

EFFECTIVENESS OF CSR COMPANION COMMUNICATION RELATIONSHIP TOWARDS PROGRAM SUCCESS RATE (CASE STUDY ON CSR PROGRAM TO REDUCE STUNTING PT PLN INDONESIA POWER UBP JERANJANG WEST LOMBOK)

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Keywords

CSR (Corporate Social Responsibility), CSR facilitator, communication effectiveness, program success rate, stunting

ABSTRACT

Stunting represents a developmental impairment in children resulting from malnutrition, recurrent infections, and inadequate psychosocial stimulation. Addressing this issue requires comprehensive strategies and concerted efforts. As part of the initiative to reduce stunting prevalence, PT PLN Indonesia Power UBP Jeranjang has implemented a Corporate Social Responsibility (CSR) program aimed at alleviating stunting through training and supplementary feeding (PMT), in collaboration with CSR facilitators from the company. Effective communication by these facilitators plays a crucial role in the program's success. Therefore, this study aims to investigate the existence of a positive and significant relationship between the effectiveness of CSR facilitator communication at PT PLN Indonesia Power UBP Jeranjang in West Lombok and the success of the CSR program in reducing stunting. The research adopts a quantitative approach. Data were gathered through questionnaire and document analysis. Data analysis employed Spearman Rank correlation and descriptive statistics. The findings indicate a significant positive correlation between CSR facilitator communication effectiveness and program success, with a significance level of 0.002 and a correlation coefficient of 0.383. Therefore, the null hypothesis (H₀) is rejected and the alternative hypothesis (H_a) is accepted.

INTRODUCTION

Stunting is a growth and development disorder experienced by children due to poor nutrition, repeated infections, and inadequate psychosocial stimulation (Handryastuti et al., 2022; Montenegro et al., 2022; Mulyanti et al., 2023; Ruswati et al., 2021; Wahyuningsih et al., 2020). Based on BAPPENAS & UNICEF data in 2017, one of the largest cases of stunting in Indonesia occurred in West Nusa Tenggara province, reaching around 40% (Sulistiyawati & Widarini, 2022). The results of the Indonesian Nutrition Status Survey (SSGI) in 2021 stated that the stunting rate in NTB in 2021 reached an average of 31.4% (Fibrianti & Sari, 2022). Data from the NTB Provincial Government (2024) shows that this figure has increased to 32.7% in 2022 based on the Indonesian Nutrition Status Survey (SSGI). In the same year, West Lombok District was recorded as one of the three districts with the highest stunting rate, around 18.98%, along with North Lombok District (22.94%) and Central Lombok District (20.81%) (NTB Provincial Health Office, 2023).

Based on data obtained from PT PLN Indonesia Power UBP Jeranjang West Lombok, the high stunting rate is the basis for the issuance of Presidential Regulation Number 72 of 2021 concerning the acceleration of stunting reduction in a holistic, integrative, and quality manner through coordination, synergy, and synchronization among all stakeholders. PT PLN Indonesia Power UBP Jeranjang is one of the subholding power generation companies of PT PLN (Persero). PT PLN Indonesia Power UBP Jeranjang is located in Jeranjang Hamlet, Taman Ayu Village, Gerung District, West Lombok Regency.

The company's main business activities currently focus on providing electricity through power generation and as a provider of power plant operation and maintenance services that operate power plants spread across Indonesia.

PT PLN Indonesia Power UBP Jeranjang West Lombok, as a State-Owned Enterprise (BUMN), plays an active role in efforts to reduce stunting through the implementation of the Corporate Social Responsibility (CSR) program, namely the stunting reduction program. The results of social mapping in the company's operational area, namely Taman Ayu Village, show that stunting cases are a major problem in the community, with a record of 88 toddlers experiencing stunting.

Addressing stunting requires a comprehensive approach that involves effective program communication by CSR advocates. CSR communication is an effort to design and distribute information about CSR activities (Ajayi & Mmutle, 2020; Mawaddah & Muljono, 2022; Mazur-Wierzbicka, 2021; Verk et al., 2021; Viererbl & Koch, 2022). The results of research by Azahra et al. (2023) showed that the success of CSR programs is strongly influenced by the effectiveness of communication. Therefore, it is important for CSR advocates to play an active role in communication to ensure that the intentions and objectives of the program are well understood by the community (Park, 2022; Waymer & Logan, 2021; Wirba, 2023).

Based on this explanation, the question arises as to whether there is a relationship between the effectiveness of the communication of CSR assistants of PT PLN Indonesia Power UBP Jeranjang and the success rate of the stunting reduction program. Therefore, the research aims to determine the effectiveness of the CSR Facilitator Communication Relationship to the Program Success Rate, with a case study on the PT PLN Indonesia Power UBP Jeranjang Stunting Reduction CSR Program in West Lombok. The research contribution lies in examining the relationship between the effectiveness of CSR facilitators' communication and the success rate of the stunting reduction program. Specifically, this study provides insights into how communication practices of CSR assistants at PT PLN Indonesia Power UBP Jeranjang influence the outcomes of their stunting reduction initiatives in West Lombok. By exploring this connection, the research contributes to the understanding of how effective communication strategies can enhance the impact of CSR programs, particularly in public health interventions like stunting reduction.

The hypothesis formulated in this study is as follows:

- 1) H₀: There is no positive and significant relationship between the variable communication effectiveness of PT PLN Indonesia Power UBP Jeranjang West Lombok CSR facilitators and the success rate of the CSR program to reduce stunting.
- 2) H_a: There is a positive and significant relationship between the communication effectiveness variable of PT PLN Indonesia Power UBP Jeranjang West Lombok CSR assistant and the success rate of the CSR program to reduce stunting.

METHODS

This research is a type of quantitative research. This research was located in Taman Ayu Village, one of the fourteen villages in the administrative area of Gerung Sub-district, West Lombok Regency, West Nusa Tenggara Province. This research was conducted from May 2024 to June 2024.

In this study, there are two types of variables, namely the variable communication effectiveness of PT PLN Indonesia Power UBP Jeranjang's CSR companion (X) and the variable program success rate (Y). The communication effectiveness variable of CSR assistants has indicators, namely message recipients (receivers), message content (content), timeliness (timing), communication media (media), format (format), and message source (source). Meanwhile, the program success rate variable has indicators, namely program understanding, target accuracy, timeliness, target achievement, goal achievement, and real change.

The population of this study were the beneficiaries of the PT PLN Indonesia Power UBP Jeranjang West Lombok stunting reduction program, namely parents with stunted toddlers, as many as 66 people. Sampling was done using the saturated sampling method, where all members of the population were used as samples. Therefore, the number of samples in this study was 66 people.

Primary data collection techniques used questionnaires and document studies for secondary data. The research instrument was a questionnaire measured using a Likert scale score of 1-5. Validity and reliability tests were conducted on 30 samples using the Statistical Program for Social Science (SPSS) program. For the validity test, the decision is based on the value of r count and r table, or the significance

value (Sig.), while the reliability test is based on the Cronbach Alpha (α) value. The data obtained were analyzed using the Spearman Rank correlation test and descriptive analysis.

RESULTS DISCUSSION

Based on the results of research on 66 respondents who were beneficiaries of the PLN Indonesia Power UBP Jeranjang stunting reduction program, data were obtained regarding the level of communication effectiveness of PLN Indonesia Power CSR assistants and the level of success of the CSR program to reduce stunting. In the variable of communication effectiveness of CSR assistants, there are several indicators that are assessed, including message recipients (receivers), message content (content), timeliness (timing), communication media (media), format, and message source (source). Meanwhile, indicators of program success include program understanding, target accuracy, timeliness, target achievement, goal achievement, and real change. Scores were measured using a Likert scale of 1-5, with 1 indicating strongly disagree and 5 indicating strongly agree. The results of respondents' answers were then processed to determine the high, medium, and low categories.

Variable Description of Communication Effectiveness of CSR Facilitators (X)

Receiver

From the results of tabulating the questionnaire data on the message recipient indicator, the highest score was 20 and the lowest score was 10. After calculating, the ideal Mean value (Mi) = 15 and the ideal Standard Deviation value (SDi) = 2. Then, the value scale of the message recipient indicator is as follows:

Table 1. Receiver Indicator Rating Scale

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 17$	17	26%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$13 \leq X < 17$	34	51%	Medium
$X < Mi - 1Sdi$	$X < 13$	15	23%	Low

Based on the calculated data, it can be seen that most respondents or message recipients show a good understanding of the messages conveyed by PLN Indonesia Power UBP Jeranjang CSR assistants. A total of 26% of respondents were in the high understanding category, 51% were in the medium understanding category, and 23% were in the low category. Overall, the majority of respondents have a fairly good understanding of the messages or information conveyed by PLN Indonesia Power UBP Jeranjang CSR assistants.

Message Content

From the tabulated questionnaire data on the message content indicator, the highest score is 14 and the lowest score is 5. After calculating, the ideal Mean value (Mi) = 10 and the ideal Standard Deviation value (SDi) = 2. Then, the value scale of the message content indicator is as follows:

Table 2. Rating Scale of Message Content Indicator (content)

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 12$	54	82%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$8 \leq X < 12$	10	15%	Medium
$X < Mi - 1Sdi$	$X < 8$	2	3%	Low

Based on the calculated data, it can be seen that the majority of respondents consider the information conveyed by PLN Indonesia Power UBP Jeranjang CSR assistants to have good clarity. This can be seen from the majority of respondents who felt the information was clear and easy to understand, with 82% in the high category, 15% in the medium category, and only 3% in the low category. This shows that most respondents have a positive perception of the clarity and completeness of the information provided by PLN Indonesia Power UBP Jeranjang CSR assistants.

Timing

From the results of tabulating the questionnaire data on the timeliness indicator, the highest score was 14 and the lowest score was 6. After calculation, the ideal Mean value (Mi) = 10 and the ideal Standard Deviation value (SDi) = 1. Then, the value scale of the timeliness indicator is as follows:

Table 3. Timing Indicator Rating Scale

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 11$	53	80%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$9 \leq X < 11$	11	17%	Medium
$X < Mi - 1Sdi$	$X < 9$	2	3%	Low

Based on the calculated data, it can be seen that the majority of respondents consider the timeliness of delivering messages or information by PLN Indonesia Power UBP Jeranjang CSR assistants to be very good. A total of 80% of the total respondents were in the high category, 17% in the medium category, and 3% in the low category. This shows that PLN Indonesia Power UBP Jeranjang CSR assistants have generally succeeded in delivering information at the right time and according to the needs of message recipients.

Communication Media (Media)

From the results of tabulating questionnaire data on communication media indicators, the highest score is 19 and the lowest score is 10. After calculation, the ideal Mean value (Mi) = 15 and the ideal Standard Deviation value (SDi) = 2. Then, the value scale of the communication media indicator is as follows:

Table 4. Scale Value of Communication Media Indicators (media)

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 17$	12	18%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$13 \leq X < 17$	46	70%	Medium
$X < Mi - 1Sdi$	$X < 13$	8	12%	Low

Based on the calculated data, it can be seen that WhatsApp is a medium that is positively assessed by respondents to disseminate messages or information. The data analysis results show that 18% of respondents are in the high category, 70% are in the medium category, and 12% are in the low category. The majority of respondents feel that WhatsApp is an appropriate, effective and easily accessible communication channel.

Format

From the results of tabulating the questionnaire data on the format indicator, the highest score was 14 and the lowest score was 5. After being calculated, the ideal Mean value (Mi) = 10 and the ideal Standard Deviation value (SDi) = 2, the value scale of the format indicator is as follows:

Table 5. Format Indicator Rating Scale

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 12$	50	76%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$8 \leq X < 12$	13	20%	Medium
$X < Mi - 1Sdi$	$X < 8$	3	4%	Low

Based on the calculation data, it can be seen that the majority of respondents have a positive perception of the clarity and regularity of the message format delivered. Overall, the results of the format indicator show that PLN Indonesia Power UBP Jeranjang CSR assistants have succeeded in compiling messages or information in a neat and attractive format. This indicator has 76% of answers in the high category, 20% in the medium category, and 4% in the low category.

Message Source (Source)

From the results of tabulating the questionnaire data on the message source indicator, the highest score was 15 and the lowest score was 7. After calculation, the ideal Mean value (Mi) = 11 and the ideal Standard Deviation value (SDi) = 1. Then, the value scale of the message source indicator is as follows:

Table 6. Rating Scale of Message Source Indicator (source)

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 12$	55	83%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$10 \leq X < 12$	2	3%	Medium
$X < Mi - 1Sdi$	$X < 10$	9	14%	Low

Based on the calculated data, it can be seen that most respondents have a positive perception of their trust in the message source. The data in the table shows that 83% of respondents' answers are in the high category, 3% in the medium category, and 14% in the low category. Overall, the results of the message source indicator show that PLN Indonesia Power UBP Jeranjang CSR assistants have succeeded in building strong trust among the community regarding the messages or information they convey.

The tabulated results of the research questionnaire data show that the highest score obtained from the CSR companion communication effectiveness variable (X) is 88 and the lowest score is 52. After being calculated, the ideal Mean value (Mi) of variable X is 70 and the ideal Standard Deviation value (SDi) is 6. Then, the value scale of the CSR companion communication effectiveness variable (X) is as follows:

Table 7. Scale Value of CSR Facilitator Communication Effectiveness Variable

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 76$	44	67%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$64 \leq X < 76$	19	29%	Medium
$X < Mi - 1Sdi$	$X < 64$	3	4%	Low

The CSR liaison communication effectiveness score scale is divided into three categories. 67% of respondents (44 people) scored $X \geq 76$, indicating a high level of communication effectiveness. 29% of respondents (19 people) scored between 64 and 76, indicating a moderate level of communication effectiveness. Meanwhile, only 4% of respondents scored less than 64, indicating a low level of communication effectiveness. This means that the majority of respondents assessed that the communication carried out by PLN Indonesia Power UBP Jeranjang CSR assistants was very effective. This is influenced by indicators such as message recipients, message content, timeliness, communication media, format, and message source. These indicators play an important role in determining how effective communication is carried out by CSR assistants in delivering information to program targets.

Variable Description of Program Success Rate (Y)

Program Understanding

From the tabulated questionnaire data on the program understanding indicator, the highest score is 10 and the lowest score is 4. After calculating, the ideal Mean value (Mi) = 7 and the ideal Standard Deviation value (SDi) = 1. Then, the value scale of the program understanding indicator is as follows:

Table 8. Scale Score of Program Understanding Indicator

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 8$	57	86%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$6 \leq X < 8$	6	9%	Medium
$X < Mi - 1Sdi$	$X < 6$	3	5%	Low

Based on the calculated data, it can be seen that 86% of respondents fall into the high category, indicating that they feel they have been given sufficient information about the stunting reduction program. A total of 9% of respondents are in the medium category, and 5% are in the low category, indicating that there are respondents who still feel that they have not received sufficient information about this stunting reduction CSR program.

Target Precision

From the results of tabulating the questionnaire data on the target accuracy indicator, the highest score was 15 and the lowest score was 8. After calculation, the ideal Mean value (Mi) = 12 and the ideal Standard Deviation value (SDi) = 1. Then, the value scale of the target accuracy indicator is as follows:

Table 9. Scale Value of Targeted Accuracy Indicator

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 13$	17	26%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$11 \leq X < 13$	36	54%	Medium
$X < Mi - 1Sdi$	$X < 11$	13	20%	Low

Based on the calculated data, it can be seen that 26% of respondents were in the high category in terms of the accuracy of program targeting, indicating that they felt the program was very appropriate in reaching the intended target. A total of 54% of respondents were in the medium category, indicating that they felt the program was quite appropriate in reaching the targeted community. Meanwhile, 20% of respondents fell into the low category, indicating that there were some who felt the program was less appropriate in reaching its target.

Timeliness

From the results of tabulating the questionnaire data on the timeliness indicator, the highest score was 14 and the lowest score was 5. After calculation, the ideal Mean value (Mi) = 10 and the ideal Standard Deviation value (SDi) = 2. Then, the value scale of the timeliness indicator is as follows:

Table 10. Punctuality Indicator Rating Scale

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 12$	50	76%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$8 \leq X < 12$	14	21%	Medium
$X < Mi - 1Sdi$	$X < 8$	2	3%	Low

Based on the calculated data, it can be seen that the majority of respondents rated the timeliness of the implementation of the stunting reduction program quite high. As many as 76% of respondents felt that the program was run on time according to the predetermined schedule, indicating that the planning and implementation aspects of time in this program were effective. However, there were 21% of respondents who rated the timeliness in the medium category, and 3% who rated it low.

Target Achieved

From the results of tabulating the questionnaire data on the target achievement indicator, the highest score was 15 and the lowest score was 6. After calculation, the ideal Mean value (Mi) = 11 and the ideal Standard Deviation value (SDi) = 2. Then, the value scale of the target achievement indicator is as follows:

Table 11. Value Scale of Target Achievement Indicator

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 13$	15	23%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$9 \leq X < 13$	47	71%	Medium
$X < Mi - 1Sdi$	$X < 9$	4	6%	Low

Based on the calculated data, it can be seen that the majority of respondents gave a positive assessment of the achievement of the stunting reduction program. As many as 23% of the respondents considered the program to have achieved high targets, while the other 71% stated that the target achievement was in the medium category. This shows that most of them felt that the program was successful in achieving the set goals. However, there were also 6% of respondents who gave a low assessment of the program's target achievement. This is due to various factors, such as unmet expectations or the perception that the results obtained have not reached the expected standard.

Achieving Objectives

From the results of tabulating the questionnaire data on the goal achievement indicator, the highest score was 15 and the lowest score was 8. After calculation, the ideal Mean value (Mi) = 12 and the ideal Standard Deviation value (SDi) = 1. Then, the value scale of the goal achievement indicator is as follows:

Table 12. Rating Scale for Indicators of Achieving Objectives

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 13$	22	33%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$11 \leq X < 13$	37	56%	Medium
$X < Mi - 1Sdi$	$X < 11$	7	11%	Low

Based on the results of data calculation, respondents' answers show that the stunting reduction program has successfully achieved the goals set by the company. A total of 33% of the total respondents rated the achievement of this program's objectives in the high category, which means that they see this program as very effective in achieving the goals that have been set. In addition, 56% were in the medium category. On the other hand, 11% were in the low category, indicating that there is a perception that this program did not fully achieve the goals expected by the company.

Real Change

From the tabulated questionnaire data on the real change indicator, the highest score is 15 and the lowest score is 4. After calculation, the ideal Mean value (Mi) = 10 and the ideal Standard Deviation value (SDi) = 2. Then, the value scale of the real change indicator is as follows:

Table 13. Rating Scale of Real Change Indicator

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 12$	51	77%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$8 \leq X < 12$	13	20%	Medium
$X < Mi - 1Sdi$	$X < 8$	2	3%	Low

Based on the calculated data, 77% of respondents categorized this change in the high category, indicating that the company is responsive to community input, involves community representatives in meetings, and conducts regular evaluations to improve performance. Only a small proportion of respondents (20%) considered this change to be in the medium category, while another 3% placed it in the low category. These results indicate that the CSR program run by PT PLN Indonesia Power UBP Jeranjang has generally succeeded in increasing the company's capacity to meet the demands and expectations of the surrounding community.

Based on the data obtained from the results of research with 66 respondents, the highest score obtained from the variable level of program success (Y) is 79 and the lowest score is 42. After calculation, the ideal Mean value (Mi) is 61 and the ideal Standard Deviation value (SDi) is 6. Then, the value scale of the program success variable (Y) is as follows:

Table 14. Scale Value of Program Success Rate Variable

Formula	Scale	F	%	Category
$X \geq Mi + 1 Sdi$	$X \geq 67$	46	70%	High
$(Mi - 1SDi) \leq X < (Mi + SDi)$	$55 \leq X < 67$	17	26%	Medium
$X < Mi - 1Sdi$	$X < 55$	3	4%	Low

From the processed data, it can be seen that the majority of respondents, 70%, rated the success of the program in the high category. A total of 26% of respondents gave an assessment in the medium category, while only 4% of respondents assessed the success of the program in the low category. This data indicates that in general, the program was considered successful by most respondents, with the majority giving a positive assessment of the program's success. This assessment was influenced by

several indicators such as understanding of the program, accuracy of targeting, timeliness, achievement of targets, achievement of goals, and real changes.

Correlation Test Results

The correlation test was conducted using the Spearman correlation formula with the help of Statistical Program for Social Science (SPSS) software. The basis for decision making is: if the significance value <0.05 then there is a correlation, and if the significance value >0.05 then there is no correlation.

Table 15. Correlation Test Results

		Correlations		
			COMMUNICATION EFFECTIVENESS OF CSR FACILITATORS	PROGRAM SUCCESS
Spearman's rho	COMMUNICATION EFFECTIVENESS OF CSR FACILITATORS	Correlation Coefficient	1.000	.383**
		Sig. (2- tailed)	.	.002
		N	66	66
	PROGRAM SUCCESS RATE	Correlation Coefficient	.383**	1.000
		Sig. (2- tailed)	.002	.
		N	66	66

** . Correlation is significant at the 0.01 level (2-tailed).

Based on table 15, the significance value or Sig. is 0.002. Because the Significance value <0.05, it can be concluded that there is a correlation or relationship between the communication effectiveness variables of PLN Indonesia Power's CSR assistants and the success of the stunting reduction CSR program.

The correlation coefficient between the two variables is 0.383, indicating that the correlation is quite strong. The positive coefficient indicates a unidirectional relationship, which means that the higher the communication effectiveness of CSR assistants, the higher the success rate of the program.

Thus, the null hypothesis (H0) which states "There is no positive and significant relationship between the variable communication effectiveness of PT PLN Indonesia Power UBP Jeranjang West Lombok CSR assistants and the success rate of the CSR program to reduce stunting," is rejected and the alternative hypothesis (Ha) which states, "There is a positive and significant relationship between the variable communication effectiveness of PT PLN Indonesia Power UBP Jeranjang West Lombok CSR assistants and the success rate of the CSR program to reduce stunting," is accepted.

CONCLUSION

The study found that PLN Indonesia Power UBP Jeranjang CSR assistants effectively communicated to increase the success of their CSR program to reduce stunting. A positive and significant relationship was found between the communication effectiveness of CSR assistants and program success, with a value of 0.383. Future research should explore the specific communication strategies used by CSR assistants, examine if similar effectiveness can be replicated across different regions or industries, and expand the research to include other variables like community engagement, stakeholder collaboration, and long-term sustainability for a more comprehensive understanding of factors influencing CSR program success.

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