

Corporate Social Responsibility Strategies of PT Sumber Alfaria Trijaya Tbk in Maintaining the Company's Image

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ABSTRACT

Corporate Social Responsibility represents a corporate commitment to improve social welfare and environmental sustainability that is beneficial to the institution and society. In public relations practice, CSR is often utilized as a strategic approach to improve and maintain corporate image. This study aims to examine the CSR strategies and tactics carried out by PT Sumber Alfaria Trijaya Tbk and to identify obstacles encountered in their execution. Adopting post-positivist paradigm, this research employs a descriptive qualitative method with a case study design. Data research was collected through in-depth interviews and analyzed using data reduction, data display and conclusion drawing techniques. The findings show that PT Sumber Alfaria Trijaya Tbk execute its CSR initiatives based on the Triple Bottom Line framework of profit, people and planet. Profit-oriented strategy conducted through Alfamart Care program, which focuses on donation fundraising, good donation, and blood donation event. People-oriented organized through Alfamart Smart and Alfamart SMEs, which provide education scholarship and facilitate marketing promotion for Small and Medium Enterprises using Alfamind Application. Planet-oriented strategy is carried through Alfamart Clean and Energy, emphasizing plastic reduction campaigns and tree-planting activities to support environmental conservation and disaster mitigation. However, the implementation of CSR faces challenges, especially ineffective communications channel that limit the dissemination of innovation-related information to heterogeneous publics. This study underscores the critical role of CSR generate sustain reputational value rather than symbolic event only.

Keywords: *Corporate Social Responsibility, Public Relations, Triple Bottom Line, Company's image, Retail Company*

INTRODUCTION

In the era of Industry 5.0, business competition among organizations has intensified, pushing companies to adopt more effective and efficient strategies to maintain competitive advantages (Oliviera, 2024). Beyond economic performance, corporate image has become a pivotal factor influencing public trust and long-term sustainability. One strategic approach used to shape corporate image is Corporate Social Responsibility (CSR), which has a significant impact on corporate image (Chen et al., 2021). CSR is

defined as an ongoing ethical commitment of the business sector to contribute to broader economic and social development (Wati, 2019). This means that CSR activities, such as providing educational scholarships, supporting community development, and managing environmental impacts, are expected to demonstrate corporate commitment to society. This initiative signifies that companies do not merely utilize locations and local communities for profit-generating activities, but also recognize them as valuable assets that require sustained attention and responsibility.

Public Relations is considered a modern solution for companies or institutions in implementing Corporate Social Responsibility. This is reinforced by the definition of Public Relations according to Cutlip and Center, as cited in Luthfiyyah (2017), which states that Public Relations is a management function that assesses public attitudes, identifies policies and practices of individuals or organizations in the public interest, and plans and implements activities to gain public support. From this definition, it can be understood that the role of Public Relations is to facilitate and build a positive corporate image through various public relations activities.

Corporate Social Responsibility is a mandatory initiative for all companies (Chen et al., 2021), as also stated in the Government Regulation of the Republic of Indonesia, Law Number 40 of 2007 on Social and Environmental Responsibility of Limited Liability Companies, Article 1, Paragraph 3, which mandates companies to commit to sustainable economic development aimed at improving quality of life in ways that are beneficial to the company itself, local communities, and society in general (Nurhaedah et al., 2021). This regulation implies that every company in Indonesia is required to be directly involved in the implementation of Corporate Social Responsibility, without exception.

Previous studies by Miarta (2020) examined the communication strategy of the Corporate Social Responsibility (CSR) program "IKT Peduli" implemented by PT Indonesia Kendaraan Terminal in North Jakarta. The findings indicate that PT Indonesia Kendaraan Terminal appointed a person in charge (PIC) who maintained a close relationship with the local community. This approach enabled the company to gain a deeper understanding of community needs while simultaneously supporting the organization's objective of achieving a positive corporate image. In addition, a CSR study by Najibullah (2017) reveals that the implementation of CSR at PT Krakatau Posko can foster positive relationships between companies and local communities. This is demonstrated through observable changes in community attitudes, where local communities actively pay attention to CSR activities.

Despite extensive discussions on CSR, empirical evidence indicates that CSR has not been fully integrated into corporate strategy in practice. Nor Hadi's research, as cited in Widjanarta (2020), reveals that only 30% of companies in Indonesia have seriously shifted their stakeholder orientation to become part of their corporate strategy. This finding highlights a gap between regulatory requirements and actual CSR practices, even though CSR is legally mandated under the Government Regulation of the Republic of Indonesia, Law Number 25 of 2007 on Investment, which allows for sanctions to be imposed on companies that fail to carry out social responsibility,

including written warnings, restrictions on business activities, suspension of business operations, or revocation of investment facilities (Rahmania, 2023). Moreover, existing studies tend to emphasize CSR programs and their impacts, while giving limited attention to CSR strategies and tactics, as well as communication challenges encountered during implementation, particularly within the retail sector.

This study positions CSR as a strategic Public Relations practice that contributes to corporate image. Using the 3P framework (profit, people, and planet) proposed by John Elkington (1994), this study focuses on examining several Corporate Social Responsibility programs implemented by PT Sumber Alfaria Trijaya Tbk that generate social impact, particularly in the areas of community empowerment and environmental sustainability. The purpose of this research is to understand the strategies, tactics, and challenges faced by PT Sumber Alfaria Trijaya Tbk in implementing its Corporate Social Responsibility activities.

LITERATURE REVIEW OR RESEARCH BACKGROUND

Triple Bottom Line

Sustainable industries adopt the Triple Bottom Line model in their Corporate Social Responsibility programs (University of Wisconsin, 2022). The Triple Bottom Line (TBL) is a CSR model initiated by John Elkington in 1994. In his work, Elkington conceptualized CSR through the three pillars (3Ps): Profit, Planet, and People. This framework implies that companies must commit to sustainable economic development by maintaining a balance among social, economic, and environmental aspects.

According to Suharto, as cited in Nurjanah (2017), CSR strategies implemented under the Triple Bottom Line concept encompass three key dimensions. First, profit, where companies must remain focused on generating economic value to ensure business continuity and growth, while allocating a portion of sales revenue for charitable donations or social contributions. Second, people, which requires companies to demonstrate a strong commitment to human welfare. Third, planet, which emphasizes corporate responsibility toward environmental protection and the sustainability of biodiversity.

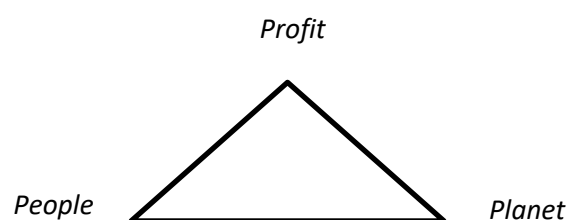


Figure 1. Triple Bottom Line Model (Author, 2025)

The tactics for implementing Corporate Social Responsibility under the Triple Bottom Line framework, according to Suharto, as cited in Nurjanah (2017), include several actions. Profit can be achieved by providing initial funding, regular funding, or endowment funds to be donated directly to foundations, or by establishing a foundation

to support those in need. People can be implemented through the provision of scholarships for students in communities surrounding the company, the establishment of educational and health facilities, and the strengthening of local economic capacity. Planet can be implemented through environmental greening initiatives, the provision of clean water facilities, settlement improvement programs, and tourism development.

Corporate Social Responsibility (CSR)

According to Said (2018), Corporate Social Responsibility (CSR) is an effort made by companies to enhance their image in the eyes of the public by creating charitable programs, both external and internal. External programs are carried out through partnerships involving all stakeholders to demonstrate the company's concern for society and the environment. It suggests that Corporate Social Responsibility is an activity or effort undertaken by a company, either directly or indirectly, as a form of the company's responsibility toward society or the environment, reflecting good corporate behavior.

The obligation of Corporate Social Responsibility for all companies in Indonesia is outlined in the Government Regulation of the Republic of Indonesia, Law No. 40 of 2007 on Limited Liability Companies, Article 1, Paragraph 3, which states: "Social and environmental responsibility is the company's commitment to participate in sustainable economic development to improve the quality of life and the environment, benefiting both the company itself, the local community, and society in general" (Nurhaedah et al., 2021).

Corporate Social Responsibility plays a role as the company's commitment in the business world to promote sustainable economic development through corporate social responsibility and consideration of economic, social, and ecological aspects. CSR activities are believed to enhance the company's image, reflect fundamentally good corporate behavior, and maintain the social contract between business and society (Siagian, 2020).

Public Relations

The term Public Relations, as it is understood today, originated in the United States. The development of Public Relations in the U.S. began in the early twentieth century. Ivy Lee, who initiated his career in Public Relations, gained recognition among major American businesses after successfully managing the paralysis of the national coal industry in 1906, thereby positioning himself as a public relations representative for corporations and other agencies. Ivy Lee is regarded not only as a pioneer and trailblazer but also as the Founder of Public Relations (EBSCO, 2023).

According to Cutlip, Center, and Broom, as cited in Butterick (2012), Public Relations is a management function that identifies, builds, and maintains mutually beneficial relationships between an organization and its various publics, whose support and cooperation are critical to organizational success or failure. Similarly, the Kamus

Besar Bahasa Indonesia (KBBI) defines Public Relations as a division within government or private institutions that works to gain public support for organizational activities.

Public Relations is further described as a management function that facilitates two-way communication between an organization and its publics, based on mutual understanding, with the objective of gaining trust and establishing a positive image. Laksana and Mukarom (2015) state that the primary task of Public Relations is to build and maintain relationships with the public through a series of intensive communication activities. In practice, Public Relations employs strategic approaches that are subsequently developed into structured programs (Yulistiani, 2022).

In Indonesia, Public Relations can be categorized into two types based on its operational context: government Public Relations and private Public Relations (Humas Indonesia, 2024). Government Public Relations is a specialized function that performs managerial roles to build and maintain harmonious relationships, support and influence public policy, and gain understanding, trust, cooperation, and support from both internal and external publics. Meanwhile, private Public Relations refers to organizations managed with profit-oriented objectives, including corporations, film companies, and agencies. Private Public Relations plays a role in promoting products, expanding the distribution of goods or services, and maintaining a positive corporate reputation within society (Humas Indonesia, 2024).

Company's Image

Image is abstract and cannot be measured mathematically; however, its presence can be perceived through evaluations of good or bad, such as positive or negative responses, particularly from the public (target audience) and society at large. According to Bajaj (2023), image is the total perception of an organization, person, or group held by others, often resulting from what they have done. This means that image is formed by external publics based on what they observe or think about an organization.

A company's image can be categorized into two types: positive image and negative image (Kendilima PR Agency, 2025). A positive image refers to favorable impressions, views, or perceptions formed by individuals or groups toward an organization or company. To maintain a positive image, a company must demonstrate transparency, engage in continuous innovation, and respond effectively to public needs. Conversely, a negative image refers to unfavorable impressions, views, or perceptions held by individuals or groups toward an organization or company. To improve a negative image, companies are required to evaluate and, where necessary, improve their services and product quality.

According to Frank Jefkins as cited in Humas Indonesia (2023), there are four types of Public Relations image as follows:

1. Shadow image refers to a perception adopted by individuals when interpreting how an organization is viewed by external parties.
2. The prevailing image is the perception or view that is attached to an organization by external stakeholders.

3. The desired image represents the image that management seeks to achieve. This image does not necessarily correspond to the actual image and is typically more favorable than the organization's current public perception.
4. The corporate image is the overall image of an organization, encompassing more than just its products or services. This image is shaped by various factors, one of which is the organization's willingness to engage in social responsibility initiatives.

Retail

Recent developments in the business world have greatly supported the growth of retailers in the market, particularly large retailers. Increasing levels of consumption and the public's desire to shop have made this industry increasingly attractive to business actors. Retail refers to the sale of small quantities of commodities to consumers. The word "retail" comes from the French word "retailer," meaning "to cut into small pieces." According to Sunyoto (2015:1), retailing includes all activities that involve marketing goods and services directly to customers. Meanwhile, Kotler (2016) defines retail as encompassing all activities involving the sale of goods or services directly to end consumers for personal, non-business use. Kotler also adds that retailing refers to any business whose primary sales volume comes from retailing. From these definitions, researchers can conclude that a retail company or retail business is an enterprise that involves the sale of goods or services to consumers in individual or retail quantities.

In the retail business, consumers who purchase products or services intend to consume or use them personally rather than resell them. Retail businesses act as intermediaries by facilitating consumers' access to goods that are difficult to obtain directly from manufacturers. Retail businesses also serve as a frontline in understanding consumer behavior and market trends. They receive direct feedback from consumers, allowing this information to be conveyed to wholesalers or manufacturers. The target market consists of non-business consumers, namely those who consume products for personal and household needs. Retail businesses possess certain characteristics that distinguish them from other types of businesses or companies. The characteristics of retail businesses, according to Berman and Evans, as cited in Utami (2018), are as follows:

1. Small Average Sale
The level of retail sales in these stores is relatively small because the target market consists of end consumers who purchase goods in limited quantities.
2. Impulse Practice
Purchases in retailing are largely unplanned. Therefore, retailers must pay close attention to developing appropriate strategies to maximize purchases and optimize revenue.
3. Store Popularity

The success of retailing is highly dependent on the popularity and image of the store or company. The more well-known the store or company, the higher the number of customer visits, which ultimately affects revenue

The presence of retail businesses essentially capitalizes on the shopping patterns of the upper-middle class while providing optimal facilities. Environmental concerns are also given considerable attention. Retail businesses are highly sought after by the public because they offer convenient facilities and consistently prioritize Corporate Social Responsibility programs that address the needs of surrounding communities. The data from Cone Communications (2017) show that 87% of customers are more likely to purchase from a company that has strong social responsibility. Therefore, retail companies are required to uphold corporate social responsibility toward the business environment for sustainability and business expansion.

In this context, PT Sumber Alfaria Trijaya Tbk is a retail company that sells goods to end users individually or in retail quantities for personal consumption. As a retail business, PT Sumber Alfaria Trijaya Tbk implements Corporate Social Responsibility programs directed toward the public.

METHODOLOGY

This study adopts a post-positivist paradigm. According to Batubara (2017), within the post-positivist paradigm, researchers cannot obtain facts by distancing themselves from the reality being studied. Therefore, the research process must involve interaction between the researcher and the existing reality. In other words, this paradigm emphasizes that reality represents factual conditions while acknowledging that it cannot be entirely separated from contextual interpretation (Mulyana, 2013).

In this study, the researcher adopts a qualitative approach with a descriptive research design using a case study method. A qualitative approach is considered appropriate as it enables an in-depth understanding of CSR strategies, tactics, and challenges encountered by PT Sumber Alfaria Trijaya Tbk (Tenny et al., 2022).

The data collected in this study consist of primary data, obtained through interviews and observations involving the General Manager of Corporate Communications, the Public Relations Manager, and a Public Relations Officer of PT Sumber Alfaria Trijaya Tbk. The researcher employs purposive sampling, a sampling technique based on specific considerations aligned with predetermined criteria, to determine the informants included in the study (Yin, 2014).

The data validation technique used in this study is data source triangulation. Hardani (2020) explains that source triangulation involves collecting data from different sources using the same method to enhance data credibility. In this study, the researcher applies an interactive data analysis model, which consists of data reduction, data presentation, and conclusion drawing, enabling the researcher to focus on relevant information and avoid unnecessary data.

The following table presents the informants categorized as key informants, primary informants, and additional informants in this study.

Table 1: Informants Profile

Informant Code	Informant Role / Profile	Relevance in Study
Y1	Public Relations Manager	Provide insight into strategies and tactics used by company to conduct CSR initiatives
Y2	General Manager Corporate Communications	Provide insight into communication strategies to maintain company reputation
Y3	Public Relations Officer	Provide insight into several challenges at the CSR implementation location

Table 1 presents the profiles of the informants involved in this study and highlights their relevance to the research objectives. The informants were selected based on their strategic roles in corporate communication and corporate social responsibility (CSR) implementation. Informant Y1, the Public Relations Manager, provides insights into the strategies and tactics employed by the company in conducting CSR initiatives. Informant Y2, the General Manager of Corporate Communications, contributes perspectives on communication strategies used to maintain and enhance the company's reputation. Meanwhile, Informant Y3, the Public Relations Officer, offers valuable information regarding the challenges encountered during CSR implementation at the project location. Together, these informants provide a comprehensive understanding of CSR practices from both strategic and operational communication perspectives.

RESULTS AND DISCUSSION

Based on interviews with key informants, PT Sumber Alfaria Trijaya Tbk implements its Corporate Social Responsibility under an umbrella program known as Alfamart For All. According to informant Y2, "We have an umbrella called Alfamart Sahabat Indonesia. Sahabat means one heart sharing for Indonesia. From that, we have six derivatives: Smart, SMEs, and others. Then, about two years later, the term Alfamart For All emerged." Also, informant Y1 argues that:

"We have a CSR umbrella called Alfamart For All, with the pillars of Corporate Social Responsibility I mentioned earlier in the social, economic, health, environment, and education sectors." (Informant Y1)

The findings further indicate that the Alfamart For All program serves as the main theme of Corporate Social Responsibility and consists of Alfamart Care, Alfamart Smart, Alfamart SMEs, and Alfamart Clean and Green. This means that the program is structured around three main dimensions: profit, people, and planet, which align with the Triple Bottom Line by John Elkington (1994). Not only that, Alfamart For All has been designed to support its mission to build a trusted, healthy, and continuously growing global organization that benefits customers, suppliers, employees, shareholders, and society at large (Alfamart, 2024). This CSR initiative is further aligned with the company's goals and values, which will benefit long-term reputation and business purposes (Harvard Business Review, 2021).

Alfamart For All is classified into several strategies. Firstly, for profit. According to Informant Y1, as Public Relations Manager of PT Sumber Alfaria Trijaya Tbk, "For the profit strategy, Alfamart Care is present as a form of corporate social responsibility that focuses on providing healthcare facilities and improving living conditions that derive from company revenue." Further, Y2, as General Manager of Corporate Communications, stated that

"The strategy is to create an Alfamart Care platform, which is like providing assistance to victims of natural disasters who need help. This will then be implemented through several concrete actions related to the strategy. Alfamart Care is carried out as a gesture of sympathy through donations."

In order to make the strategy more effectively implemented, there are several tactics used by PT Sumber Alfaria Trijaya Tbk, as stated by Y1: "The tactics used include providing product assistance, rescue efforts, and other donations. We have prepared items for donations, such as basic necessities and medicines." Also, Informant Y2 said that

"The tactics we employ include providing donations and in-kind assistance to disaster victims, as well as donations of school supplies for elementary, middle, and high schools, and early childhood education (PAUD), and school facilities. We also provide consumer donations to help those in need. For example, in April 2021, Alfamart and Bebelac distributed 55,555 nutritional packages for breaking the fast across Indonesia in 35 cities from Sabang to Merauke."

From the data above, the research demonstrates that the profit-oriented CSR strategy of PT Sumber Alfaria Trijaya Tbk is operationalized through Alfamart Care by integrating corporate revenue with concrete social actions. This strategy positions profit not merely as financial gain, but also as a resource that can contribute to society, particularly for those affected by disasters, by providing healthcare support and educational assistance. This approach reflects the profit dimension of the Triple Bottom Line framework, in which economic capacity can be leveraged to create social value that can strengthen corporate reputation (Elkington, 1994; Chen et al., 2021). The effectiveness of this strategy is reinforced through the use of tangible CSR tactics, including the provision of basic necessities, medicines, school supplies, nutritional packages, and consumer-based donations. These tactics are further aligned with previous research by Suharto, as cited in Nurjanah (2017), which states that CSR for people empowerment can be conducted through funding for disaster victims, regular funds, or endowment funds donated directly to foundations.

In addition, these findings show that PT Sumber Alfaria Trijaya Tbk demonstrates how a profit-focused CSR approach can work together with ethical and community-centered values. This allows the company to balance business sustainability with corporate responsibility. PT Sumber Alfaria Trijaya recognize that people are the main factor that need to be helped because they can be part of the external public to conduct external relations. In this way, the profit strategy not only helps the company gain a competitive advantage but also builds long-term trust with stakeholders, which is important for keeping a good corporate image in the retail industry (Matuleviciene & Stravinskiene, 2015).



Figure 2. Profit-based Corporate Social Responsibility (Author's Documentation, 2025)

Furthermore, the strategy implemented through the Corporate Social Responsibility program in the people dimension indicates that the company must care about human welfare. It can be described that PT Sumber Alfaria Trijaya Tbk has a CSR

strategy that actively empowers the community (people), namely Alfamart SMEs and Alfamart Smart, through MSME empowerment and student education. As stated by Y1, Public Relations Manager of PT Sumber Alfaria Trijaya Tbk,

“We have an Alfamart Smart strategy that participates in developing Indonesian community resources. Alfamart Smart use tactics through Alfamart Class, which prepares vocational school graduates for employment at Alfamart. We also have Alfamart SMEs to empower fostered MSMEs.”. (Informant Y1)

From the strategy above, Alfamart Smart aligns with previous studies by Suharto, as cited in Nurjanah (2017), where the “people” strategy can be carried out by providing scholarships to students in the company’s vicinity, establishing educational and healthcare facilities, and strengthening local economic capacity. The people strategy can also be defined as part of the contribution of PT Sumber Alfaria Trijaya Tbk to advancing education in Indonesia, which is supported by Sustainable Development Goal number 4, quality education (United Nations, 2015). By conducting this program, Alfamart contributes to improving Indonesian youth skills by providing retail management education to partnered vocational high school students. Notably, when these students graduate, they can directly join Alfamart without having to go through additional tests, helping to reduce unemployment in Indonesia, which stands at 7.46 million people (Badan Pusat Statistik Indonesia, 2024).

In addition, Alfamart SMEs involves empowering Small and Medium Enterprises, which also function as an educational program to increase the knowledge and skills of the people of Indonesia. According to Y1, several tactics are used, as stated by Y2: “Then, within Alfamart SMEs, we provide trading training so that, like traditional merchants whose business mindsets may still be conventional, our presence becomes a form of responsibility,” and Y3 also stated that

“We train and empower them to upgrade how to display merchandise, how to offer goods, and then order goods so they don't have to close their stores. this sta logo design, packaging, and digital finance. This initiative is aimed at helping the 64.2 million SMEs, according to the Ministry of Cooperatives and SMEs (2021). In 2015, the Alfamart SMEs program innovated by launching the Alfa Mind app to simplify communication and sales between SMEs and potential buyers without needing to visit the store in person.” (Informant Y3).

From these findings, the strategy positions CSR as a long-term investment in human capital development rather than a short-term philanthropic activity. By targeting traditional sellers and micro-entrepreneurs, Alfamart SMEs aligns with the people pillar of the Triple Bottom Line framework, which emphasizes social inclusion and community building for sustainable business practices (Elkington, 1994). The launch of the Alfa Mind application further illustrates how digital innovation is used to extend the reach and efficiency of SME empowerment initiatives by facilitating communication and promotion without physical store visits. Many SMEs still conduct traditional marketing practices, and Alfamart SMEs exist to support them. The strategy and tactics also further align with previous studies by Suharto, as cited in Nurjanah (2017), which state that CSR for people can be established through educational and health facilities and strengthening local economic capacity. In this regard, Alfamart SMEs demonstrates how people-oriented CSR strategies, when supported by practical and adaptive tactics, can contribute to both community resilience and long-term corporate image.



Figure 3. People-based Corporate Social Responsibility (Author's Documentation, 2025)

In the planet-based CSR dimension, PT Sumber Alfaria Trijaya Tbk (Alfamart) implements Alfamart Clean and Green, as stated by Y2: "Of course, in the environmental sector, we have the Alfamart Clean and Green strategy, which relates to reducing carbon emissions and plastic waste." This was also emphasized by Y1: "In the environmental sector, we have the Alfamart Clean and Green strategy. Initially, the tactics only focused on plastic but have now expanded to include tree planting." The results show that one of the activities under Alfamart Clean and Green is the plastic bag reduction campaign, which has been implemented across all Alfamart stores in Indonesia. As part of this initiative, customers are encouraged to reduce plastic consumption by using reusable eco-bags. This initiative supports environmental sustainability, as plastic waste remains a major challenge in Indonesia (Kementerian Lingkungan Hidup, 2025). This campaign

represents Alfamart's contribution to supporting the movement against plastic bags, which continue to accumulate. According to data from Maureen (2017), approximately 182.7 billion plastic bags are used in Indonesia every year. As a solution, Alfamart provides eco-bags for a fee of IDR 2,000, aiming to encourage customers to bring their own environmentally friendly bags instead of using plastic ones.

In 2022, PT Sumber Alfaria Trijaya Tbk innovated by launching an eco-friendly lighting campaign. This campaign was implemented through the development of Solar Power Plants (PLTS) for warehouses in Alfamart branches, as stated by Y1: "We are reducing electricity use with solar power plants starting in 2021 at every branch. We are also trying to keep the roofs of our warehouses open so they do not need to turn on lights during the day. We are also focusing on eco-villages, not just one-off programs. We also have independent communities that implement sustainable ecosystems in their daily lives. Our principles are the same as other Go Green systems, such as Reuse, Reduce, and Recycle."

Based on these data, the introduction of eco-friendly lighting through the use of Solar Power Plants (PLTS) in warehouse facilities indicates a strategic shift in the company's environmental approach, reflecting awareness of the negative impacts generated by production activities. This initiative further aligns with previous research by Suharto, as cited in Nurjanah (2017), which states that planet-based CSR can be carried out through environmental greening, providing clean water facilities, and improving settlements. In this case, CSR initiatives not only reduce operational energy dependence but also reinforce Alfamart's environmental narrative as a company that supports sustainable ecosystems.

Sustainable action is highly demanded by all companies, as many customers care about the sustainability of the brands they use. Currently, people are more aware of environmental issues (McKinsey, 2023). They realize that companies should not only seek profit to sustain their operations but also adapt to the environment in which they operate. Hence, they are willing to pay more for brands that promote sustainability (Zwicker et al., 2023). By having this strength, PT Sumber Alfaria Trijaya Tbk can gain positive exposure from the public and may even attract new customers due to its contribution (Nurhaedah, 2021).



Figure 4. Planet-based Corporate Social Responsibility (Author's Documentation, 2025)

In the context of Public Relations, CSR initiatives should be conveyed through two-way communication that benefits the company's reputation. Research reveals that PT Sumber Alfaria Trijaya Tbk faces barriers in its CSR innovation activities, particularly in communication channels. As stated by Y1, Public Relations Manager of PT Sumber Alfaria Trijaya Tbk, "The barrier we encounter is the communication channel, which is often ineffective. We cannot always convey innovation through paid media, which is very effective, due to limited budgets." This indicates that although the company has strong CSR initiatives, not all publics are adequately informed.

In fact, communication channels that allow promotion include various forms such as mass media, social media, and paid social media (Meltwater, 2023). PT Sumber Alfaria Trijaya Tbk is very active in disseminating CSR information through its social media accounts on Instagram @Alfamarttv and YouTube @Alfamart (Informant Y1). However, the information shared is often ineffective because many people do not follow Alfamart's accounts. In contrast, one of the most effective media channels to reach all layers of society is paid mass media such as television and newspapers (Dirgantara et al., 2020).

To overcome this barrier, PT Sumber Alfaria Trijaya Tbk's Public Relations team implements a communication screening strategy. As stated by Y1, "The solution we have implemented is a communication screening strategy. This means the company analyzes and filters the communication channels used for publication." This means that not all CSR innovations are communicated through paid media. Some CSR activities that are national in scale or long-term, such as the launch of the Alfa Mind application as a platform for modern marketing communication for MSME players, are communicated through paid media to ensure they reach a heterogeneous public. Meanwhile, CSR activities that are regional in scale or short-term, such as the customization of goods for charity events, are disseminated through the company's owned communication channels, such as the website and social media.

This communication screening strategy reflects a more adaptive and resource-efficient approach to Corporate Social Responsibility communication. By selectively utilizing paid media for high-impact and large-scale CSR initiatives, the company ensures that CSR activities can reach broader and more diverse stakeholders, which aligns with the study by Khakubia (2018) that paid media, such as advertising, is one of the most powerful tools to promote campaigns or promotional destinations. Hence, PT Sumber Alfaria Trijaya Tbk can gain more exposure by emphasizing one CSR initiative that is perceived as having a significant influence. Based on this communication screening strategy, the solution also aligns with Siahaan and Muharman (2024), who state that Public Relations perform as promoters of events and ensure that activities are communicated effectively (reaching a wider audience) and efficiently (through appropriate strategies and budgeting).

CONCLUSION

This study shows that Corporate Social Responsibility (CSR) at PT Sumber Alfaria Trijaya Tbk is used as a Public Relations strategy to build and keep a good corporate image. The company uses the Alfamart For All program to organize CSR efforts around the Triple Bottom Line concept, which includes profit, people, and planet. This means that CSR is not just about charity, but about a planned and purposeful business strategy.

The profit part of CSR is handled through Alfamart Care. The company uses its profits to support social causes like helping during disasters, providing healthcare, and offering education. The people part is covered by Alfamart Smart and Alfamart SMEs, which focus on education, training, and helping small businesses. This helps build human skills and make communities stronger. The planet part is handled by Alfamart Clean and Green, which works on environmental projects like cutting plastic use, planting trees, using renewable energy, and saving resources.

Together, these efforts show that the company's CSR aligns with sustainable business practices and helps improve how stakeholders see the company. However, the study also finds that communication is a big challenge in making the most of CSR's reputation. Even though the company uses its own media to share CSR news, limited budgets stop it from using paid ads, which makes public awareness of CSR efforts uneven.

To fix this, the company uses a smart communication strategy, choosing when to use paid or owned media based on how important the CSR activity is. This shows that managing communication is key to making sure CSR messages reach different groups of people. The study concludes that when CSR is planned and communicated well, it can be a powerful tool for Public Relations and boosting the company's image.

BIODATA

Hildan Muhladin, S.I.Kom, is a Bachelor of Communication Science, from Universitas Esa Unggul. Upon completing his bachelor, Hildan pursue master's degree at the University of Melbourne, majoring in Master of Marketing Communications. His passion for communication push his limit to want to become a communication lecture in the future.

Dr. Erna Febriani, is a lecturer of communication science from Universitas Esa Unggul, Jakarta Indonesia. Her research focuses on topic in public relations and digital communication. Her works engages with how communication practices evolve in contemporary contexts.

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