



**UNIVERSITAS MERCU BUANA**  
**PROGRAM MAGISTER ILMU KOMUNIKASI**  
**KONSENTRASI CORPORAT MARKETING COMUNICATION**

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**Judul** : IMPLEMENTASI CSR CORPORAT SOCIAL  
RESPONSIBILITY DALAM MEMBENTUK BRAND EQUITY  
(STUDY KASUS PROGRAM MENARA AIR MUAMALAT  
BAITUL MAAL MUAMALAT, BANK MUAMALAT)  
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***ABSTRACT***

CSR Corporat Social Responsibility is one of compulsory that must be held by company according to the new Law of Limited Liability Company (UUPT) article 74, UU Number 40 year 2007. This law obligates industry or cooperation to carry it out. Rising of life quality care, of social harmonization, and of environment influence on business. So, it brings suit up on company role in order to have social responsibility. The analysis of the research data is qualitative: the secondary data i.e. theory, definition and substance from some literature, and law and regulation and the primary data from interview, observation and field study. The paradigm that is used is Post-Positivism trying to get deeper and *holistic* description. The theory is stakeholders theory by Freeman (1984) stating that company is an organ relating to other sides that is concerned, in or out of the company. The approach is case study. Based on the analysis result, it is reached that the social responsibility realization of Baitul Maal Muamalat is making society developments: Scholarship crew children education, Muamalat Perceptive Act. Sharing of Cahaya Qur'ban, Sharing of Cahaya Ramadhan, Mangrove Plantation, Flora and Fauna Care, Irigation Creation (ex. Muamalat Water Tower). The obstacles faced were time, fund and place, but it was helped by the third side as CSR Implementator located in Dekoro Village. So, Muamalat Water Tower is built well. Even it becomes the icon of Pekalogan.

*Key word : framing news, framing analysis, and construction of reality*