

## Research Article

# The Influence of Corporate Social Responsibility in the 2022 Desa Brilian Program on Bank Rakyat Indonesia's Brand Awareness [Case Study: Burai Village, Tanjung Batu District, Ogan Ilir Regency]

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**Abstract.**

This study aimed to find out about the influence of corporate social responsibility (CSR) which consists of the variables of Human Resources (people), Profit (prosperity), and Environment (planet) on the company's brand awareness in this study using the Desa Brilian 2022 Program in Burai Village, Tanjung Batu Subdistrict formed by PT. Bank Rakyat Indonesia. The data used was primary data obtained from the distribution of questionnaires to 100 respondents using random sampling techniques and analyzed using the F-test, T-test, and multiple linear regression analysis. The results of this study showed that there is a significant influence of the variables people, prosperity, and planet towards Bank Rakyat Indonesia's brand awareness either simultaneously or partially and the dominant variable influencing brand awareness in this study is the Environment factor (planet).

**Keywords:** CSR, brand awareness, bank rakyat indonesia

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## 1. Introduction

Within the territory of Indonesia, there are 38 provinces divided into 5 major islands namely Sumatra, Java, Kalimantan, Sulawesi and Papua. It cannot be ruled out that the development taking place in Indonesia is very centered on the island of Java because it is an area close to the national capital, namely Jakarta and other strategic areas. Even though developments on other islands have already begun, such as the Trans-Sumatra toll road planned from Banda Aceh to Bakauheni Lampung and the Trans-Papua Road, this is not yet comparable when compared to existing infrastructure on the island of Java, such as the Trans Java toll road that connects the Port of Merak, Banten to Ketapang Harbor, East Java. Not to mention public facilities such as trains that already connect between provinces, transportation within the city that is adequate and has many choices and has very affordable prices.

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The government's role is very important in helping equitable development, especially in rural areas, especially villages in category Frontier, Remote and Disadvantaged areas. Based on his understanding, Frontier, Remote and Disadvantaged areas are areas that are classified as still needing assistance in the education, health, economic and other sectors. Of course, these sectors are related to each other in order to be able to develop a region, for example, in building a good education and health sector, good facilities and infrastructure are needed, whereas to make this happen, a lot of money is needed (depending on the facilities and infrastructure). infrastructure planned to be built) and this is related to the economic sector. The government certainly does not have to always issue capital such as business assistance for boosting the community's economy, This can also be done through special regulations, such as requiring companies of a certain scale to disburse social funds to the community, whether they are affected by their business activities or not. This will certainly mediate in the middle of the gap that exists between large companies and local or surrounding communities.

In implementing CSR, companies can adapt the business sector they are running to the program they want to form. For example, banking companies with business capital development and good financial planning for MSMEs, companies in the agricultural sector with business development in agriculture and helping people's food needs and others. If this is done, the company can still benefit from CSR activities although indirectly such as making these activities as branding and also promotion to the wider community by making the target community their CSR as a good example when working with the company.

At Bank Rakyat Indonesia (BRI) company, there is a program under the Social Entrepreneurship & Incubation Business division, the name is Desa Brilian program which aims to improve the economy of rural communities through the financial management of Village-Owned Enterprises that is structured and regular. According to the Directorate of Micro Business, Social Entrepreneurship & Incubation (SEI) Division, Brilliant Village is a village empowerment concept that aims to produce role models in village development, through the implementation of superior village leadership practices. In addition to managing Village-Owned Enterprises finances, Desa Brilian also assists in developing the potential for managing existing resources within a village to be used as village income with the aim of increasing community development and welfare through existing Village-Owned Enterprises.

At one of BRI's regional offices, namely BRI Palembang Regional Office, which is located on Captain A. Rivai street no. 15, District. Ilir Timur I, Palembang City, South Sumatra, there are 124 assisted villages in the 2022 Desa Brilian program assisted by

21 branch offices which have 330 work units covering the provinces of Jambi, South Sumatra and Bangka Belitung.

Burai Village is one of the villages located in Tanjung Batu sub-district, Ogan Ilir Regency, South Sumatra Province which is also an Ecotourism Village and a participant in the Desa Brilian 2022 program. According to Village Profile data provided by the Village Secretary, the area of Burai village reaches 110,000 Ha which covers area of agricultural land, settlements, and waters. With this area, many things need to be improved to achieve a level of prosperity in the village because the area of the village is proportional to the population, which totals 1,889 people. According to the village government in the attachment to the problems that need to be fixed in Burai Village by December 2022, there are a number of problems from various fields such as problems with the quality of human resources, public awareness of health, lack of infrastructure, lack of assistance in entrepreneurship.

When discussing branding, companies need to know how much awareness the public or their target market has of their company's existence or what is more commonly called brand awareness. In increasing brand awareness, companies must focus on 4 dimensions of brand awareness, namely brand recognition (how far the target market knows the brand), brand recall (how many things the target market remembers when asked about the brand), Purchase decision (how far consumers will entering a brand into alternative choices when buying products and services), and consumption (consumers will make the brand a choice because in its category the brand has become top of mind).

## 1.1. Formulation of the problem

1. Is there a significant effect of Corporate Social Responsibility simultaneously and partially on the Brilliant Village program on BRI's brand awareness?
2. Which variable from Corporate Social Responsibility in the Brilian Village program dominantly influences BRI's brand awareness?

Theory, Literature Review, and Hypothesis

## 1.2. Corporate Social Responsibility

John Elkington in a book entitled *Cannibal with Foks* reveals that the synergy of the three elements that companies need to pay attention to is people, prosperity, and planet.

These three elements will create sustainable profits, the environment and society in the process of business activities. The description of the three elements is as follows:

1. People

What is meant here are individuals and community groups who receive benefits from the programs implemented by the company in the form of social responsibility which has become the obligation of the company.

2. Prosperity

Of course, even though it is the company's responsibility to spend 2%-3.5% of its profits on social programs for the community and environment, the company can still take advantage of the CSR program that was formed by making the program a branding or promotional activity.

3. Planet

In an effort to preserve the environment, the company also needs to add CSR which is formed into environmental aspects with the aim that the company is considered to be helping to green the environment in an effort to form a healthy environment.

### 1.3. Brand Awareness

According to brand awareness is the ability to identify (recognize or remember) a brand in a category with sufficient detail to make a purchase. Brand awareness is the consumer's ability to identify a brand under different conditions, this can be done by brand recognition and recall of a particular brand. This awareness is formed through repeated exposure.

### 1.4. Conceptual Framework

## 2. Research Methods

The scope of this research is Corporate Social Responsibility in the Desa Brilian 2022 BRI Palembang Regional Office program in terms of influencing BRI brand awareness with the independent variable in this research, namely Corporate Social Responsibility which is explained through its dimensions as sub variables, namely People as (X1), Prosperity as (X2), and Planet as (X3). The dependent variable in this research is brand awareness (Y).

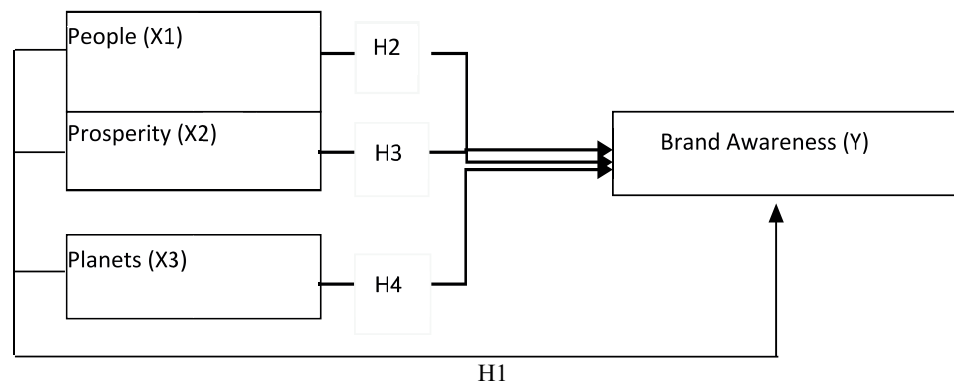


Figure 1:

## 2.1. Data Type

Quantitative data is a research method that is based on concrete or definite data, research data in the form of numbers that will be measured using statistics as a calculation test tool, relating to the problems and phenomena being studied to produce a conclusion (Sugiyono, 2019). The data used in this research is quantitative data which is measured using a Likert scale to obtain results in statistical form.

## 2.2. Data source

The primary data source in this research was taken from a questionnaire distributed to residents of Burai village through the village government regarding the changes they experienced before and after the Desa Brilian 2022 program. Meanwhile, secondary data in this study were taken from Bank Rakyat Indonesia Palembang Regional Office such as explanations regarding the program, villages involved, and contact persons to the villages that became the object of research is the village of Burai.

## 2.3. Population

In this research, the population is the people of Burai Village, in the category aged over 17 years, both men and women.

The following is population data:

TABLE 1: Research Population Data.

Residents of Burai Village	Man	Woman	Total
Hamlet 1	154	160	314
Hamlet 2	122	114	236
Hamlet 3	98	94	192
Hamlet 4	92	86	178
Hamlet 5	125	135	260
Hamlet 6	147	137	284
<b>Total</b>	<b>728</b>	<b>736</b>	<b>1,464</b>

Source: Burai Village Profile 2022

## 2.4. Sample

The population obtained was 1,464 people who were residents of Burai Village, Kab. Ogan Ilir. Based on the number of research samples, the percentage of error used is 0.1 (10%) and is calculated as follows:

$$n = \frac{1.464}{1 + 1.464(10\%)^2} n = 93.6$$

From the calculation data that has been obtained, the result is 93.6 which will be rounded up to 100 to make it easier to divide so that the sample used is 100 respondents from residents of the village of Burai District. Ogan Ilir.

## 3. Results and Discussion

### 3.1. Validity test

Validity test can be done by looking at the correlation between the scores of each item in the questionnaire and the total score to be measured, namely by comparing the Correlation Matrix, namely the comparison of the r-count values (Corrected Item-Total Correlation) obtained with the r-table values with the level significance of 5% [3].

### 3.2. Reliability Test

Reliability instrument testing is carried out using the Cronbach's Alpha analysis method, where the test criteria are if the Reliability Coefficient (Alpha) value is > 0.60, it can be

TABLE 2:

Variable	Question	R Table	R Count	Information
<i>People(X1)</i>	X1.1	0.444	0.645	Valid
	X1.2	0.444	0.717	Valid
	X1.3	0.444	0.669	Valid
	X1.4	0.444	0.585	Valid
	X1.5	0.444	0.582	Valid
	X1.6	0.444	0.585	Valid
	X1.7	0.444	0.669	Valid
	X1.8	0.444	0.669	Valid
	X1.9	0.444	0.502	Valid
	X1.10	0.444	0.674	Valid
<i>Prosperity(X2)</i>	X2.1	0.444	0.497	Valid
	X2.2	0.444	0.691	Valid
	X2.3	0.444	0.512	Valid
	X2.4	0.444	0.722	Valid
	X2.5	0.444	0.607	Valid
	X2.6	0.444	0.607	Valid
	X2.7	0.444	0.512	Valid
	X2.8	0.444	0.722	Valid
	X2.9	0.444	0.497	Valid
	X2.10	0.444	0.691	Valid
<i>planets(X3)</i>	X3.1	0.444	0.596	Valid
	X3.2	0.444	0.598	Valid
	X3.3	0.444	0.709	Valid
	X3.4	0.444	0.715	Valid
	X3.5	0.444	0.625	Valid
	X3.6	0.444	0.625	Valid
	X3.7	0.444	0.590	Valid
	X3.8	0.444	0.887	Valid
	X3.9	0.444	0.476	Valid
	X3.10	0.444	0.590	Valid
<i>Brand Awareness(Y)</i>	Y1	0.444	0.754	Valid
	Y2	0.444	0.766	Valid
	Y3	0.444	0.754	Valid

Source: Data Processing Results (IBM SPSS 25), 2023

declared reliable or trustworthy [4]. After further testing of the data, the following results were obtained:

TABLE 3:

Variable	N of samples	N of items	Cronbach Alpha	Information
<i>People (X1)</i>	20	10	0.828	Reliable
<i>Prosperity (X2)</i>	20	10	0.907	Reliable
<i>Planets (X3)</i>	20	10	0.816	Reliable
<i>Brand Awareness (Y)</i>	20	3	0.839	Reliable

Source: Data Processing Results (IBM SPSS 25), 2023

### 3.3. F test

The results of the calculation of the F test analysis in this study aim to determine whether there is or not the influence of the variables people (X1), prosperity (X2), and planet (X3) simultaneously on the variable brand awareness (Y), by looking at the level of significance, then compared with the level predetermined significance (5% or 0.05). The basis for decision making in the F Test is:

1. (a) If the value of Sig. < 0.05 or F Count > F Table, it is stated that the independent variables have a simultaneous influence on the dependent variable.
- (b) If the Sig value. > 0.05 or F Count < F Table, it is stated that the independent variables have no effect simultaneously on the dependent variable.

Dfl = number of independent variables, namely 3

Df2 = n - Dfl - 1 = 100 - 3 - 1 = 96

Based on the percentage point of the F distribution for a probability of 0.05, the F table results for Dfl = 3 and Df2 = 96 are 2.69.

TABLE 4: ANOVA.

	Model	Sum Squares	of df	MeanSquare Sig.	F
1	Regression	35,702	3	11,901	21,041
	Residual	54,298	96	0.566	0
	Residual	54,298	96		
Dependent Variable: Brand Awareness					
Predictors: (Constant), Planet, People, Prosperity					
Source: Data Processing Results (IBM SPSS 25), 2023					

Based on table 4.13, model 1 obtained a significant value of 0.00 (sig F 0.00 < 0.05) with F count > F table, namely 21.041 > 2.69. These results indicate that simultaneously there is a significant influence between the variables people, prosperity, and planet on the brand awareness of Bank Rakyat Indonesia in the residents of Burai Village. Thus the decision taken is that H1 is accepted.

### 3.4. T test

The calculation results of the T test analysis in this research aim to determine whether or not there is a partial influence of the variables people (X1), prosperity (X2), and planet (X3) on the variable brand awareness (Y). The criteria for making T test decisions are:



1. If the calculated T value > T Table value, then it can be interpreted that there is a partial influence of the independent variable on the dependent variable.
2. If the calculated T value < table T value, it can be interpreted that there is no independent variable influence on the dependent variable partially.

TABLE 5:

Coefficients						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	Q	Sig.
1	(Constant)	3.208	1,329		2,413	0.018
	People	0.068	0.028	0.214	2,384	0.019
	Prosperity	0.063	0.028	0.233	2,225	0.028
	Planets	0.097	0.033	0.319	2,921	0.004
a. Dependent Variable: Brand Awareness						

Source: Data Processing Results (IBM SPSS 25), 2023

At df=96 and Pr=0.25-0.50, the T Table value obtained is 1.984, so the results obtained are:

1. The people variable shows a calculated T value of 2.384, where T count > T table is 2.132 > 1.984 with a significance value of 0.019 < 0.05 which shows that statistically the people variable (X1) has a significant effect on BRI brand awareness. Thus the decision taken is that H2 is accepted.
2. The prosperity variable shows a calculated T value of 2.225, where T calculated > T Table, namely 2.225 > 1.984 with a significance value of 0.028 < 0.05 which shows statistically that the prosperity variable (X2) has a significant effect on BRI brand awareness. Thus the decision taken is H3 accepted.
3. The planet variable shows a T calculated value of 2.921, where T calculated > T table, namely 2.921 > 1.984 with a significance value of 0.004 < 0.05 which shows statistically that the planet variable (X3) has a significant effect on BRI brand awareness. Thus the decision taken is that H4 is accepted

## 4. Finding and Conclusion

Based on the results of the study, all hypotheses can be accepted, which means that there is a simultaneous influence of CSR variables on BRI brand awareness and there is

a partial effect of CSR variables on BRI brand awareness. And also the influence of 39% of the Brilliant Village program on Bank Rakyat Indonesia's brand awareness. Which is 61% influenced by variables not included in this study.

## 5. Implications, Limitations, and Suggestions

### 5.1. Implications

Based on the results of the analysis and discussion, a conclusion can be drawn that can answer the formulation of the problem, namely:

1. There is a simultaneous influence on the variables people (X1), prosperity (X2), and planet (X3) on brand awareness (Y).
2. Partially, the variables people (X1), prosperity (X2), and planet (X3) have a significant influence on brand awareness (Y).
3. The planet variable (X3) is the variable that has the most dominant influence on the brand awareness variable (Y).

It means that the Desa Brilian Program can increase public awareness of the brand by BRI. Corporate Social Responsibility in Desa Brilian Program has a positive and significant impact on the brand awareness of BRI.

### 5.2. Limitations

The limitations that the author has in conducting this research is:

1. The limited funds so this research was carried out as best as possible with the funds the author had.
2. The scope is relatively small so that this research can't be a real picture for a wider scope.

### 5.3. Suggestion

Based on the conclusions that have been described, here are some suggestions that the author can give:

1. Based on this research, it was found that corporate social responsibility which was broken down into people, prosperity, and planet had an influence on brand

awareness. This proves that the better the planetary element is owned by corporate social responsibility, which in this study becomes the variable that dominates the effect on variable Y, the higher brand awareness will be obtained. Therefore the company implementing the Brilliant Village program, namely PT. Bank Rakyat Indonesia, in order to arouse sensitivity and awareness of the BRI brand, companies need to improve the quality of the BRI Planting program, both in terms of the number of plant seeds provided and outreach to the community.

2. PT. Bank Rakyat Indonesia can also increase the human resources involved in the Brilliant Village program (people) and also optimize the good profits (prosperity) obtained by PT. Bank Rakyat Indonesia and what is felt by the community so that the Brilliant Village program can really increase awareness of the BRI brand to the community.

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