

ABSTRACT

Corporate reputation is a valuable intangible asset. A company's reputation formed by Corporate Social Responsibility (CSR) performance. CSR performance in Indonesia is increasingly considered important and is regarded as providing numerous benefits. Therefore, the Indonesian Government established Law No. 40 of 2007, which mandates that all limited liability companies implement CSR activities. However, only 30% of companies in Indonesia implement CSR effectively and integrate it into their operational strategies. This study investigates whether CSR awareness is beneficial for corporate reputation. Based on a survey of 400 CSR beneficiaries from PT Mitra Pinasthika Mustika Tbk, regarding their perception of MPM Group's CSR performance, the results show that CSR awareness has a significant impact on the reputation of PT Mitra Pinasthika Mustika Tbk through environmental management and direct stakeholder engagement. The review in this study highlights aspects related to the general measurement of corporate reputation and CSR awareness. However, future research could further explore the relationship between CSR awareness and corporate reputation by considering other factors, such as social relationships, understanding of CSR, and the company's commitment to CSR.

Keywords: CSR communication, CSR awareness, reputation