

ABSTRACT

This study aims to analyze the Brand Community Social Responsibility (BCSR) strategies implemented by the fandom of Seventeen, known as “Carat,” in maintaining the brand image as a peaceful and responsible community. The research employs a qualitative method with a netnographic approach. The theoretical framework includes BCSR theory, altruism theory, and stakeholder theory. The findings indicate that the involvement of the Carat fandom in BCSR activities, such as fundraising for social causes and environmental initiatives, strengthens the emotional bonds among members and preserves the positive perception of both the Seventeen fandom and the band itself. The social activities conducted by the Seventeen fandom serve as symbols of humanity and social responsibility, creating a strong culture of support and care within the community. This research suggests that other fandom communities may adopt BCSR practices as a form of social contribution that not only benefits the broader society but also serves as a collective communication strategy to maintain a positive public image in digital spaces. Furthermore, this study is expected to contribute as a reference in academic discourse on communication studies, particularly in understanding the role of fandom communities in the context of digital culture.

Keywords: *Altruism, Brand Community Social Responsibility (BCSR), Carat, Fandom, K-Pop, Stakeholder.*