

PUBLIC PERCEPTION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) AT THE HADJI KALLA FOUNDATION THROUGH AN ETHNOGRAPHIC APPROACH

Muhammad Alim BAHRI¹ Jurana N. S² Andi Chairil FURQAN³, Masrudin MASRUDIN⁴

^{1,2,3,4}Nusa Cendana University, Indonesia

Corresponding author: Jurana N. S

Email: jurananurdin@gmail.com

Volume: 6
Number: 3
Page: 521 - 530

Article History:

Received: 2025-03-06

Revised: 2025-03-17

Accepted: 2025-05-15

Abstract:

This study aims to analyze public perceptions of Corporate Social Responsibility (CSR) programs run by the Hadji Kalla Foundation using an ethnographic approach. The ethnographic approach involved employees observing public interactions with the Hadji Kalla Foundation's CSR content, which is not uploaded to social media or other digital platforms. The research method employed is a descriptive qualitative approach, with data collection conducted through digital observation and analysis of netizen comments on CSR-related content. The study's results indicate that the public's perception of the Hadji Kalla Foundation's corporate social responsibility (CSR) programs is overwhelmingly positive, particularly in the areas of education, health, economic empowerment, and social assistance. Most public interactions take the form of comments expressing gratitude, appreciation, and a high level of interest in the programs being offered. Additionally, this study found that the use of social media as a means of corporate social responsibility (CSR) communication plays a crucial role in building a positive image for the foundation. Based on these findings, the Hadji Kalla Foundation is advised to continue developing CSR programs that focus on community empowerment and strengthening digital communication to increase community involvement.

Keywords: Public perception, Corporate Social Responsibility, Netnography, Hadji Kalla Foundation, Social Media

INTRODUCTION

According to Pratiwi et al. (2020), a company cannot be separated from society, as it is part of its external environment. The existence of a company depends on the reciprocal relationship between the company and the community. The company and the community are life partners who give and need each other. The harmony between the profits obtained by the company and its direct contribution to the community and the environment serves as a balance-balance mechanism between the company and the community. In this context, Corporate Social Responsibility (CSR) is not only a moral obligation but also a legal obligation for the company. Thus, companies are expected not only to focus on financial profit alone but also to play an active role in improving community welfare and preserving the environment (Farranajla et al., 2024). The CSR program was implemented in Indonesia following the enactment of Law Number 40 of 2007 concerning Limited Liability Companies. The contents of Law Number 40 of 2007, Article 74 paragraph (1) states that "Companies that carry out their business activities in the field of and/or related to natural resources are required to carry out social and environmental responsibilities." The article is a manifestation of the government's seriousness in regulating the obligation to implement CSR by companies in Indonesia. The ratification of this Law has sparked debate among the government, the DPR, and business actors regarding CSR obligations.



According to Adil et al. (2022), Corporate Social Responsibility (CSR) is a corporate social responsibility program that provides corporate social concern in an effort to empower the community. There have been numerous studies examining the impact of CSR on enhancing a company's positive image in society and its beneficial effects on social progress and environmental sustainability. The implementation of CSR initiatives that align with regional development goals and promote regional independence requires effective collaboration among the business world, government, and stakeholders. Building a strong business image through CSR initiatives requires a focused approach to community needs, transparency in disclosing CSR activities, and effective teamwork (Maf'ulla et al., 2024).

According to Caroline et al. (2019), the existence of a company in an area or location cannot be separated from the surrounding conditions. Companies are required to have a role that has a positive impact on society and the surrounding environment. The concept of Corporate Social Responsibility (CSR) emerged as a form of corporate concern, awareness, and social participation regarding this issue. Companies are now not only responsible for their economy (single bottom line) but also for social issues surrounding it (triple bottom line). The implementation of the Corporate Social Responsibility (CSR) program, according to the United Nations (UN) Global Compact or the United Nations (UN) Global Compact, includes three pillars consisting of 3P, namely profit, people, and planet. The concept of these three pillars shows that a business actor, in carrying out its business activities, does not only pursue and pay attention to profit but also pays attention to the welfare of society (people), as well as the sustainability of the environment or the earth (planet)

The historical development of Corporate Social Responsibility (CSR) has undergone a significant transformation, shifting from a limited concept of corporate social responsibility to a more comprehensive approach that emphasizes social, environmental, and ethical development. CSR typically involves charitable donations or philanthropic activities that are distinct from the company's core operations. However, alongside awareness of the broader impact of business activities on society and the environment, the CSR approach has evolved to become more comprehensive. Companies tend to integrate CSR principles into the core of their strategies, focusing on aspects such as sustainability, transparency, environmental responsibility, and social responsibility. This change has a significant impact on business policies, encouraging companies to adopt more socially responsible practices that create long-term value for all stakeholders, not just for financial gain (Agudelo et al., 2019). The Hadji Kalla Foundation, as a social extension of the Kalla Group, plays a strategic role in implementing Corporate Social Responsibility (CSR) initiatives that focus on social development and community welfare in Eastern Indonesia.

According to Arfah (2017), awareness of the importance of protecting the surrounding environment and contributing to helping improve the community's economy is an inseparable part of the Kalla Group. As a company with a relatively high level of income, the Kalla Group does not disregard the problems currently faced by the Indonesian people. Instead, the Kalla Group continues to make breakthroughs, providing broad benefits to our beloved country, Indonesia. The flagship program of the Hadji Kalla Foundation in 2022 targets various sectors, including the environment, Islam, Public Health, Education, and economic empowerment of underdeveloped villages in South Sulawesi and its surroundings. This program is a routine program carried out by the Hadji Kalla Foundation every year (MakassarTerkini.id, 2022). According to Madi (2019), there are four areas of implementation of the Hajdi Kalla Foundation's Corporate Social Responsibility (CSR), namely Kalla Islamic Care, which includes a work program for providing religious advice, and the Ramadan program. Kalla Education Care provides educational assistance, including scholarships. Kalla

Humanity and Environment Care assists victims of disasters and calamities. Kalla Social and Economic Care with a program to develop underdeveloped villages.

According to Kriyantono (2019), in his research titled "Perception of Public Relations Practitioners and the Community on Corporate Social Responsibility Programs," it was revealed that this study supports the hypothesis that community members, as stakeholders, consider the company to have carried out CSR with the aim of promoting social welfare. The research findings have confirmed that the high value of implementing the CSR index is not only based on the company's perspective but also the stakeholder's perspective. It can be concluded that the mandatory approach to CSR and local wisdom values (voluntarily helping others) are factors that determine the implementation of CSR.

Syafrina's research (2021) *The Influence of Corporate Social Responsibility on Corporate Reputation (Explanatory Study of Community Perceptions of RT 10, Jatinegara Village, Cakung District, on the Activities of the Pulo Kambing Kerabat Waste Bank)* revealed that a survey conducted on 70 respondents showed that Corporate Social Responsibility activities carried out by the company have a positive influence on the company's reputation, where 29% of the company's reputation is obtained through the effectiveness of Corporate Social Responsibility, while other factors influence the remaining 71%. Meanwhile, in the research of Hasanah et al. (2020), the public perception of the implementation of corporate social responsibility for the welfare of the community (Case Study in Kletek Lor Hamlet, Mendalan Village, Winongan District, Pasuruan Regency, East Java) indicates that the community feels very helped by the CSR in the form of a clean water procurement program (drilled wells) and the provision of toilets or toilet artisan. With the program from the company, the people of Kletek Lor Hamlet no longer face difficulty in accessing clean water sources suitable for consumption, which can also meet their daily needs, such as cooking, bathing, and washing clothes.

Meanwhile, in the study by Sukma et al. (2023), the evolution of the relevance of business ethics and corporate social responsibility (CSR) is characterized by a paradigm shift from separate social responsibilities to the full integration of business ethics and sustainability in the company's core strategy. This is driven by global factors and increasing stakeholder expectations. The global implications of this study are to provide guidance and insight for companies in developing more effective and responsive corporate social responsibility (CSR) policies to address social and environmental issues, thereby increasing corporate social responsibility globally. This study presents an accurate and established picture of the relationship between business ethics and corporate social responsibility (CSR) in the current context, providing a strong foundation for making sustainable and responsible business decisions.

With this research, it is hoped that a deeper understanding can be gained regarding the patterns of interaction and community response to CSR on digital platforms, as well as how the Hadji Kalla Foundation can enhance the effectiveness of communication and implementation of its CSR programs to better meet the needs and expectations of the community.

The problems studied in this research focus on how public perception is formed regarding the implementation of Corporate Social Responsibility (CSR) by the Hadji Kalla Foundation in the digital environment and how these digital narratives reflect the experiences, hopes, and criticisms of the public toward the social programs carried out. This study also examines how these digital interactions contribute to the construction of the Hadji Kalla Foundation's social image in the eyes of the public and the extent to which CSR implementation can create social values that are widely recognized by the online community. This study aims to provide an in-depth understanding of how the public interprets and responds to the Corporate Social Responsibility (CSR) program run by the



Hadji Kalla Foundation, utilizing an ethnography approach. By analyzing public interactions, comments, and narratives in the digital space, this study aims to uncover the public's perceptions of the effectiveness, relevance, and social impact of various CSR programs that have been implemented. In addition, this study aims to explain how these perceptions shape the institution's image and influence the relationship between the public and the Hadji Kalla Foundation in a digital social context.

METHODS

In today's digital era, people not only receive information from traditional media but also through interactive digital platforms. Public perception of CSR is increasingly easily expressed through social media, discussion forums, and various other online platforms. Therefore, understanding how digital communities view and respond to CSR programs is important in evaluating the effectiveness and social impact of the initiatives being implemented. According to Damayanti et al. (2020), risk communication delivered through content elicits a positive and interactive reaction from netizens. Their interest is higher in content produced in the form of infographics with informative message content than in educational content.

Netnography is a qualitative research method, the latest form of ethnographic research, which studies the unique habits of various types of communities and cultures that occur in computer-mediated or online communication (Kozinets, 2019). An online community is defined as a group of individuals who share social interactions and social ties formed through computer-mediated communication or virtual spaces.

Netnography has several advantages as a research methodology, one of which is that it is not disruptive and disturbing if you want to conduct research in as much detail as possible or to the smallest part (microcosm) that exists in the internet world. Knowing the content that needs to be uploaded on social media is important so that it can produce a high engagement rate. Choosing the right time and choosing the right type of visuals also need to be considered (Berge et al., 2017). By employing ethnography, this study can offer richer insights into how the CSR of the Hadji Kalla Foundation is perceived and appreciated by the online community. This study employs a qualitative descriptive method, utilizing an ethnographic approach. The lithography method is employed to explore and understand the meaning of a phenomenon based on the views of participants and to accurately describe the nature of individuals, conditions, symptoms, or specific groups.

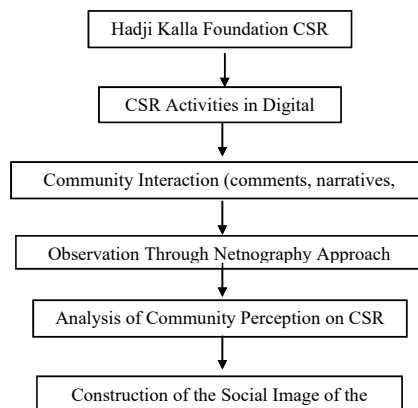


Figure 1. Research Flowchart



The object of this ethnography is to include content uploaded by @yayasankalla, user responses and comments on the content, and social interactions generated on the platform. The subjects of this study were netizens who commented on content on Instagram @yayasankalla and news uploaded by one of the websites, namely Sulteng Raya.

In this study, data was collected through an online observation approach. The sites studied were Instagram and websites using the lurking step. Screenshots were taken from important keywords collected to form the coding of findings.

This was facilitated by tabulating findings that included domains, subdomains, descriptions, and values. Data were analyzed based on (a) selection of visual use in photo, design or video format, (b) How to convey messages (captions), and (c) comments given by netizens on photos or videos. After that, the researcher wrote about the ethnography and its theoretical or practical implications.

RESULT AND DISCUSSION

The journey of the Kalla Group began with Haji Kalla and Hajjah Athirah Kalla running a textile business in the city of Watampone, South Sulawesi. Haji Kalla expanded his trading business to Makassar on October 18, 1952. Starting from the textile business, it then developed and currently has various subsidiaries, including Kalla Automotive (Kalla Toyota and Kalla Kars), Logistics and Transportation (Kalla Transport, Kalla Lines, Kalla Logistics), Development and Construction (Kalla Beton, Kalla Aspal, Bukit Baruga, Nipah, Mal Ratu Indah, Bumi Karsa), Kalla Manufacturing (Kalla Kakao, Kalla Electric), Kalla Energy (Malea Energy, Poso Energy, Bumi Mineral Sulawesi) including the Hadji Kalla Foundation (Athirah Islamic School) which manages and distributes CSR from the Kalla Group. The Hadji Kalla Islamic Education and Welfare Foundation abbreviated as the Kalla Foundation, was established on April 24, 1984. Through this foundation, the Kalla Group operates a Corporate Social Responsibility program, distributing company zakat funds in line with its vision and mission.

The results of the study show that public perception of CSR practices at the Hadji Kalla Foundation varies, with the majority of comments on the website and Instagram social media showing positive sentiments, from the comments that exist showing gratitude and gratitude by parties who feel the benefits of the CSR program carried out by the Hadji Kalla Foundation.

The Hadji Kalla Foundation has a Humanity and Environment care program that assists victims of disasters and calamities. One of the program's activities is the distribution of SP TAM assistance, including the drilling of wells for residents of the Tondo Huntap area affected by the 2018 disaster.

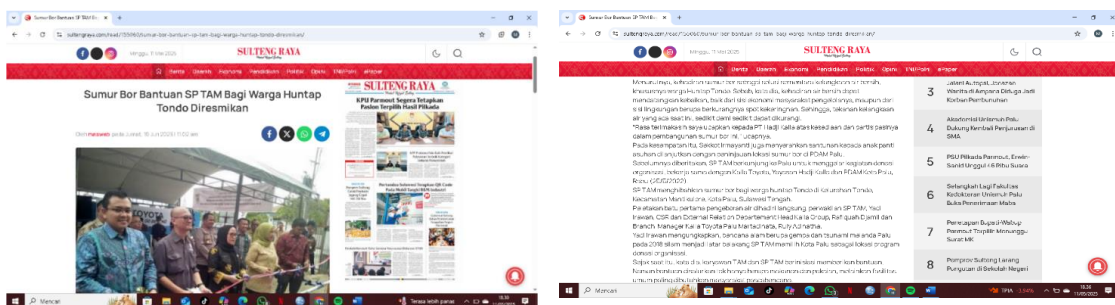


Figure 2. Public Opinion Regarding the SP TAM Assistance CSR Program for Residents of the Tondo Huntap



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Based on data obtained from online news on the Sulteng Raya page regarding the inauguration of the SP TAM-assisted drilled well in Tondo Village, Palu, several important findings were found related to public perception of the Hadji Kalla Foundation's CSR program in the social and environmental fields:

1. **Direct Presence of Figures and Stakeholders:** The inauguration activity was attended directly by representatives from the Hadji Kalla Foundation, SP TAM, PDAM Palu City, and local officials. This strengthens the public's perception that this CSR program is not merely symbolic but has a real commitment from stakeholders. Their presence also enhances the legitimacy of the program and fosters public trust.
2. **Programs Relevant to Community Needs:** Based on the narrative conveyed in the news, the public appreciates the drilled well program because it is a concrete solution to the clean water crisis in the Tondo permanent housing (hunt) area. This program is not temporary or ceremonial; rather, it targets the vital needs of the community. Expressions of gratitude from residents and local officials in the news are strong indicators of positive acceptance of this program.
3. **Narrative of Goodness and Empathy Post-Disaster:** The background of choosing Palu City as the location for the CSR program is based on the trauma of the 2018 earthquake and tsunami. This narrative reinforces the image of the Hadji Kalla Foundation as an entity that is sensitive to the community's suffering. The use of narratives such as "bringing goodness" and "reducing drought spots" shows that the public associates this program with empathy, social concern, and good intentions. From the analysis results, it can be concluded that the public's perception of one of the Hadji Kalla Foundation's programs, specifically the Humanity and Environment Care program, which assists disaster and calamity victims through the installation of drilled wells, is overwhelmingly positive. Based on online news from Central Sulawesi Raya, the inauguration of the drilled well assisted by SP TAM in the Tondo Huntap showed the real commitment of the Hadji Kalla Foundation to carrying out the CSR program. This activity was attended by representatives of organizations, local governments, and PDAM, demonstrating synergy among the institutions. The presence of these figures gave the impression that the CSR program was not just a formality. Active participation in the inauguration ceremony also strengthened the legitimacy of the program in the eyes of the community. Symbolically, this event embodies a collaborative approach and a serious commitment to social responsibility.

The well-drilling program is considered highly relevant to the local community's needs, particularly in light of the scarcity of clean water. Residents of Tondo's housing complex appreciate the presence of this well because it provides a concrete and fast solution to the water crisis. In addition, this program not only targets food or clothing assistance but also addresses vital post-disaster facilities. Expressions of gratitude from community leaders in the news show a positive and grateful response. This indicates that the community feels heard and that their needs are being addressed tangibly.

The background to choosing Palu City as the location for the CSR program is also an important factor in public perception. A major disaster hit this city in 2018, and the well-drilling program is considered a form of sincere empathy. The Hadji Kalla Foundation is considered not only to respond to disasters temporarily but also to provide sustainable solutions. Narratives of kindness, such as "reducing drought spots," provide strong emotional meaning. This demonstrates that CSR encompasses not only infrastructure but also the building of hope and the sustainability of life. The ethnographic approach, through the observation of digital content from local media, reveals a warm reception, gratitude, and appreciation for the concrete actions taken by the Hadji Kalla Foundation

and its partners. Not only engaged in the social and economic fields, but the CSR program carried out by the Hadji Kalla Foundation also touches on the education sector, namely the Kalla Education Care program, which provides scholarship education assistance. This can be seen from the program disseminated by the @yayasankalla account on Instagram regarding scholarship recipients.



Figure 3. Announcement of Acceptance of Kalla Scholarship 2024

Based on data obtained from the Instagram post @yayasankalla regarding the announcement of the 2024 Kalla scholarship recipients, several important findings were found regarding public perception of the Hadji Kalla Foundation's CSR program in the field of education:

1. High Positive Interaction: The announcement of the Kalla scholarship received much interaction in the form of likes (708) and comments (87), most of which showed gratitude and appreciation from the recipients and the community.
2. Comments with Nuances of Gratitude: Most of the comments expressed gratitude to Allah and appreciation for the Hadji Kalla Foundation, indicating that the community highly values this program.
3. High Interest in the Scholarship Program: Several comments also raised questions about how to view the announcement or obtain further information, indicating widespread public enthusiasm for this program.

From the analysis results, the public's perception of one of Hadji Kalla's programs, specifically the Kalla Education Care program, which provides educational assistance through Hadji Kalla Foundation scholarships, is overwhelmingly positive. This is reflected in the many comments containing gratitude and thanks. The ethnographic approach, specifically the analysis of the community's digital interactions through social media, reveals that the CSR program, in the form of this scholarship, has successfully built a positive image for the Hadji Kalla Foundation.

The success of this program is also influenced by an effective communication strategy, namely visually appealing announcements delivered through easily accessible social media platforms. Comments from the community not only show gratitude but also enthusiasm to participate in similar scholarship programs in the future.

This scholarship program has a significant social impact, specifically helping students continue their education within the community. Thus, this program not only improves the image of the Hadji Kalla Foundation but also provides direct benefits to the community.

The Hadji Kalla Foundation also has a program related to the community's socio-economics, known as Kalla Social and Economic, which aims to improve the social and economic welfare of the community. In this case, the program is channeled through the Positive Active 2025 activity, as announced on the Instagram account @yayasankalla regarding the Positive Active 2025 initiative, which provides opportunities for the community to receive assistance for activities benefiting institutions, organizations, and communities.



Figure 4. Positive Active 2025 Program Activity Proposal Assistance

Based on data obtained from the Instagram post @yayasankalla related to the Positive Active Program 2025, several important findings were found related to public perception of the Hadji Kalla Foundation's CSR program in the field of positive action for community empowerment:

1. High Digital Interaction: This post received 668 likes and 16 comments. The comments that appeared showed the public's interest and need for this program.
2. Request for Direct Assistance: One of the comments reflected the urgent need in the community for economic assistance or employment opportunities. This demonstrates that CSR is not only viewed as a program but also as a source of hope for those in need.
3. Appreciation and Positive Experience: Several other comments demonstrated appreciation from the community, which felt the benefits of the Hadji Kalla Foundation's program, reflecting public trust in the foundation.

The results of the analysis showed that one of the Hadji Kalla Foundation's CSR programs, namely the Kalla Social and Economic Care program, is a program that improves the social and economic welfare of the community through the Positive Active 2025 activity, receiving a positive response from the community. This can be seen from the high interaction, both in the form of likes and comments.

This program is considered effective in reaching the community, especially through social media, which allows for direct community involvement by providing comments or asking questions about the program. Public trust in the Hadji Kalla Foundation is also evident in the positive comments that acknowledge the benefits of this program.

However, the presence of comments requesting direct assistance also indicates that some individuals have urgent needs and view the Hadji Kalla Foundation as a source of hope for receiving

help. This can be input for the foundation to pay more attention to program communication, especially in explaining the types of assistance available and the submission mechanism.

The study's results show that the Hadji Kalla Foundation's CSR program was well received by the community, both in the digital realm and in its field implementation. The netnography approach employed in this study reveals how public perception is shaped through digital interactions, particularly on social media.

Theoretically, this finding is in line with the concept of Corporate Social Responsibility (CSR) put forward by Zahra (2025), which states that CSR not only plays a role as a form of social concern but also as a medium to build a positive image of the company in the eyes of the public. In the context of the Hadji Kalla Foundation, consistent and varied implementation of CSR creates a positive perception among the community. This is evident from the public's appreciation, as reflected in their comments and active participation. The use of digital media also helps increase the reach of CSR information so that the programs being run are better known and recognized.

In addition, the results of this study also indicate that community involvement in CSR programs extends beyond being beneficiaries to include active participation, where individuals provide input and offer support. This involvement is important in building a sense of ownership and public trust in the Hadji Kalla Foundation.

Overall, this study demonstrates that CSR programs implemented with an effective digital communication approach can enhance the positive public perception of the company or foundation that runs them.

CONCLUSION

The results of the study indicate that the public's perception of the Hadji Kalla Foundation's Corporate Social Responsibility (CSR) is overwhelmingly positive. The CSR program, which covers education, health, economic empowerment, and social assistance, received an enthusiastic response from the public, as evidenced by high interaction and grateful comments on social media. The ethnographic approach employed allows for an in-depth analysis of the community's digital interactions, demonstrating that the public not only benefits from the program but also has high trust in the foundation.

The Hadji Kalla Foundation is advised to strengthen communication-related to CSR program information, including types of assistance and application mechanisms. The development of economic empowerment and skills programs tailored to community needs should be considered, especially for those seeking employment. Program monitoring and evaluation must be carried out periodically to ensure the effectiveness and impact of the program on the community. Optimization of social media as a means of interaction and communication with the community also needs to be carried out continuously. Finally, involving the community as an active partner in the planning and implementation of CSR programs will increase the sense of ownership and sustainability of the program.

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