims to provide information and educate stakeholders. Second, when choosing social media as an intermediary medium for messages from CSR programs, companies could use social media as an instrument that can bring beneficiaries closer to the community. So, the community can ask directly and get accurate information about the CSR program.

Several previous pieces of literature have discussed CSR critically. First, the rejection of a repellent group remains despite various CSR programs for society (Sabini

& Ganiem, 2015). Second, the influence of the effectiveness of CSR communication and information (including official website) (Natalina Nilamsari, 2017; Nurjannah et al., 2017). Third, the effects of local wisdom on the CSR initiatives; that local wisdom integrates worship, human, and nature has been adopted as a CSR guidance and appears across all levels of CSR starting from the program planning phase (Kartikawangi, 2018; Lampe, 2018; Putra et al., 2019; Rosilawati & Mulawarman, 2019).

Thus, the gaps that will be filled with this research are corporate social responsibility in digital media and the analysis through the dragonfly model. The research question will be on how PT Tip Top Supermarket implements Corporate Social Responsibility on Social Media. The author will emphasize PT Tip Top Supermarket's CSR program's application through the "*Belajar Sains dirumah Aja*" and "*Hafalan Doa Harian*" programs starting from the planning, implementation, and evaluation processes. At the end of the discussion, the author will explain CSR's concept with a new concept, namely corporate social responsibility in digital media. These factors make this research have more value than other existing studies.

The article uses the concept of corporate social responsibility in digital media and the dragonfly model. In late 1997, The Institute of Public Relations Research and Education public relations and communications leaders gathered to ask them to demonstrate a number of technology-driven changes and the real and potential impact of changes in the way organizations communicate (Solihin, 2008). Following are some illustrations regarding the impact of this new media technology:

1. The intranet and the internet make possible two-way communication that was never possible.
2. The new media landscape is changing rapidly and will continue for the next several years.
3. Technology is able to distribute and obtain more data and information than before.

With the increasing accessibility of the internet, especially online media such as Zoom, people's way of interacting is also changing. Digital media is specialized in the speed and interactivity of the communication that occurs. The dragonfly model will be the basis for this research. The author chose the dragonfly model because this theory illustrates the power of social media to drive social change. This model can be applied with a social media-based corporate social responsibility program that aims to create change, which is in accordance with the topic under study. Aaker and Smith (2010) formulated the four wings of "the dragonfly model" as a guide for developing a corporate social responsibility program.
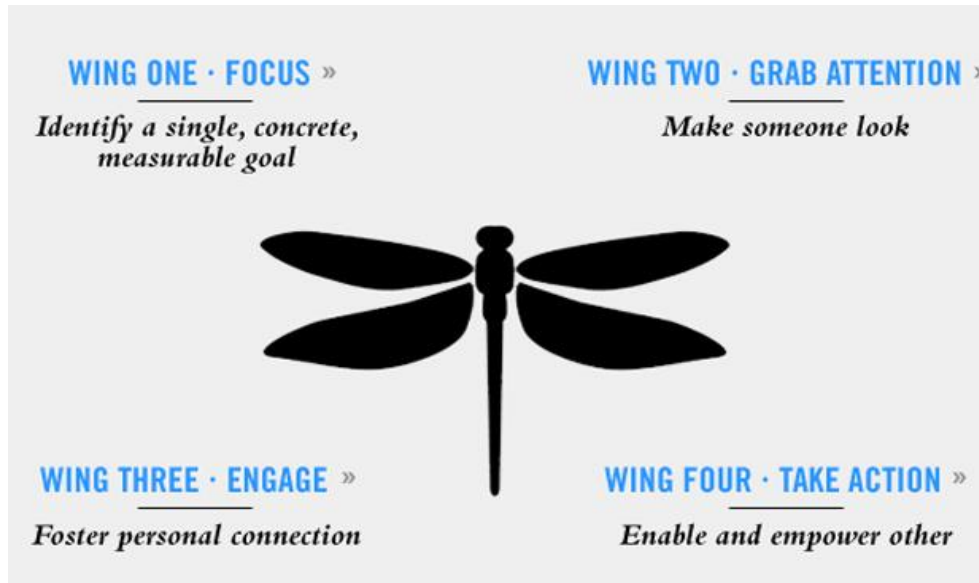
Figure 1. The Dragonfly Effect (source: Aaker et al., 2010)

1. Focus. In developing CSR campaigns through social media, what must be considered is to develop focused goals. In this stage, four things must be considered, including the process of determining participants, the process of determining short-term and long-term goals, and researching the program that will be held first.

2. Grab Attention. At this stage, the company will try to grab attention by empathizing with the target participants. It is done by making an interesting program. Several aspects need to be considered, including that the message conveyed should be personal, unpredictable, and visualized to be more attractive. The message should also involve all senses, which means the message conveyed can be seen, heard, and felt.

3. Engage. This stage is about empowering participants to care about the campaign being delivered. It is done by making personal connections, empathizing, presenting genuine messages, and adding stories. Stories are packaged attractively and then uploaded via videos and blogs. The story will later become more meaningful so that the participants and even the whole world will enjoy it.

4. Take Action. This stage serves to activate and empower the community to take action. In the process of taking action, the company must help participants to be involved in the CSR program. The involvement of participants in CSR actions is one of the achievements of the CSR program.

**Method**

This research applied a descriptive qualitative research method with a case study approach. Case study data can be obtained from all parties concerned; in this study, the data is collected from various sources (Nawawi, 2003). Case studies make it possible to investigate a particular event, situation, or social condition and to provide insight into the processes that explain how certain events or situations occur (Hodgetts & Stolte, 2012). Furthermore, Hodgetts and Stolte (2012) explain that individual, group, or community case studies help show important things of concern, society's social

processes in concrete events, and stakeholder experiences. Case study data can be obtained from all parties in charge. The data in this study were collected from various sources according to Stake (1995), including:

1. Direct observations, which are carried out during field visits during the case study and are more reliable if carried out by more than one person. Participant observation can be done to make the researchers actively involved. In this case, the author is the corporate social responsibility representative of the company who directly observes the activities and events.
2. Data collection, which can be obtained from documents that will be analyzed later. Documents come from companies such as annual reports, official websites, and social media of PT. Top Tip.
3. A literature review, which is carried out by analyzing, evaluating, and reviewing some literature related to the implementation of online media-based CSR programs. To support research, library data was also collected, such as books, electronic books, journals, online journals, online archives, magazines, and others (Stake, 1995).

In short, case studies enable researchers to sustain real-life events, such as a person's life cycle, organizational and managerial processes, and changes in the social environment, international relations, and industrial maturity. The author uses time series analysis by entering the patterns according to Aaker and Smith's four wings of the dragonfly model: focus, grab attention, engage, and take action. The four wings are the theoretical basis for analyzing the data in this study. The primary data collection techniques were also conducted by observation directly and deeply with the parties involved in CSR programs, the head of PT. Top Tip, and society. Primary data is in the form of CSR program activities carried out, whether they are right on target or not.

**Results and Discussion**

PT Tip Top's marketing communication team has done almost all aspects (wings) suggested by referring to the four dragonfly wings in the dragonfly model. However, it is undeniable that several stages have not been maximally carried out by the marketing communication team of PT Tip Top Supermarket. Below are some assessment results and suggestions from the author.

1. Focus: Testable - At this stage, it is better if the marketing communication team does more in-depth research, not only focusing on analyzing brand sponsorship promotions in digital media. PT Tip Top Supermarket could research what the community needs so that the CSR program's implementation will better adjust to the needs of the community as the audience.
2. Grab Attention:
   a. Deliver the unexpected – The messages conveyed in the CSR program are still less surprising. This can be a concern for the marketing communication team in the future.
   b. Visualize your message - Need to make promotional programs more attractive. This is done as participants are more interested in the visualization of messages displayed on social media, so in the end, they get involved and take real action to make social change through the CSR program.
   c. Make a visceral connection - You need to add a video to make the message easier to digest. Giving more videos will stimulate all senses of the participants, so participants will more easily accept the process of

interpreting messages. Finalists for program "A" can download their profile and activities in video form.

From the assessment above, it can be concluded that the marketing communication team of PT Tip Top has not been maximally implementing the CSR program, as evaluated from the absence of all stages of the dragonfly. The author sees a number of indications that suggest that the CSR program is part of corporate social marketing. Corporate social marketing is a way in which companies support the development and implementation of behavior change campaigns intended to improve public health and safety or the environment and community welfare. Campaigns are designed to support or influence certain public behavior (Kotler & Lee, 2004). In the concept of corporate social marketing, a company will select one or several issues that are usually related to issues that are developing in society. According to Kotler and Nancy Lee, several issues are often becoming the focus of corporate social marketing, including health issues, the environment, and community development issues.

The first indication is that digital media-based CSR aims to attract the focus of participants to do what the company wants with the consideration of equal attention to issues as defined by corporate social marketing. This type of CSR will help companies disseminate the program's message to the public through social media as a media campaign. Besides, participants will increasingly visit PT Tip Top's social media accounts. This would increase the company's brand awareness. Furthermore, certain segments of the participants will purchase the company's products with the consideration of the same concerns on the issues presented. This will make the company products sold more and get a positive image as a company that cares about social issues.

The second indication is that the marketing communication division carries out the CSR program's implementation for providing positive communication to the public. This positive communication will ultimately improve the company's image and lead to a succession of purchases and complete engagement. This is reversed with the concept of a CSR program that aims to provide social change to society due to companies' presence in the community. There are aspects of social responsibility that the company carries.

According to Chris Fill and Barbara Jamieson, in the book Marketing Communications Theory and Practice, effective communication is critically important to organizations, so companies use various promotional tools. Increasingly, digital media and the internet, in particular, are used to 'talk' to and with their customers, potential customers, suppliers, financiers, distributors, communities, and employees, and others. Marketing communications provide the means by which brands and organizations are presented to their audiences. The goal is to stimulate a dialogue that will ideally lead to a succession of purchases and complete engagement (Fill & Jamieson, 2011).

The third indication that the author sees is the pre-implementation research process of CSR programs. The marketing communication team researched by analyzing sponsor brands' engagement on the audience rather than the research process for a CSR program concept that considers what the audience needed. The concept of CSR program research should look at conditions that occur in the community, not seeing the company's actual conditions. PT Tip Top should be able to see the problems that often arise in people's lives.

The last indication that the author found is the indicators of program success. PT Tip Top determines the indicators of the success of the CSR program, namely the

increasing number of followers on social media accounts and increasing numbers of visits to the company website. When compared with the indicators of the CSR program's perceived success, of course, the indicator of the success of the CSR program in companies is very different. It would be better if the indicators of the success of the CSR program were seen from the extent to which the community receiving the program could experience the program.

Aaker and Smith's dragonfly model formulated the four wings of a dragonfly in utilizing social media for social change, including CSR programs. The formula is Focus, Grab Attention, Engage, and Take Action. Here is some application of dragonfly model formulas that have been implemented by PT Tip Top's corporate communications related to the implementation of the "Belajar Sains dirumah Aja" and "Hafalan Doa Harian" program, including:

**Focus**

According to Riza Primahendra in the Seminar of Corporate Social Responsibility entitled "The Secret of CSR: Concept and Application in Business, Corporate Social Responsibility is the responsibility of an organization for the impacts of its decision and activities on society and the environment, through transparent and ethical behavior that is consistent with sustainable development and the welfare of society; takes into account the expectations of stakeholders; complies with applicable law and consistent with international norm of behavior; and is integrated throughout the organization (Primahendra, 2008).

The main focus of implementing the CSR program is to regulate social change or social movements to the wider community through digital media. The focus is then identified into four focus design principles in the dragonfly model, namely humanistic (focus on what participants need from program implementation), actionable (formulation of short-term goals is important to achieve long-term goals of program implementation), testable (conduct research before starting the program and at any time evaluate the program), clarity (set clear objectives in implementing the program), and happiness (which is designed in advance to provide happiness and benefits for participants and also for the company) (Aaker et al., 2010). With regard to this research, the four focus designs of PT Tip Top's CSR "Belajar Sains dirumah Aja" and "Hafalan Doa Harian" program are:

a. Humanistic - The definition of 'humanism' is not distinctly definable due to different cultural interpretations and various underlying philosophical standpoints. Some of the literature, such as Gavin Rae (2010), concludes: "the meaning of 'humanism' has so many shades that to analyze all of them is hardly feasible" (Rae, 2010). Whereas other approaches take an objective view of people, in essence asking about them, 'what is this person like?' humanistic psychologists' priority is understanding people's subjectivity, asking 'what is it like to be this person?' (Sammons, 2014). PT Tip Top's Marketing Communication team focuses the program on three aspects, including education, culture, and social. Three aspects are made new from the implementation of "Belajar Sains dirumah Aja" and "Hafalan Doa Harian". These program as one of the efforts to understanding the customer and people's subjectivity to find out their favor. According to the Abraham Maslow's Hierarchy of Needs model in the 1940-50', in which one of the human need is "The esteem needs" (Maslow, 1968), Tip Top as the company tried to fulfill the need for self-respect, including such as confidence, competence,

achievement, mastery, independence, and freedom for costumers.

b. Actionable - The short-term goal of the "Belajar Sains dirumah Aja" CSR program is to invite the public to increase children's interest in the world of science via digital media using Zoom Application. Meanwhile, the "Hafalan Doa Harian" CSR program is to invite and inspire people to make social changes through social movements on social media, especially Instagram, related to religious education. Social media's involvement in the CSR program is expected to spread echoes about social actions to many participants quickly.

c. Testable – Testability is defined as the ability to run an experiment or to test a hypothesis or theory. When designing some research, the questions being asked by the researcher must be testable, or the study becomes impossible to provide an answer to the inquiry (Allen, 2017). PT Tip Top's marketing communication team researched by analyzing customers in stores and online media. The final result of the research shows that Internet users in Indonesia are very high, especially Instagram social media users.

d. Clarity – According to John E. Sawyer (1992), the goal of clarity is "the extent to which the outcome goals and objectives of the job are clearly stated and well defined". Sawyer examines the goal clarity as it pertains to one's duties and responsibilities, job goals and objectives, relations between individual work and the objectives of the overall unit, expected work results, and aspects of work that lead to positive evaluations (Sawyer, 1992). To produce a successful program, the team must set clear objectives. Following the company's vision "useful for many people" (Tip Top, 2020), in implementing the "Belajar Sains dirumah Aja" program, the company wants to provide added value to its existence in the community through an idea of science education that amplifies its resonance through digital media, namely Zoom. This is an innovation from the company to continue to support education in the community amid a pandemic. On the other hand, implementing the "Hafalan Doa Harian" program is in line with the company's sharia-based business foundation, so Islamic religious values are applied to this program. The importance of religious education, especially for those children at an early age, is needed to build tolerance and respect.

e. Happiness - For Aristotle, happiness entails experiencing the right emotions (Thomson, 1955). As one the state of well-being by increasing pleasure and decreasing pain (D. Kahneman et al., 1999). Indeed, some psychologists argue that happiness involves maximizing pleasant emotions and minimizing unpleasant emotions (Diener, 1984; Kuppens et al., 2008; Oishi et al., 1999). The team ensures that the objectives of implementing the CSR program are meaningful to participants. The value that participants and society get from the CSR program is an indicator of the success of the program. In other words, as far as the implementation of both "Belajar Sains dirumah Aja" and "Hafalan Doa Harian" has had an indirect impact on the community programs. The community feels the effects such as increasing public awareness of science and religion education, the culture of people to learn, and social activities such as interactions between companies through third parties (event resource persons) and gift-giving. The company is not only a facilitator in implementing the program but also contributes directly to giving gifts to the community.

## Grab Attention

The main function of the term "attention" in post-behavioristic psychology is to provide a label for some of the internal mechanisms that determine the significance of stimuli and thereby make it impossible to predict behavior by stimulus considerations alone (Daniel Kahneman, 1974). The Grab Attention stage is related to the implementation stage, namely the communication strategy carried out by PT Tip Top's marketing communication team in implementing the CSR program. The communication strategy of the "Hafalan Doa Harian" program starts from the company's vision to realize "Satisfying the hearts of the people by running an Islamic business system". The company's vision is then implemented into the "B" program implementation. Meanwhile, Program "Belajar Sains dirumah Aja" focuses more on education in society, where science-related education is less desirable. Thus, the communication strategy for the "Belajar Sains dirumah Aja" program starts with the company's collaboration with Nestle on Dancow products. Through this collaboration, the public will be more interested because of the prizes for the participants. According to the dragonfly model, there are four design principles for grab attention, including:

a. **Get personal.** Personal values are defined as implicitly related to choice; they guide and even drive our decisions (AskRoxi, 2014). They refer to the behaviors by which people bring in or leave out during work. William A. Khan (1990) defined personal engagement as the harnessing of organization members to their work roles. In engagement, people employ and express themselves physically, cognitively, and emotionally during work (Kahn, 2005). The term engagement is only occasionally used in the book by Buckingham and Coffman (1999), which was generally about leadership, as reflected by its subtitle 'What the world's greatest managers do differently' (Buckingham & Coffman, 2003). In implementing both CSR programs, PT Tip Top's corporate communication team interacted with participants more personally. The company demonstrated this by being directly involved in communicating with participants, both on social media (Instagram) (See Figure 2) and digital media (Zoom) (See Figure 3), an example of the interaction between the company and participants. With this closeness, it is hoped that participants will be motivated to participate in social action through the CSR program. The importance of using mass media communication channels affects the effectiveness of CSR communications. Knowledge and attitudes are determined by the use of mass media communication channels, namely interpersonal communication channels and group communication channels (Natalina Nilamsari, 2017).
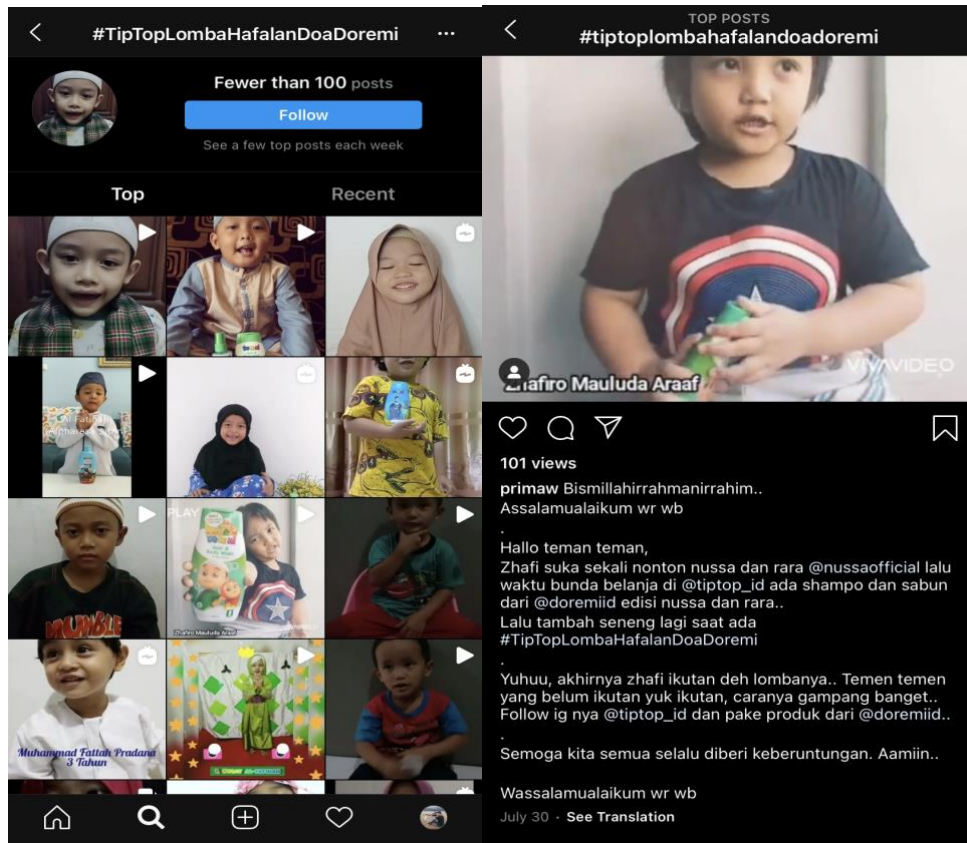
Figure 2. The Participants involvement on Instagram, "Hafalan Doa Harian"
(source: Tip Top Supermarket, 2020)

b. Deliver The Unexpected - The Deliver The Unexpected stage in the implementation of the CSR program did not run optimally. The author feels that there must be some improvements, especially in the message delivered, so that the message is packaged unexpectedly.
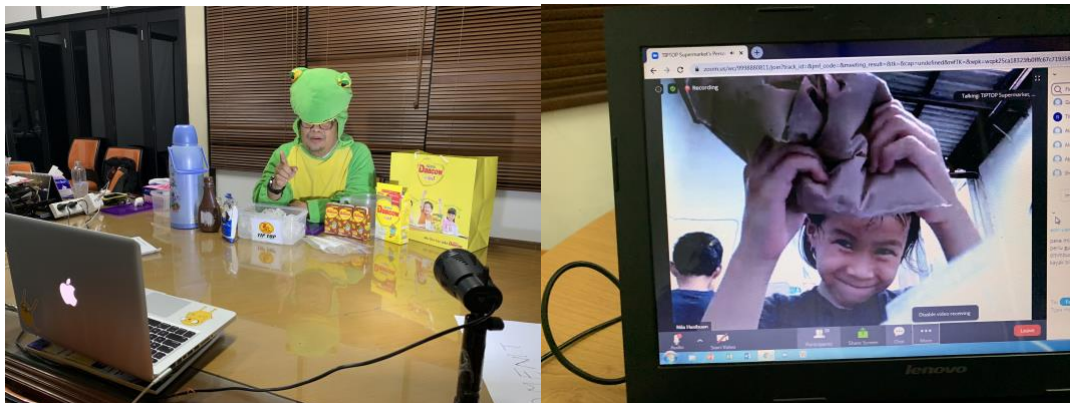


Figure 3. The Interaction with Participants on The Zoom, "Belajar Sains dirumah Aja" Program

c. Visualize Your Message - PT Tip Top's marketing communication team uses graphic visualization in implementing CSR programs. The company considers social media visualization very important to increase the attractiveness of participants in the CSR program. The team with copywriters designs the text,

colors, and images on the company's social media accounts. Here is an example of poster image visualization from the Tip Top Instagram account.



Figure 4. The Poster for "Belajar Sains dirumah Aja" and "Hafalan Doa Harian" Program on Instagram (source: Tip Top Supermarket, 2020)

d. Make a visceral connection - In implementing CSR programs, the most felt is the sense of taste. The corporations should make local communities support the company's existence through Community Relations and CSR activities with a cultural approach (Lampe, 2018). The program "Hafalan Doa Harian" was designed to touch individuals' hearts to make social changes through social movements on social media. Instagram followers uploaded many videos of the participants. Their stories show happiness, but not infrequently, there are also touching and proud stories that invite attention.

**Engage**

Engage is a process of connection between companies and participants. This is about empowering participants to care and then participate in the CSR programs that are held. This stage is often referred to as stakeholder engagement as a participant in implementing the corporate social responsibility program. According to Aaker and Smith, there are several principles for involving participants in CSR programs, including:

a. Tell A Story – Through the "Belajar Sains dirumah Aja" program, PT Tip Top's marketing communication team implemented the Tell A Story stage. Story plots are packaged in an interesting, interactive, and participative way. In implementing the program, PT Tip Top's marketing communication team, represented by Hendra, the Founder of the Storyteller Indonesia, shared ideas or information about science experiments through digital media (Zoom), adding stories about the idea. Meanwhile, in implementing the "Hafalan Doa Harian" program, PT Tip Top's marketing communication team at the tell a story stage invited participants through Instagram social media to upload videos.

b. Empathize – through "Hafalan Doa Harian" program, empathy is one of the values that participants can feel. Communicative action in the community

empowerment process is characterized by interaction based on the awareness and willingness to communicate empathically and ethically (Setyowati, 2016). Thus, the implementation of this program contains a great sense of empathy, thus participants can easily participate in events via Instagram.

c. Be Authentic – In the program "Hafalan Doa Harian", videos of participants were selected based on originality and creativity, their impact on society, and religious education. Meanwhile, "Belajar Sains dirumah Aja", is giving innovation by educating children under 16 years through online media (Zoon) about science.

d. Match The Media - PT Tip Top's marketing communication team combines online and offline media. Online media is applied to social media (Instagram) and digital media (Zoom). Offline media is attached to several press releases and the company's internal media. The use of these two media is a symbiotic mutualism relationship; PT Tip Top can increase the echo of social action in online media and profoundly impact activities carried out offline.

**Take Action**

The Take Action stage invites participants to take action or real action. Before Taking Action, the team carried out the Grab Attention and Engage stages. However, sometimes the participants' actions often stopped at that stage. Participants were still limited to being inspired or only inspiring other participants. To simplify the campaign objectives, actions for social change must be made easy. According to Aaker and Smith, there are four designs in the take action wing, including:

a. Make it easy - The marketing communication team is well aware that CSR programs in digital media must be designed as one-click away. This is to make it easier for participants to be directly involved in social change actions on social media. In "Hafalan Doa Harian", participants easily participate through uploading the video on social media particularly Instagram. On the other hand, in "Belajar Sains dirumah Aja", the participants register through an online form and the committee sends the online invitation through email. The event was also conducted through the Zoom meeting and selects the best participants based on the creativity of the experiment result.

b. Make it fun - The CSR program is designed to make participants feel happy to be involved in the program. Participant involvement in the "Belajar Sains dirumah Aja" and "Hafalan Doa Harian" programs needs creativity and innovation. PT Tip Top provides ideas and knowledge to participants by doing an experiment entitled "making ice cream without refrigerator". This innovation will enhance the participant's knowledge about science without feeling bored upon it. Meanwhile, "Hafalan Doa Harian", as a fun way to learn Islamic religion through competition on Instagram. Through the competition, those children felt motivated to learn and understand Islamic values.

c. Tailor – In implementing the CSR programs, several aspects are prioritized: educational, cultural, and social aspects. However, the author feels that PT Tip Top's marketing communication team has not been maximal in recording the community needs, who are participants in the CSR program. The team is still too focused on the company's goals; this can be seen from the team's initial research in determining the CSR program's application.

d. Be open - Openness in implementing CSR programs is important to reduce

boundaries between companies and participants and implement the CSR programs. The CSR program's openness is also shown by posting on the website and social media accounts of various social activities that will be and have been carried out. Companies' official websites should utilize the website's potential use as a communication medium of CSR(Nurjannah et al., 2017). This is to show the participants the business of companies and individuals who care about social change, trying to inspire, drive, and make social change through CSR programs.

## Conclusion

The implementation of a social media-based corporate social responsibility program is a new application of CSR practices in Indonesia. There are still many aspects that need to be re-examined in relation to the true meaning of CSR programs. PT Tip Top's corporate social responsibility program tends to lead to the concept of corporate social marketing. Basically, corporate social marketing is a strategy to sell ideas to change people's thinking, attitudes, and behavior. The application of the concept of corporate social marketing in the marketing strategy is proven to empower companies to obtain support to continue their business, including obtaining potential sources of funds from the community at large.

The "Belajar Sains dirumah Aja" and "Hafalan Doa Harian" programs of PT Tip Top are applying the corporate social marketing concept, though it is claimed as corporate social responsibility programs. PT Tip Top carries out corporate branding through a CSR action driven by social media (Instagram) and digital media (zoom), and not merely attempted to make a social change, as the meaning of the CSR program. As a recommendation, PT Tip Top can make a regular real social movement action Furthermore, PT Tip Top can support change campaigns on issues of health, poverty, and education by working with communities that focus on social change.

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