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## Csr Campaign: Raising Public Awareness of Health at the World Diabetes Day Event

**Raden Muhammad Syahril Ramadhan<sup>1</sup> Alfi Alifa Alfutri<sup>2</sup>, Siti Khumayah<sup>3</sup>, Aghnia Dian Lestari<sup>4</sup>**

<sup>1</sup>Universitas Swadaya Gunung Jati, Indonesia, [radensyahril5@gmail.com](mailto:radensyahril5@gmail.com)

<sup>2</sup>Universitas Swadaya Gunung Jati, Indonesia, [alfialifaa826@gmail.com](mailto:alfialifaa826@gmail.com)

<sup>3</sup>Universitas Swadaya Gunung Jati, Indonesia, [siti.khumayah@ugj.ac.id](mailto:siti.khumayah@ugj.ac.id)

<sup>4</sup>Universitas Swadaya Gunung Jati, Indonesia, [aghnia.dianl@ugj.ac.id](mailto:aghnia.dianl@ugj.ac.id)

Corresponding Author: [aghnia.dianl@ugj.ac.id](mailto:aghnia.dianl@ugj.ac.id)<sup>4</sup>

**Abstract:** One of the ways the companies use to make a decent society is through their Corporate Social Responsibility (CSR) campaigns. This research analyzes the CSR program of PT Nutrifood, in the World Diabetes Day 2024 in disseminating the importance of diabetes. As part of a qualitative approach combined with descriptive analysis, this paper discusses the effect of the campaign on the public knowledge and practice towards health as a way of life. One of the projects to this campaign is the campaign to educate people, through “1 Month of Reducing Sugar Consumption” activities, aiming to raise awareness of society about the mindful control of sugar consumption, every day. The findings of this study indicated that the CSR activity in the form of the campaign “I Give My #Hands4Diabetes In World Diabetes Day 2024” could improve public concern about the balance diet, sugar consumption, and the support to involve in health activities. It also helped build up company's brand and customer loyalty. By practicing the Triple Bottom Line (Profit, People, and Planet), PT Nutrifood doesn't only concentrate on financing, but also contributes to improving social welfare and preserving the environment.

**Keyword:** Health Campaign, Public Awareness, Triple Bottom Line, World Diabetes Day, #Hands4Diabetes

**Abstrak:** Salah satu cara yang digunakan perusahaan untuk menciptakan masyarakat yang layak adalah melalui kampanye Tanggung Jawab Sosial Perusahaan (CSR). Penelitian ini menganalisis program CSR PT Nutrifood dalam Hari Diabetes Sedunia 2024 dalam menyebarluaskan pentingnya diabetes. Sebagai bagian dari pendekatan kualitatif yang dikombinasikan dengan analisis deskriptif, penelitian ini membahas pengaruh kampanye tersebut terhadap pengetahuan dan praktik masyarakat terhadap kesehatan sebagai gaya hidup. Salah satu proyek dari kampanye ini adalah kampanye untuk mengedukasi masyarakat, melalui kegiatan “1 Bulan Kurangi Konsumsi Gula”, yang bertujuan untuk meningkatkan kesadaran masyarakat tentang pengendalian konsumsi gula secara bijaksana, setiap hari. Temuan dari penelitian ini menunjukkan bahwa kegiatan CSR dalam bentuk

kampanye “I Give My #Hands4Diabetes In World Diabetes Day 2024” dapat meningkatkan kepedulian masyarakat mengenai pola makan yang seimbang, konsumsi gula, dan dukungan untuk terlibat dalam kegiatan kesehatan. Kampanye ini juga membantu membangun merek dan loyalitas pelanggan perusahaan. Dengan mempraktikkan Triple Bottom Line (Profit, People, dan Planet), PT Nutrifood tidak hanya berkonsentrasi pada pembiayaan, tetapi juga berkontribusi pada peningkatan kesejahteraan sosial dan pelestarian lingkungan.

**Kata Kunci:** Kampanye Kesehatan, Kesadaran Masyarakat, Triple Bottom Line, Hari Diabetes Sedunia, #Hands4Diabetes

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## INTRODUCTION

Lifestyles have changed in present society, especially in the younger population, and this greatly affects health. Meanwhile, unbalanced diet, lack of physical activities and increase in the consumption of fast food are believed to cause the increase of non-communicable disease, such as diabetes.

According to the World Health Organization (WHO), the population of diabetes patients skyrocketed from 200 million in 1990 to 830 million in 2022. The prevalence is increasing more rapidly in low- and middle-income countries than in high-income countries (WHO, 2025).

The population of patients with diabetes Mellitus (DM) continue to rise in year to year in Indonesia. Around 2021, the total number of diabetics in Indonesia was estimated to be about 19.5 million, and the prevalence of diabetes among Indonesian adults was approximately 10.8% (IDF 2025). Left to chance, these numbers will likely rise over the next few years. Thus, it is important to educate the public regarding diabetes prevention.

In such context, some corporations have started to recognize the crucial role they play in facilitating public health as part of their Corporate Social Responsibility (CSR). (Prasetyo & Meiranto, 2017) CSR is the belief that organizations, in this context companies, have a responsibility to the consumers, employees, shareholders, community and the environment with whom they interact in all areas of their operations. Corporate Social Responsibility (CSR) has emerged as one of the main strategies through which companies can play a part in enhancing public health. CSR, health and a company's responsibility to make a positive contribution to public health through programmes such as health campaigns, promotion and education and raising awareness.

Nutrifood is one of the companies that innovatively manufacture diverse premium health foods and beverages and it bears wide range of reputable brands in the world. With its different lines of products and programs, Nutrifood motivates people to do and be their best, and provides them with healthy and joyful way of life, about minding what they eat and drink so that they can continue a healthy lifestyle longer. (Nutrifood, 2025)



(Figure 1 – World Diabetes Day 2024 Activity in Cirebon City

Source: <https://aboutcirebon.id/world-diabetes-day-2024-nutrifood-indonesia-ajak-masyarakat-terapkan-pola-hidup-sehat/>)

As part of a reach to actively engaging in health-care awareness, PT Nutrifood akan menginisiasi jalannya panitia CSR dengan tema “I Give My #Hands4Diabetes for World Diabetes Day 2024” in this year’s World Diabetes Day held every November. “As the brand for healthy living that cares, Nutrifood sees the urgent need to engage different stakeholders in managing the increase of diabetes cases. An event that has taken place every year since 2013 and is now taking place in 2024 with different events with the purpose of helping the public become educated and interactive to lead healthy lives. This program will enable Nutifood to encourage more and more people to prevent and treat diabetes and have a better life in the future. (Nutrifood, 2020)

This program is expected to encourage the community to choose a healthier diet by reducing sugar intake (Cirebon, 2024). This CSR campaign programme is not just only 'tomorrow-if-billions-people-live-healthier'; but it is real action from PT Nutrifood to work together with the community to build healthy generation without diabetes. Oneness, PT Nutrifood thinking the prevention of diabetes can be started from a simple way to do such as by changing the lifestyle..

The works relevant to the present study are: First, the study by Inayatussa’adah & Ersi (2024) shows how PT Unilever applies CSR to create a positive contribution to society, but at the same time builds the corporate image of an environment and society conscious company. Plastic reduction programs or public health campaigns show that social responsibility can have its rewards, boosting loyalty and reputation. The second, the research conducted by (Azzahra, 2024) This research illustrates how the PT. Crown Worldwide use’s CSR to improve its image such as blood donation, recycling campaigns and skil training of the community. The integrated CSR policy is a very effective instrument for gaining public confidence and a good corporate image. Third, (Shakila et al., 2024) This Journal Research 5112 5112) in exploring Corporate Social Responsibility (CSR) as ethical commitment on the part of companies to serve society and environment benefits. In a second string, the role of government for governance of CSR is addressed in a journal article, as are authoring of CSR implementation in companies as well as social and economic effects of CSR policies on the local community.

Given the previous research above, there are some research gaps, such as previous research on CSR only talks about different sectors and different scale of business practice of CSR. It only analyzed CSR from company's aspect, but not provided more information on about how community, consumer and other relevant parties react to CSR strategy. Current

literature concentrates on the direct results of CSR on brand image, customer loyalty, however does not focus on the long-term effects on sustainable business operation, innovation or the level of the competition within the industry.

This study is original for introducing a novel perspective in the area of CSR studies, because here we investigate how health campaigns, specifically under the auspices of the World Diabetes Day program, can play a vital role in CSR exercises to generate cause-related awareness. Unlike in the previous papers which were centred more on corporate image and customer loyalty, in this paper we emphasize community, consumer and stakeholder responses to CSR initiatives in health industry.

This research also illustrated that interest and participation from the public in the World Diabetes Day project has increased, which is a proof there is a trend towards consciousness healthy lifestyle. To that end, a unique aspect is studied on how consumer awareness of low calorie sugar free products i.e Tropicana Slim, is being practiced as a part of healthy living. This research also focuses on the participation of various stakeholders such as companies, doctors, health communities and the public in order to contribute the development of CSR initiatives.

The formulated research question used in this study is: How does applying Triple Bottom Line concept in PT Nutrifood's CSR campaign through WDD event contribute to public health awareness? Second, what is the effect of the World Diabetes Day CSR campaign on changes in public perception and behaviour in adopting healthy living?

The impetus of this research is to examine how CSR initiatives in WDD program could be used to strengthen public health campaign using the Triple Bottom Line perspective of profit people and planet. Population The targeting is based on how the campaign affects business model sustainability, how it affects public behavior and awareness, and the impact on the environment and public health. Furthermore, the study gauges the long-term effect of the CSR intervention on public behaviours, business sustainability and innovation in health and food sectors

## **METHOD**

In order to answer these questions, the study adopts a qualitative approach supported by descriptive statistics to investigate whether CSR initiatives contribute to public health awareness-raising in the framework of World Diabetes Day program. The analysis was performed with the aid of Data Triangulation. This method seeks to enhance the validity and reliability of research findings by using multiple sources, times, or persons to collect data. Data was obtained from in-depth interviews with key informants, they were Nutrifood Supervisor, and other informant from the community of IPKJS, and general public who attended the World Diabetes Day events that conducted with age range of 17 to 40 years old. Observations in the process of the campaign as well as documents analysis device, including promotional materials and reports.

## **RESULTS AND DISCUSSION**

PT Nutrifood Indonesia commemorated World Diabetes Day (WDD) 2024 in 41 cities in Indonesia in the same day, including Cirebon, November 10, 2024, at Car Free Day Area, Jalan Pasukan. The event was to set the tone for public sensisitation on healthy living through sugar intace. Around 800 community members attended the event, and it incorporated different players, such as Physicians of Internal Medicine, the Environmental Agency, and the Healthy Heart Community. WDD seeks to inspire residents of Cirebon to fight diabetes, beginning with signing a petition against the disease, said Zulfa Syadiah of PT Nutrifood Indonesia.



This campaign is a good example of how companies can contribute to raising health awareness among the public as part of their CSR. Studies indicate that, health related CSR can generate customer loyalty increasing the company's image in the eyes of the public. (Fitranadi et al., 2021). Furthermore, the participation of different parties in this event, including government, communities and people in general, shows that the most effective way to bring the extension of a health campaign is communal and address all sectors. (Saputri et al., 2024). With this event, Nutrifood does not only support healthy lifestyles but also continues its mission as a social transmitter of diabetes prevention in Indonesia. P. T. Nutrifood has been a strong contributor and learning to draw the link so they are constantly doing educational awareness and environmental shift on diabetes.

## 1. The Triple Bottom Line Concept in PT Nutrifood's World Diabetes Day Program

### a. People (Society and Social Welfare)

Communities are part of the affected parties of the production of company, so the company should pay more attention to the community especially living around the company that unsparingly has been directly affected by the activity of company both in the operational of company like waste, sound, pollution at air and etc. Part of the company's revenues are allocated to support the community as part of the CSR such that the presence of the company in the community is perceived as beneficial (Kholis, 2020).

According to the interviews with the participants a number of them had a positive experience of the event, above all getting educated with the importance of a healthy life in relation to diabetes. Healthy exercises from community, health talk shows and free medical check-ups which showed high interest in learning diabetes prevention. Furthermore, a lot of the participants mentioned that after the festival they felt encouraged to take up a healthy lifestyle, for example, decrease of sugar consumption, more exercise.



(Figure 2 – Community participation in World Diabetes Day 2024 activities  
Source: Company's Documentation)

These results are consistent with evidence that health education and blood glucose testing of people with diabetes mellitus and the general population can improve public knowledge and awareness regarding the significance of a healthy lifestyle in preventing diabetes and its complications. (Susanti et al., 2024)

Therefore, it is so important to actively participating in both educational and health activities for increasing the public awareness about and motive of adopting a healthy life style to prevent diabetes.

b. Profit ( Company's Profit )

Profit is the amount a firm earns from its productiveness. But in the Triple Bottom Line, companies do not simply seek to make as much money as makes the bottom of the balance sheet as fat as possible, preserving but dismissing the impact of their production methods on the world. This means that companies are looking to create fair and ethical business practices (fair trade and ethical trade). Profit also includes issues of CSR as part of long-term investment. In view of this, the firms critically judge the effect on sustainability and their future considerations for formulating working programs and strategies (Kholis, 2020)



(Figure 3 – World Diabetes Day 2024 Activity in Cirebon City Source: Company's Documentary)

While the WDD event is a part of the company's corporate social responsibility (CSR) activities, PT Nutrifood also reaps an economic benefit from the occasion. A number of interview participants indicated that their had already been aware of Nutrifood's products like Tropicana Slim, but after the event, they were much more interested in incorporating Nutrifood's products into their healthy live and daily routine. The rising health consciousness and interest in selecting products which can contribute to healthy living among the public as well as the consumers; the event indirectly supports customer loyalty for the Nutrifood brand. Ladies and Gentlemen: In addition, the event gives the company opportunities for its products to be more widely available, through both educational activities and the construction of sales booths to enable participants to directly learn and buy products.

Studies have confirmed that CSR has a positive effect on customer loyalty. This is related with the fact that performing CSR activities increases corporate image, which in turn increases customer trust and loyalty toward the brand. (Fitranadi et al., 2021)

Accordingly, the involvement of PT Nutrifood in the WDD event not only benefits the social aspect, but it can also improve customer loyalty and corporate brand image. With the support of a product sales booth, the organization can be even more closely linked to consumers, more directly trained about the benefits of its products and enhance public awareness on becoming healthy for better product selections.

c. Planet ( Environmental Sustainability )

The company's CSR initiatives are also centred on the planet and the environment, recognising the vital need for the conservation of natural resources in the course of production. By being environmentally sustainable, the company not just help conserve nature but it is more like an investment on the long run that can pay off the business in terms of sustainability. For being environmentally friendly people can conduct recycling (composting or recycling organic and inorganic), zero waste, reforestation, and others (Kholis, 2020)

PT Nutrifood, meanwhile, also concerns itself with environmental sustainability in their commemoration of World Diabetes Day with a few eco-friendly measures. Organized talks in open-air sections that supports the environment, such as on the Car Free Day area area, the latter not only promoting healthy lifestyle but also preventing vehicle pollution during the event. Furthermore, Nutrifood aims to help decrease plastic in event execution, not only in product packaging, but also on cutlery that its participants use and also in any materials that might cause pollution. In addition, this campaign raises awareness on the importance of sustainable consumerism by educating the public on being more discerning in selection of healthy, naturally produced foods that do little harm to the environment and discouraging over consumption of processed goods. These are in addition to the waste management programs, where the community is advised to segregate its waste, separating organic from inorganic, with the goal of not having the rubbish find its way back to the system. With several stages in place, PT Nutrifood is not only participating in promoting better public health awareness, but it also playing it's part in keeping the environment in harmony as part of it's corporate social responsibility.

## 2. PT Nutrifood's World Diabetes Day Public Relations Campaign

PT Nutrifood's World Diabetes Day PR campaign performance was reliant on realistic goal setting to guarantee the success of the strategies. Placing Objectives Goals refer to setting the schedule of actions to be planned, validating the means used, and providing criteria for evaluation. The campaign was able to induce healthier behavioral changes and expanded overall public awareness about the need to live a healthy life through its well-conceived approach. The goals for the public relations campaign, as articulated by Patrick Jackson, senior partner and international PR consultant at New Hampshire, are:

### a. Public Awareness

Public relations are typically designed to help people understand, notice and be aware of issues such as pasteurization, public health, education, welfare, environmental surrounding, etc.

With its World Diabetes Day campaign, PT Nutrifood tries to increase the knowledge of the people about the threat of diabetes and the benefit of leading healthy lives. This awareness creation comes to the fore through exercises which entail the active involvement of members of the community, which, in turn, are backed by the harnessing of the power of social media, blogging, and articles posted on digital formats, for dealing with the distribution of information. Healthy exercises, free health checkups and talk shows with specialist doctors are some of the activities incorporated in the campaign strategy to reinforce education and promote awareness on diabetes prevention in the public.

### b. Offer Information (Providing More In-Depth Information)

Offer an explanation of certain campaign programs, to those who are more interested or would like to care. This is different from awareness-raising campaigns

(i.e., more explicit or general). Usually the brochures, magazines, guidebooks and other reference materials are used to display the information they are going to deliver.

Second, this campaign educates those who want to know more about diabetes and how to live healthily with this condition. Advice is delivered by expert doctors in talk-show sessions where they detail the risk factors, symptoms and preventive measures for diabetes. This project also provides the public with access to free health checks so they may be educated about their health condition and get consultations from health professionals.

#### **c. Public Education**

The ability of public relations communicators to teach the public to feel right while thinking right as it teaches right, reflected in morally correct, nonemotional, objective expression of opinion, and supported by detailed texts and objectives and by overall campaign data relative to the need to bring the program to the attention of the public.

The public education in this initiative is implemented in various ways which help the community to be savvy in sustainable healthy lifestyle practices. One of the techniques is partnering with health communities like those of IPKJS in which it teaches the necessity of physical activity through group exercise sessions. Moreover, the interactive sessions with specialist doctors allow the users to ask directly about diabetes, and get proper explanations in the form of medical facts.

#### **d. Reinforce the Attitudes and Behavior**

The campaign has to reinforce values or affect public response to the spokesperson's (communicator's) Positioning Statement. This campaign is designed to help support healthy behaviours that have starting being put into place by the community and will inspire people to engage in living healthier. One of the ways for this to be accomplished is by making the citizens to take a pledge to minimise sugar consumption and adopt a healthy lifestyle in their daily routine. #Hands4Diabetes petition is one such endeavor, that expedites the process of citizens signing a pledge to reduce sugar over consumption, and thereby engage the businesses to setup and encourage the health water/ juice options, across the country. Moreover, by taking part in this campaign they are motivated to involve in health communities such as IPKJS as to obtain assistance in sustaining a good lifestyle. Nutrifood also offers healthy alternatives to products such as Tropicana Slim, which allows the public to enjoy products that are sweet-tasting with less sugar - allowing consumers to live a sweet life naturally.

#### **e. Behavior Modification**

The next phase is altering or behavior in order to influence the public with regards to certain social safety nets. To culminate the PR drive, this project aims at a long-term behavioral change of the general society. One of the projects that has already been launched is the "1 Month Without Excess Sugar" challenge that encourages people to start with a one-month period of life without excessive consumption of sugar as a first step towards building healthier habits. Furthermore, Nutrifood provides benefits to those who sustain the adopted healthy habit, such as through loyalty actions or healthy products vouchers. To measure the effectiveness of this campaign, Nutrifood carries out post-campaign tracking through interviews and surveys to review how much of an impact participants have made changes in their behavior in everyday life.

### **3. Effect on Implementation of PT Nutrifood Program World Diabetes Day**

The CSR Program "I Give My #Hands4Diabetes In World Diabetes Day 2024" that was held by PT Nutrifood is aimed at raising public awareness about healthy lifestyle to



prevent diabetes. This campaign has effective functions of participants in different activities such as health education, group exercises, free physical examinations, and in the advocacy of healthy diet. There has been a great transformation in the mentality and behaviour after those people has circulated around these activities. The effects before and after proposed participation in the WDD campaign are as follows:

- a. Awareness regarding diabetes improved after implementation of the campaign. Before there were more people who did not know the risks of this disease, but now, after having had a campaign they knew more about a balanced diet, physical exercise and the prevention of diabetes by education.
- b. Eating of sugar and the choice of healthy products was different. People didn't think about sugar but after being warned, they were more aware of sugar and they started to eat and drink less sugar people substituted low sugar alternatives for high sugar alternatives.
- c. The importance of physical activity is being recognized more and more. A lot of people in the past were not so active vis-à-vis sports but actually after the campaign, they started to engage in regular physical activities such as health exercises and the other sports activities, because that was to promote healthy life.
- d. Health monitoring, previously a seldom done thing, is now becoming more and more popular. A significant number of the respondents have started recently monitoring their blood glucose as a preventive measure following education on the need for early detection and periodic health checks.
- e. We're now participating in health-promoting communities. When the community was made aware of the health volunteers before the campaign, the involvement of the community and health community staff was low, but when the community was introduced to after the campaign they got to participate more in the activities in support of good health practice and mutual support for sustainable health maintenance.
- f. One is that we've become more conscious of what a balanced diet is and we've become used to reading the labels. In the past, the public had hardly concerned of the nutrient values and composition of foods and beverages they eat and drink, but after the campaign, they are selectively choosier, in terms of products with a better, healthier nutrition values of which that best serves the need of our body.

## CONCLUSION

PT Nutrifood's Corporate Social Responsibility program in the World Diabetes Day 2024 has shown the proved of being effective on the change of pattern of awareness and behavior in preventing diabetes. Engaged public in educational activities, free health checkup and healthy exercise campaigns, reinforces the effectiveness of this campaign in improving the knowledge on wellbeing lifestyle. This campaign is seen as not only a great community work, but also for brand image & loyalty toward Nutrifood products. Adopting the Triple Bottom Line, PT Nutrifood does not only concern about profits, but also show their social responsibility in enhancing community's well-being and environmental sustainability. This shows that an integrated CSR approach can lead to sustainable win-win effects for society and the company. This a similar model could be a good model to be emulated by other organizations to develop successful CSR programs for the benefit of all stakeholders.

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