GOLDEN RATIO

MARKETING | RESEARCH ARTICLE

Exploring CSR Strategies and Their Impact on Brand Awareness: A Case Study of Toko Kopi Sedaya

Rivaldy Dwi Alvian[1*], Iman Sumarlan[2]

[1,2] Department of Communication Science, Faculty of Literature, Culture and Communication, Universitas Ahmad Dahlan, Yogyakarta, Indonesia. Email: rivaldy2100030313@webmail.uad.ac.id, iman.sumarlan@comm.uad.ac.id

ABSTRACT

In today's highly competitive business landscape, Corporate Social Responsibility (CSR) has emerged as a key strategy for building public trust and enhancing brand awareness, especially among small and medium enterprises (SMEs). To understand how social initiatives contribute to strengthening brand identity, this study explores the CSR strategies implemented by Toko Kopi Sedaya, a local coffee shop in Yogyakarta. Using a qualitative descriptive approach, the research involved in-depth interviews, observations, and analysis of social media content to examine the planning, implementation, and impact of CSR programs. The findings reveal that Toko Kopi Sedaya integrates CSR activities such as barista training for local youth, sourcing from local farmers, and community engagement programs into its brand communication strategy. These efforts significantly contribute to brand recognition, emotional consumer connection, and customer loyalty. The study highlights that when strategically aligned with brand values and communicated effectively, CSR can be a powerful tool for enhancing brand awareness and building a sustainable business identity. This research contributes to the theoretical understanding of CSR's role in strategic brand development within the context of SMEs.

Keywords: Brand Awareness, Community Engagement, Corporate Social Responsibility (CSR), Customer-Based Brand Equity (CBBE).
JEL Code: M14, M31, L26.

I.   Introduction

In the modern era of increasingly competitive business, corporate social responsibility (CSR) practices have become one of the important strategies for companies to build good relationships with the community while strengthening their brand image (Yoopetch et al., 2023). CSR is no longer just a moral obligation but has evolved into an integral corporate strategy in shaping the public's positive perception of the brand and the products offered. In this context, small and medium enterprises (SMEs), including the local coffee industry, adopt CSR strategies to build consumer loyalty and increase brand awareness (Costa Melo et al., 2023). One interesting example is Toko Kopi Sedaya, a local coffee business that seeks to instill social values in its business activities.

Toko Kopi Sedaya is part of the profit-oriented local coffee industry and pays attention to social, environmental, and cultural values that develop in the community (Parhankangas & Colbourne, 2023). In running its business, Toko Kopi Sedaya not only offers products in the form of coffee drinks but also seeks to build an image as a business actor who cares about the surrounding community. Through various CSR programs that they carry out, such as barista training for local youth, the use of coffee beans from local farmers, and community-based social activities, Toko Kopi Sedaya shows its commitment to sustainable social development. This approach is interesting to analyze because it shows how CSR can be integrated into small and medium-scale business practices to achieve strategic goals, especially in building brand awareness (Al Masud & Hossain, 2019).

One of the main focuses of this study is to examine the Corporate Social Responsibility (CSR) strategy implemented by Toko Kopi Sedaya. This research explores the CSR activities carried out, including the' planning, implementation, and evaluation stages of social programs. Understanding the strategy is important to assess the value orientation carried by the company and how the CSR approach is designed to align with the company's vision and mission (Pekovic et al., 2016). CSR implemented by a business entity generally reflects a commitment to specific values, such as concern for the environment, local community empowerment, or consumer education (Metzker et al., 2021). In the context of Toko Kopi Sedaya, it is necessary to analyze whether the implementation of CSR has a strong strategic foundation or is simply symbolic. Therefore, a thorough analysis of the program structure, implementation objectives, and social dimension is crucial to this study.

This study also examines the contribution of CSR to efforts to build and increase brand awareness of Toko Kopi Sedaya. This is relevant considering that brand awareness is one of the important indicators in the modern marketing world, reflecting the extent to which consumers recognize, remember, and positively perceive a brand. Amid increasingly fierce competition in the food and beverage (F&B) industry, a brand's ability to create awareness in the minds of consumers is one of the determining factors for business sustainability (Chung et al., 2022). Therefore, assessing how much the CSR program can increase brand exposure, strengthen consumers' positive association with the company's values, and encourage loyalty to the products and services offered (Albert et al., 2022). In this case, the effectiveness of CSR program communication and consumer involvement in corporate social activities are important indicators worth exploring further.

Based on literature reviews, business actors can use various CSR implementation approaches to build brand awareness. One is the cause-related marketing approach, where a company associates a specific social activity with promoting its product (Bhatti et al., 2023). In addition, the community involvement approach is also a commonly used strategy to instill a positive perception of the brand. Companies can organize social activities such as skills training, educational programs, and cultural activities to contribute to society. These activities, if properly packaged and communicated effectively, can strengthen the brand's position in the minds of consumers and increase business competitiveness (Tchelidze, 2023). In the context of Toko Kopi Sedaya, the implementation of CSR programs seems to refer to the principle of active engagement with the local community. For example, using raw materials from local farmers supports the microeconomy and becomes a strong narrative in building a brand identity as a café that cares about sustainability. In addition, barista training activities for local youth can be seen as a form of social investment that has a long-term impact on society and strengthens positive associations with brands. This strategy reflects that CSR is not only a promotional tool but also part of a long-term commitment to sustainability and community well-being. Corporate social responsibility (CSR) contributes to brand awareness and can be measured through several indicators, such as brand recognition, association, and consumer loyalty (Ekasari & Fajaray, 2024). These three indicators allow researchers to comprehensively understand the influence of CSR on consumer perception and attitudes toward brands. Data was collected through in-depth interviews and observations; this approach was used to obtain empirical and contextual views on the implementation of CSR and its impact on brand images.

A company's digital activities, including interactions on social media platforms, can reflect the extent to which the audience receives and discusses the CSR message. Digital exposure provides an overview of the level of resonance and reach of the CSR programs that have been implemented (Zhukova et al., 2020). This study aims to describe the form of CSR strategy implemented and assess its effectiveness in sustainably increasing brand awareness. The research results are expected to contribute theoretically to developing strategic communication studies, especially in the realm of CSR and brand marketing. The findings can be used as a reference for SMEs in designing CSR programs with a social impact and strategic value in strengthening brand identity (Dixit & Priya, 2023). The relevance of the results of this research also lies in its ability to enrich the academic discourse on CSR as a brand-building tool, especially amid the development of a dynamic and competitive local business sector.

The conceptual foundation in this study uses customer-based brand equity (CBBE), which Kevin Lane Keller developed. Keller (2001) states that brand equity is formed from consumers' perception of a brand, which comes from experience, knowledge, and consistent associations with the brand's attributes. Substantial brand equity allows a brand to occupy a privileged position in the minds of consumers, creating a sustainable competitive advantage. In this context, marketing strategies that touch on consumers' emotional aspects and social values, such as through Corporate Social Responsibility (CSR) activities, have great potential to strengthen brand equity (Junaidi, 2022).

The CBBE model consists of four main stages: brand identity, brand meaning, brand response, and brand resonance. The first stage, brand identity, emphasizes the importance of building brand awareness, namely the extent to which consumers recognize and remember a brand. CSR activities carried out by companies can serve as an effective communication medium in creating brand awareness, primarily if they consistently reflect the company's values and identity. In this case, Toko Kopi Sedaya can use the CSR program to introduce itself and affirm its position in the community. The second stage in Keller's theory is brand meaning, which refers to the associations formed in the consumer's mind towards a brand. This association can be in the form of product quality, social value, or the image inherent in the brand. When consumers know that a brand is actively involved in social or environmental activities, brand associations will be easier to form and tend to be positive (Junaidi, 2022). For Toko Kopi Sedaya, activities such as empowering local farmers or engaging the surrounding community can shape the perception of a brand that cares, is responsible, and has sustainability values. The next stage is brand response, which refers to how consumers react to a brand based on their judgments and emotions. Authentic CSR efforts can build respect and trust, leading to more positive brand evaluations. According to Keller, consumer responses are strongly influenced by their experiences and interactions with the brand's values (Junaidi, 2022). Toko Kopi Sedaya's CSR strategy can enhance rational and emotional consumer evaluations in this context. The final stage in the CBBE model is brand resonance, which represents the level of consumer attachment to a brand. Brand resonance occurs when consumers are familiar with the brand, have a strong emotional connection, and demonstrate loyalty. Consistent CSR initiatives that align with consumer values can foster brand resonance. Consumers purchase the product and feel connected to the brand's mission and values. For Toko Kopi Sedaya, a CSR strategy that successfully engages the local community emotionally can effectively lead to strong brand resonance.

According to Keller's theory, CSR has a strategic role in shaping and strengthening brand equity, from increasing brand awareness to forming consumer loyalty. This theory provides a comprehensive analytical framework to assess how CSR elements influence consumer perception and behavior towards brands. Therefore, this study places Keller's brand equity theory as the primary theoretical foundation for understanding the contribution of CSR strategies implemented by Toko Kopi Sedaya in building brand awareness in a structured and sustainable manner. Over the past two decades, Corporate Social Responsibility (CSR) has been widely studied as a corporate strategy to build strong stakeholder relationships and enhance brand awareness (Prihatiningsih et al., 2024). However, most of these studies have predominantly focused on large-scale or multinational companies with extensive resources to implement CSR programs on a broad scale. Research on CSR within the context of small and medium enterprises (SMEs) (Nobelson & Yuliniar, 2024), particularly in local Indonesian settings, remains limited. SMEs possess unique characteristics and face

different challenges, operating within social environments closely tied to local communities. As such, their CSR strategies are shaped by different dynamics. The lack of in-depth studies exploring how SMEs design and implement CSR and how such strategies tangibly influence consumer perceptions of their brand reveals a significant gap in the existing literature.

Toko Kopi Sedaya, a local SME based in Yogyakarta, has actively initiated various CSR efforts targeted at its surrounding community. However, to date, no academic study has examined how these CSR strategies are formulated, executed, and how they impact consumer brand awareness. This points to a clear empirical gap in understanding the effectiveness of CSR within small, community-based business contexts. Therefore, this research seeks to address that gap by exploring and analyzing the CSR strategies implemented by Toko Kopi Sedaya and assessing their influence on brand awareness. In doing so, this study aims to contribute theoretically to the CSR literature within the SME sector and offer practical insights for local business practitioners seeking to align their social initiatives with brand identity and community expectations.

II. Literature Review and Hypothesis Development

This literature review explores the connection between Corporate Social Responsibility (CSR) and brand awareness, specifically emphasizing how small businesses like Toko Kopi Sedaya can strategically apply CSR to establish strong ties with local communities and enhance brand recognition. The review is organized into four key sections: the concept of CSR, its relationship with stakeholders, its impact on brand awareness, and its application in small and medium-sized enterprises (SMEs), especially in the case of Toko Kopi Sedaya.

2.1. Understanding CSR As a Strategic Approach

In the modern business environment, CSR is increasingly recognized as an ethical obligation and a strategic initiative that can deliver long-term benefits to both companies and society. Rather than being perceived as a financial burden, CSR is now viewed as a valuable investment that enhances a company's social impact and market presence. CSR is the voluntary actions taken by companies to support the well-being of society through responsible business practices and ethical use of resources. These activities may include environmental conservation efforts, education support, and programs aimed at community development (Acuti et al., 2024). When implemented with sincerity and consistency, CSR initiatives can strengthen public perception, improve stakeholder relationships, and increase a company's competitiveness.

2.2. CSR and Stakeholder Relationships

The foundation of CSR is closely tied to stakeholder theory, which emphasizes that companies bear responsibilities toward shareholders and a broader group of stakeholders, including customers, employees, local communities, and the natural environment (Fatima & Siddiqui, 2020). A stakeholder-focused CSR approach encourages open communication, mutual respect, and long-term trust. Companies engaging meaningfully with stakeholders often gain a more favorable reputation and greater loyalty. These factors are crucial in shaping how a brand is perceived and remembered, influencing brand visibility and recognition.

2.3. The Role of CSR in Building Brand Awareness

Brand awareness is an essential aspect of marketing that reflects how familiar consumers are with a brand and how easily they can recall it (Soonsiripanichkul & Ngamcharoenmongkol, 2019). suggest that brand awareness comprises two main elements: brand recognition, which refers to consumers' ability to identify a brand when encountering it, and brand recall, which involves remembering a brand without visual or auditory cues. CSR can significantly contribute to both elements of brand awareness. When companies engage in social initiatives that align with public values, they foster emotional connections, reinforcing consumer trust and

loyalty. Confirm that consumers view socially responsible brands positively, leading to stronger preferences and improved brand recall (Muniz et al., 2019). Despite this, much of the existing literature focuses on large corporations, leaving a limited understanding of how CSR impacts brand awareness in smaller, locally based businesses.

2.4.   CSR in SMEs: Insights from Toko Kopi Sedaya

Small and medium-sized enterprises (SMEs) differ from larger corporations in terms of resource availability and market reach. However, SMEs often operate in close connection with their surrounding communities, giving them a unique opportunity to implement impactful, localized CSR strategies. Argue that CSR efforts in SMEs can be especially effective when they are relevant to local needs, delivered consistently, and communicated authentically. In this way, CSR becomes a means for small businesses to build trust, strengthen their brand identity, and stand out in competitive markets (Hadi & Udin, 2021).

Toko Kopi Sedaya exemplifies how a small business can integrate CSR into its core operations. The company supports local coffee farmers, offers youth vocational training, and participates in community-based social initiatives. These activities not only reflect a commitment to social well-being but also shape a brand identity that emphasizes sustainability, empowerment, and local engagement (Matkevičienė & Jakučionienė, 2023). Communicating this brand narrative effectively to the public enhances consumer perception and helps create lasting brand awareness that differentiates Toko Kopi Sedaya from its competitors. Although previous research confirms a strong relationship between CSR and brand awareness, most studies focus on large corporations with national or international reach. There is still a lack of empirical evidence on how CSR initiatives affect brand awareness within SMEs that operate locally (Alakkas et al., 2022). This study addresses that gap by investigating how Toko Kopi Sedaya's CSR practices shape consumer perceptions and foster brand awareness in its immediate community.

III.   Research Method

This study employs a qualitative descriptive approach to explore how Toko Kopi Sedaya implements Corporate Social Responsibility (CSR) and how these efforts influence brand awareness. The qualitative method is considered appropriate for this research because it allows for an in-depth understanding of the values, meanings, and perceptions held by the organizers and recipients of CSR initiatives in a specific social context (Tiep Le et al., 2023). The focus is on interpreting the dynamics between CSR practices and public perceptions of brand identity, which requires a contextual and narrative analysis rather than statistical generalization. Data was collected over three months, from January to March 2025.

The participants were selected using purposive sampling to ensure that only those directly involved in or impacted by CSR programs were included. A total of 12 participants were interviewed, consisting of four internal stakeholders from Toko Kopi Sedaya (including management and CSR program coordinators), four regular consumers, and four members of the local community who have participated in or benefited from the company's CSR activities. This sampling strategy was designed to gather diverse yet relevant perspectives on CSR initiatives' design, implementation, and reception. The primary data collection techniques included in-depth interviews, participatory observation, and document analysis. The interviews aimed to uncover participants' insights into CSR objectives, motivations, and perceived outcomes. Observations were conducted by attending community-based CSR activities to observe real-time interactions between the business and local stakeholders. Document analysis included examining promotional materials, CSR event publications, and social media content to understand how the brand communicates its social responsibility narrative.

Triangulation was applied to ensure the reliability of the findings by comparing data from different sources (interviews, observations, and documentation). Member checking was also conducted by sharing preliminary findings with selected participants to verify the accuracy of interpretations. Validity was further

supported by prolonged engagement in the field, allowing the researcher to capture consistent patterns and reduce potential bias. These strategies were implemented to enhance the credibility and trustworthiness of the research outcomes (Alsheyab et al., 2023). Interviews were conducted with consumers and local community members targeted by CSR activities to understand their perception of the brand. Observation is carried out by directly observing the implementation of CSR programs and interactions between companies and the community. Documentation sources in promotional materials, activity publications, and social media uploads were also analyzed to assess how the CSR narrative was communicated to the public and its relationship with brand imagery.

IV. Results and Discussion

4.1. CSR Implementation Strategy of Coffee Shop Sedaya

The Corporate Social Responsibility (CSR) strategy of Toko Kopi Sedaya serves a dual purpose: to fulfill the company's social obligations and as a critical component of its brand-building efforts. Anchored in the Customer-Based Brand Equity (CBBE) framework developed by Kevin Lane Keller, this approach positions CSR as a peripheral activity and a strategic vehicle to enhance brand value through consumer perception. The CBBE model comprises four stages: brand salience, brand meaning, brand response, and brand resonance, which can be influenced by how the company communicates and implements CSR. This research uses empirical data from interviews, participatory observations, and document analysis to explore how CSR activities align with each stage.

The first stage in the CBBE model is brand salience, which refers to the degree to which consumers notice or remember a brand in a buying situation (Tasci, 2021). In the case of Toko Kopi Sedaya, CSR initiatives such as distributing basic needs packages to underprivileged residents and running community-based coffee education programs have increased the brand's visibility within the local community. During interviews, several community members recalled the brand primarily due to its social programs rather than traditional advertisements. This organic recognition reflects an emerging top-of-mind awareness, where the brand is the first recalled within its product category. At the brand meaning stage, Keller (2009) emphasizes two key elements: brand performance and brand imagery. Brand performance refers to how well the product or service meets consumer needs, while brand imagery involves the symbolic and emotional associations tied to the brand. Toko Kopi Sedaya's CSR strategy addresses both aspects. For instance, its partnerships with local coffee farmers ensure the delivery of ethically sourced, high-quality beans, contributing to product performance. Simultaneously, the brand's support for sustainable farming and social empowerment projects reinforces its image as an ethical and inclusive enterprise. This multidimensional approach reflects practices in similar local brands, leveraging community engagement to enhance brand narratives (Cherian et al., 2023). Through CSR narratives consistently packaged on social media and promotional materials, Toko Kopi Sedaya builds an image as a hangout space that sells products and offers social values that consumers can identify with. This reinforces the brand's symbolic dimension in its audience's minds.

Regarding brand imagery, CSR becomes a tool for cultivating emotional and symbolic meaning. Activities such as environmental workshops and youth entrepreneurship programs contribute to the brand's perception as more than just a coffee shop—it is seen as a social actor. Interviews with participants in these programs revealed feelings of admiration and belonging, particularly when they perceived the company's initiatives as sincere and impactful. However, the effectiveness of such imagery can vary. For example, some consumers expressed skepticism about whether they perceived the CSR efforts as inconsistent or purely promotional. This underscores the importance of authenticity, as noted by Menon (2019), who argues that CSR must align with a brand's core values to avoid consumer backlash. (Tasci, 2021). Authentic CSR can mobilize consumer sympathy and empathy, which leads to positive brand evaluations.

The brand response phase focuses on how consumers cognitively and emotionally evaluate the brand. Interview responses suggest that many consumers associate Toko Kopi Sedaya with trustworthiness,

responsibility, and innovation (Polat & Cetinsoz, 2021). These perceptions are shaped mainly by the company's consistent involvement in socially beneficial activities. Nonetheless, it is important to note that positive consumer response is not guaranteed across all segments. Younger, urban consumers with high social media exposure tended to respond more positively compared to older or less digitally engaged consumers, highlighting a segmentation in brand response. Toko Kopi Seyaya's CSR strategy encourages consumer participation in social activities directly and through symbolic support on social media. This creates a sense of engagement and closeness to the brand. When consumers feel that consuming Toko Kopi Sedaya products also means supporting the social values they believe in, the loyalty formed is transactional, emotional, and ideological.

CSR also supports the development of brand resonance, the final stage of the CBBE model, which involves deep emotional attachment and a sense of community between the brand and its consumers (Lee, 2020). Toko Kopi Sedaya fosters this connection by encouraging consumer participation in its initiatives, such as volunteering in local clean-up drives or contributing to crowdfunding efforts for social campaigns. These activities allow consumers to engage with the brand on an emotional and ideological level, increasing their loyalty and advocacy behaviors. However, such resonance may be limited to socially conscious consumers and not appeal to purely price-driven market segments. Therefore, the resonance achieved through CSR must be contextualized within the broader spectrum of consumer motivations.

A key component of Toko Kopi Sedaya's brand strategy is storytelling to communicate CSR efforts. The company actively shares stories of its social programs through various channels, including Instagram, blog posts, and in-store visuals. These narratives highlight values such as solidarity, collaboration, and environmental stewardship. Data from content analysis of their digital channels shows a recurring use of emotional appeals and visual storytelling, effectively reinforcing the brand's symbolic value. This communication strategy mirrors the success of similar SMEs, such as Kopi Kenangan, which integrates community-driven storytelling to humanize its brand (Ashari & Sitorus, 2023).

Despite these strengths, several challenges exist. One issue concerns the measurement of CSR impact on brand equity. While anecdotal evidence and qualitative feedback suggest a positive correlation, the absence of quantitative metrics, such as changes in brand recall scores or consumer loyalty indexes, makes it difficult to assess causality (Khan & Fatma, 2023). Furthermore, allocating resources to CSR may strain the operational capabilities of small businesses, especially if consumer expectations rise faster than the business can meet them. Therefore, a more structured evaluation mechanism is necessary, perhaps including regular consumer feedback loops and tracking brand perception over time.

Finally, the CSR strategy of Toko Kopi Sedaya reflects a conscious effort to integrate social values into its core brand identity. By embedding CSR into its brand communication, the company positions itself as a coffee vendor and a social partner in community development. However, CSR alone is not a panacea for brand building. It must be strategically aligned with business goals, consumer expectations, and competitive dynamics. As such, CSR functions best when treated not as a marketing afterthought but as a foundational element of the brand's long-term equity strategy (Zaitsev & Dror, 2020).

4.2. Contribution of CSR Strategy in Increasing Brand Awareness

The contribution of Toko Kopi Sedaya's Corporate Social Responsibility (CSR) strategy to enhancing brand awareness can be examined through the lens of Keller's Customer-Based Brand Equity (CBBE) framework. Brand awareness, defined in the CBBE model, refers to how consumers recognize or recall a brand in different purchasing scenarios (Keller, 2009). In this context, CSR becomes a strategic instrument for increasing visibility and embedding the brand into consumers' cognitive and emotional associations (Shrestha et al., 2023). This research gathered data through in-depth interviews with community members, employees, and customers, as well as through direct observations and digital content analysis, to understand how CSR activities affect brand awareness formation.

Brand recognition is crucial in the early stages of the CBBE model, namely brand salience. Toko Kopi Sedaya uses CSR to build brand awareness by focusing on programs relevant to the local community's needs. For example, by facilitating work for specific community groups and supporting local coffee farmers, Toko Kopi Sedaya became better known, especially among consumers concerned about social issues. This social activity brought up the name of Toko Kopi Sedaya in public conversation, which increased the likelihood of consumers recognizing the brand when choosing coffee products on the market (Menon, 2019).

The first stage of brand awareness development is brand recognition, where consumers can identify the brand when prompted by visual or verbal cues (Soeharso & Wikantari, 2022). Toko Kopi Sedaya enhances recognition by organizing localized CSR programs, such as distributing basic needs packages, supporting local farmers, and hosting educational workshops. These initiatives are frequently publicized on the company's Instagram and via community forums. Analysis of social media interactions and participant responses during interviews suggests that consumers often recognize the brand in connection with its social programs rather than its commercial offerings. This supports the notion that socially visible actions can serve as alternative entry points into consumer awareness, particularly in community-based markets.

A more advanced form of awareness is top-of-mind awareness, where the brand is the first that comes to a consumer's mind when thinking of a product category. Toko Kopi Sedaya appears to have reached this status within certain local circles. For example, among environmentally conscious youth communities in Yogyakarta, the brand was mentioned more frequently than competitors when respondents were asked to name socially responsible coffee shops. This suggests that CSR has played a role in elevating the brand's position relative to others in the same market. However, this impact may not generalize to all segments, as participants outside urban centers or less active on social media platforms showed lower spontaneous recall of the brand, indicating that CSR-driven awareness may be uneven across demographics (Yağız & Özer, 2023).

Toko Kopi Sedaya's CSR increases brand resonance, which is the highest stage in the CBBE model. Brand resonance refers to the depth of a consumer's relationship with a brand, which is characterized by strong loyalty and active participation in activities related to the brand (Yağız & Özer, 2023). By engaging consumers in various social initiatives, such as fundraising events or educational workshops for local communities, Toko Kopi Sedaya strengthens an emotional bond with its audience. Consumers feel part of a larger community, not just about consuming products but also contributing to social change. This increases brand loyalty, which is closely related to strengthening brand awareness. To contextualize these findings, a comparison with similar SMEs such as Kopi Janji Jiwa reveals that while all incorporate CSR into their strategies, Toko Kopi Sedaya emphasizes community participation and local empowerment over purely promotional campaigns (Dilasari et al., 2022). While Janji Jiwa has used national-level CSR campaigns, Toko Kopi Sedaya's grassroots approach creates more intimate and direct connections with the audience. This localized CSR orientation has effectively generated recognition and loyalty. However, it may also limit the scalability of its awareness beyond the region unless supported by broader digital outreach. Brand awareness is also reinforced through emotional associations and brand narratives shared by the company. Toko Kopi Sedaya regularly documents its CSR initiatives through compelling visual stories, often featuring the faces and voices of local beneficiaries. These storytelling techniques are essential in transforming CSR activities into memorable brand experiences (Aimé, 2023).

States that such narratives inform and emotionally engage consumers, enhancing brand recall. Observation of social media behavior showed that users were more likely to share and engage with posts about CSR activities than promotional product content, indicating a higher emotional resonance for socially driven narratives (Kusumasondjaja, 2018). Consumers interested in their social values tend to be more attached to the brand, which supports brand awareness in the long term. From a methodological perspective, the impact of CSR on brand awareness in this study was assessed qualitatively through triangulation. Data were gathered from direct interviews with 10 participants (4 management, three consumers, three community beneficiaries), complemented by participatory observation during CSR events and content analysis of 50 social media posts over the past year. While these methods provide rich, contextual insights, they are limited in their generalizability. Nevertheless, the consistency of narratives across different sources

adds credibility to the argument that CSR activities are instrumental in creating consumer awareness of the brand, especially in local, relationally-oriented markets. (Rasoolimanesh et al., 2024). It is also important to acknowledge that challenges remain while CSR enhances brand visibility. For instance, if CSR messages are not delivered consistently or consumers perceive them as disingenuous, the intended awareness can backfire, leading to skepticism. During interviews, one respondent doubted the brand's motivations, questioning whether the CSR efforts were timed around promotional campaigns. This highlights the need for transparency and consistency in CSR communication, especially as consumer expectations around corporate ethics grow more sophisticated (Menon, 2019). Companies must therefore be careful not to treat CSR as a temporary strategy but as an integral part of long-term brand building.

Overall, Toko Kopi Sedaya's CSR efforts appear to be positively associated with increased brand awareness, particularly within specific market segments that value ethical consumption and community engagement. However, the impact is mediated by message authenticity, communication consistency, and consumer demographics. These findings suggest that CSR can be a powerful tool in shaping brand awareness. However, it must be part of a broader, well-coordinated branding and communication strategy to produce sustained results (Huerta-Álvarez et al., 2020). Continued monitoring, evaluation, and refinement of CSR initiatives will be essential to maintain and expand their effectiveness in increasing consumer recognition and emotional connection with the brand (Xin, 2023).
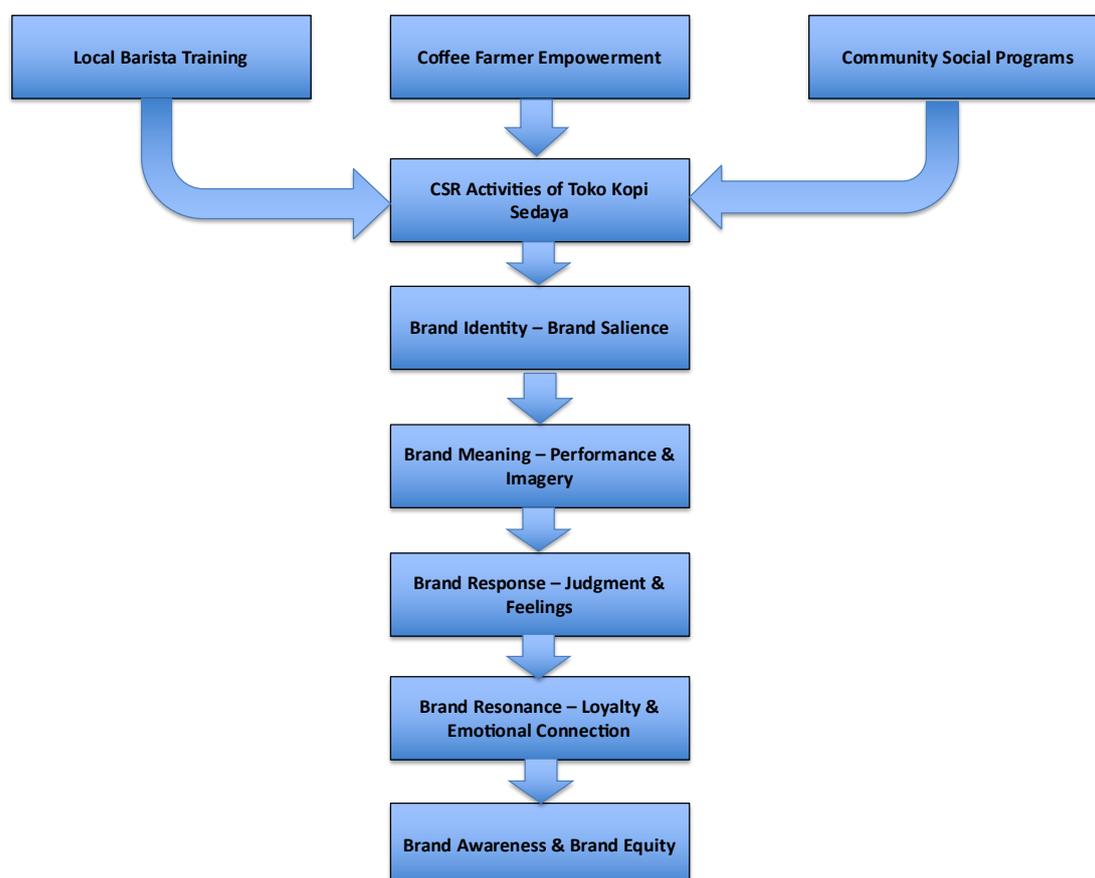

Figure 1. CSR Strategy Model of Toko Kopi Sedaya

V. Conclusion

This study offers a theoretical and practical contribution to the discourse on brand communication strategies by positioning Corporate Social Responsibility (CSR) as a strategic mechanism for enhancing brand awareness within the context of Small and Medium Enterprises (SMEs). Unlike CSR practices typically

examined in large corporations, this research illustrates that SMEs such as Toko Kopi Sedaya can effectively embed CSR into their brand identity by aligning social initiatives with the Customer-Based Brand Equity (CBBE) model.

The findings demonstrate that when carried out authentically and consistently, CSR can foster emotional connections between consumers and brands, enhancing brand resonance and long-term loyalty. Rather than serving as mere promotional tactics, CSR initiatives, particularly those grounded in local engagement and community empowerment, emerge as integral elements of brand storytelling and symbolic association. Despite its contributions, this study has several limitations. First, the research relied solely on qualitative methods within a single case study framework, limiting the generalizability of the findings. Second, it did not include quantitative measures of brand equity, which would be valuable for validating the impact of CSR on brand performance metrics. Future research should consider mixed-method approaches or comparative studies involving multiple SMEs across different sectors and regions.

Practically, this study offers a replicable conceptual framework for SMEs seeking to integrate CSR into their brand strategies. It suggests that CSR programs should be designed to meet social needs and communicate consistent values that resonate with target audiences. Specific recommendations include: ensuring transparency in CSR communication, involving local stakeholders in program design, and utilizing digital platforms to amplify social narratives. The integration of CSR and CBBE in this study presents a participatory brand development model that reinforces social and business value. It underscores the potential of localized CSR as a catalyst for building authentic, emotionally resonant brands, especially in relational markets where trust and community are central to consumer engagement.

References

Acuti, D., Bellucci, M., & Manetti, G. (2024). Preventive and Remedial Actions in Corporate Reporting Among "Addiction Industries": Legitimacy, Effectiveness and Hypocrisy Perception. Journal of Business Ethics, 189(3). https://doi.org/10.1007/s10551-023-05375-3

Aimé, I. (2023). The dynamic construction of brand storytelling. Journal of Strategic Marketing, 31(7). https://doi.org/10.1080/0965254X.2021.1908404

Al Masud, A., & Hossain, G. M. S. (2019). A Model to Explain How an Organization's Corporate Social Responsibility (CSR) Contributes to Corporate Image and Financial Performance: Using Structural Equation Modeling (SEM). International Journal of Management, 9(December).

Alakkas, A. A., Vivek, P., M., N., M. K., & Khan, M. A. (2022). Corporate Social Responsibility and Firm-Based Brand Equity: The Moderating Effect of Marketing Communication and Brand Identity. Sustainability (Switzerland), 14(10). https://doi.org/10.3390/su14106033

Albert, R., Goh, T. S., Margery, E., & Syawaluddin, S. (2022). The Influence of Product Diversification and Brand Associations on Buying Interest. Almana : Jurnal Manajemen Dan Bisnis, 6(3). https://doi.org/10.36555/almana.v6i3.1921

Alsheyab, M., Filimon, N., & Fusté-Forné, F. (2023). Hospitality management in times of crisis: a corporate social responsibility perspective. International Journal of Islamic and Middle Eastern Finance and Management, 16(5). https://doi.org/10.1108/IMEFM-03-2022-0122

Ashari, R. M. H., & Sitorus, O. F. (2023). Pengaruh Content Marketing terhadap Customer Engagement Kopi Kenangan. Jurnal EMT KITA, 7(1). https://doi.org/10.35870/emt.v7i1.726

Bhatti, H. Y., Galan-Ladero, M. M., & Galera-Casquet, C. (2023). Cause-related marketing: a systematic review of the literature. International Review on Public and Nonprofit Marketing, 20(1). https://doi.org/10.1007/s12208-021-00326-y

Cherian, K. M., Kurian, S., & Ramanathan, H. N. (2023). Impact of Technology-Evoked Mental Imagery on Brand Personality and Brand Association for Beauty Brands among Women in India. Journal of Telecommunications and the Digital Economy, 11(2). https://doi.org/10.18080/JTDE.V11N2.706

Chung, S., Park, J. W., & Lee, S. (2022). The Influence of CSR on Airline Loyalty through the Mediations of Passenger Satisfaction, Airline Brand, and Airline Trust: Korean Market Focused. Sustainability (Switzerland), 14(8). https://doi.org/10.3390/su14084548

Costa Melo, D. I., Queiroz, G. A., Alves Junior, P. N., Sousa, T. B. de, Yushimito, W. F., & Pereira, J. (2023). Sustainable digital transformation in small and medium enterprises (SMEs): A review on performance. In Heliyon (Vol. 9, Issue 3). https://doi.org/10.1016/j.heliyon.2023.e13908

Dilasari, E. M., Yosita, G., & Sanjaya, V. F. (2022). Pengaruh Cita Rasa dan Promosi Melalui Media Sosial Terhadap Keputusan Pembelian Konsumen Kopi Janji Jiwa Bandar Lampung. REVENUE: Jurnal Manajemen Bisnis Islam, 3(1). https://doi.org/10.24042/revenue.v3i1.10448

Dixit, S.K., & Priya, S. S. (2023). Barriers to corporate social responsibility: an Indian SME perspective. International Journal of Emerging Markets, 18(9). https://doi.org/10.1108/IJOEM-02-2021-0294

Ekasari, A., & Fajaray, A. (2024). The Consequences of Social Responsibility: A Study of Fast Fashion Brands. Business and Entrepreneurial Review, 23(2). https://doi.org/10.25105/ber.v23i2.18635

Fatima, A., & Siddiqui, D. A. (2020). Leadership Styles and Corporate Social Performance: The Mediatory Role of CSR Based on Stakeholders' Approach. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.3683213

Hadi, N., & Udin, U. (2021). Testing the effectiveness of CSR dimensions for small business entrepreneurs. Journal of Open Innovation: Technology, Market, and Complexity, 7(1). https://doi.org/10.3390/joitmc7010006

Huerta-Álvarez, R., Cambra-Fierro, J. J., & Fuentes-Blasco, M. (2020). The interplay between social media communication, brand equity, and brand engagement in tourist destinations: An analysis in an emerging economy. Journal of Destination Marketing and Management, 16(February), 100413. https://doi.org/10.1016/j.jdmm.2020.100413

Junaidi, J. (2022). The Effect of Corporate Governance, Integrated Quality Management, and Social Responsibility on Competitiveness and Operational Performance. Golden Ratio of Marketing and Applied Psychology of Business, 2(2), 73–91. https://doi.org/10.52970/grmapb.v2i2.187

Khan, I., & Fatma, M. (2023). Impact of CSR Authenticity on Brand Advocacy: The Mediating Role of Brand Equity. Sustainability (Switzerland), 15(11). https://doi.org/10.3390/su15118613

Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness: Evidence from Indonesia. Asia Pacific Journal of Marketing and Logistics, 30(4). https://doi.org/10.1108/APJML-10-2017-0267

Lee, Y. C. (2020). Communicating sustainable development: Effects of stakeholder-centric perceived sustainability. Corporate Social Responsibility and Environmental Management, 27(4). https://doi.org/10.1002/csr.1900

Matkevičienė, R., & Jakučionienė, L. (2023). Communication Professionals as Social Change Agents in Times of Crisis: How the Pandemic Situation Has Changed Initiatives in CSR and Sustainability. In CSR, Sustainability, Ethics, and Governance. https://doi.org/10.1007/978-3-031-24647-0_19

Menon, B. (2019). Model of Brand Salience of Consumer Skincare Soap Products. Metamorphosis: A Journal of Management Research, 18(2). https://doi.org/10.1177/0972622520902871

Metzker, Z., Maroušek, J., Zvaríková, K., & Hlawiczka, R. (2021). The Perception of SME Bankruptcy Concerning CSR Implementation. International Journal of Entrepreneurial Knowledge, 9(2). https://doi.org/10.37335/ijek.v9i2.146

Muniz, F., Guzmán, F., Paswan, A. K., & Crawford, H. J. (2019). The immediate effect of corporate social responsibility on consumer-based brand equity. Journal of Product and Brand Management, 28(7). https://doi.org/10.1108/JPBM-09-2018-2016

Nobelson, N., & Yuliniar, Y. (2024). Analysis of The Factors of Competitive Advantage of Women SME Actors: Empirical Study From Limo Sub-District, Depok City, Indonesia. Golden Ratio of Marketing and Applied Psychology of Business, 5(1), 31–43. https://doi.org/10.52970/grmapb.v5i1.552

Parhankangas, A., & Colbourne, R. (2023). Indigenous Entrepreneurship and Venture Creation: A Typology of Indigenous Crowdfunding Campaigns. Entrepreneurship: Theory and Practice, 47(5). https://doi.org/10.1177/10422587221096907

Pekovic, S., Rolland, S., & Gatignon, H. (2016). Customer orientation and organizational innovation: the case of environmental management practices. Journal of Business and Industrial Marketing, 31(7). https://doi.org/10.1108/JBIM-11-2015-0228

Polat, A. S., & Cetinsoz, B. C. (2021). The Mediating Role of Brand Love in the Relationship Between Consumer-Based Brand Equity and Brand Loyalty: A Research on Starbucks. Journal of Tourism and Services, 12(22). https://doi.org/10.29036/jots.v12i22.252

Prihatiningsih, T., Panudju, R., & Prasetyo, I. J. (2024). Digital Advertising Trends and Effectiveness in the Modern Era: A Systematic Literature Review. Golden Ratio of Marketing and Applied Psychology of Business, 4(2), 132–143. https://doi.org/10.52970/grmapb.v4i2.505

Rasoolimanesh, S. M., Tan, P. L., Nejati, M., & Shafaei, A. (2024). Corporate social responsibility and brand loyalty in private higher education: mediation assessment of brand reputation and trust. Journal of Marketing for Higher Education, 34(1). https://doi.org/10.1080/08841241.2021.1973645

Shrestha, R., Kadel, R., & Mishra, B. K. (2023). A two-phase confirmatory factor analysis and structural equation modelling for customer-based brand equity framework in the smartphone industry. Decision Analytics Journal, 8. https://doi.org/10.1016/j.dajour.2023.100306

Soeharso, S. Y., & Wikantari, M. A. (2022). Customer Loyalty Factors: The Influence of Brand Semiotics, Brand Meaning, Relationship Marketing, Customer Trust, and Customer Satisfaction. In American Journal of Humanities and Social Sciences Research (Issue 6).

Soonsiripanichkul, B., & Ngamcharoenmongkol, P. (2019). The influence of sustainable development goals (SDGs) on customer-based store equity (CBSE). Journal of Business & Retail Management Research, 13(Special Edition). https://doi.org/10.24052/jbrmr/v13issp/art-5

Tasci, A. D. A. (2021). A critical review and reconstruction of perceptual brand equity. In International Journal of Contemporary Hospitality Management (Vol. 33, Issue 1). https://doi.org/10.1108/IJCHM-03-2020-0186

Tchelidze, L. (2023). Influence of Brand Activities through Social Media on Consumer Awareness. Journal of International Business Research and Marketing, 8(1). https://doi.org/10.18775/jibrm.1849-8558.2015.81.3001

Tiep Le, T., Ngo, H. Q., & Aureliano-Silva, L. (2023). Contribution of corporate social responsibility on SMEs' performance in an emerging market – the mediating roles of brand trust and brand loyalty. International Journal of Emerging Markets, 18(8). https://doi.org/10.1108/IJOEM-12-2020-1516

Xin, Y. X. (2023). Evaluating the Effectiveness of Want Want Group's Integrated Marketing Communications (IMC) Campaign during Chinese New Year 2022. Journal of Soft Computing and Decision Analytics, 1(1). https://doi.org/10.31181/jscda11202319

Yağız, K., & Özer, L. (2023). Examining the relationships between brand knowledge, brand responses, and brand resonance in sports leagues within consumer-based brand equity. European Sport Management Quarterly, 23(5). https://doi.org/10.1080/16184742.2022.2047087

Yoopetch, C., Nimsai, S., & Kongarchapatara, B. (2023). Bibliometric Analysis of Corporate Social Responsibility in Tourism. Sustainability (Switzerland), 15(1). https://doi.org/10.3390/su15010668

Zaitsev, N., & Dror, S. (2020). A corporate social responsibility (CSR) model–a QFD-based approach. Total Quality Management and Business Excellence, 31(1–2). https://doi.org/10.1080/14783363.2017.1416286

Zhukova, G. S., Dolbik-Vorobey, T. A., Ostrovskaya, N. V., Burlankov, P. S., & Kremer, N. S. (2020). Digital Technologies for Implementing Corporate Social Responsibility. The bulletin, 384(2). https://doi.org/10.32014/10.32014/2020.2518-1467.47