

Integrating the Triple Bottom Line into Csr Communication Strategies: The Case of D'botanica Bandung Mall's Tree Distribution Initiative

Nisa Lathifah¹, Anggia Puspita Dewi², Nugraha Sugiarta³, Zulfanida Nurul Sadiyyah⁴

¹²³⁴Universitas Informatika dan Bisnis Indonesia, Indonesia

Correspondent: nisalathifah@unibi.ac.id¹

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ABSTRACT: D'Botanica Bandung Mall implemented a Corporate Social Responsibility (CSR) program by distributing 2,600 tree seedlings to SMAN 9 Bandung. The initiative was carried out using the Triple Bottom Line framework, which in this study was applied to examine how D'Botanica Bandung Mall integrates economic, environmental, and social sustainability dimensions. This study employed a qualitative case study approach, with data collected through interviews, observations, and documentation involving both mall representatives and the school community. The findings reveal that the program indirectly improved the mall's image, reflecting its profit dimension and strengthened its branding as a green mall, potentially increasing visitor awareness. From the Planet perspective, the initiative contributed to school greening efforts and supported the sustainability of the urban ecosystem. Meanwhile, from the People dimension, the program fostered school community engagement while also providing environmental awareness education.

Keywords: Corporate Social Responsibility, Triple Bottom Line, Green Mall, Environmental Sustainability, Community Engagement.



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INTRODUCTION

D'Botanica Bandung Mall, known as one of the oldest modern shopping centers in Bandung, has embraced the green mall concept, focusing on sustainability and caring for the environment. This commitment shows through actions like giving away 2,600 tree seedlings to the local community. These efforts help improve the mall's public image and encourage active participation in environmental conservation (Ramdani, 2024). D'Botanica Bandung Mall embraces the green mall concept by blending eco-friendly architectural design with practical environmental programs. Its CSR efforts include distributing 2,600 tree seedlings and introducing a plastic bottle exchange machine. These efforts reflect dedication to enhancing urban greenery and promoting greater public awareness of environmental sustainability. Located on Jl. Dr. Djundjunan No. 143-149 in Bandung and featuring nature-themed interiors, the mall aims to create a comfortable shopping experience while enhancing its image as an environmentally friendly retail destination. The choice to work with SMAN 9 Bandung on the tree distribution program was influenced by its nearby

location and its efforts to promote environmental values in young people. By directly engaging students, the program can have lasting effects, as the awareness of ecology can spread to their families and the broader community. Beyond creating a greener school environment, the initiative strengthens D'Botanica's standing as a green mall. It shows its commitment to sustainability through eco-friendly facilities and active community engagement.

CSR is a long-term ethical commitment by companies to contribute positively to society and the environment, and contribute to economic development, while simultaneously enhancing the quality of life of their employees and their families, as well as the local community and society at large (Vermeulen, Graupner, & Jonker, 2019). According to Valor, CSR is defined as a business commitment to act ethically and contribute to economic development, while at the same time improving the quality of life of employees, their families, and both the local community and wider society beyond the company's financial interests (Fredrick, 2020). Corporate Social Responsibility can be understood as a corporate commitment to integrate ethical practices into business operations, contributing to social welfare and environmental sustainability beyond economic interests. D'Botanica Bandung Mall implemented a Corporate Social Responsibility (CSR) program themed around the distribution of 2,600 tree seedlings. The initiative was directed toward SMAN 9 Bandung, chosen not only because of its geographic proximity to the mall but also due to its strategic location in the center of Bandung City. Through this program, D'Botanica seeks to raise awareness about the importance of environmental stewardship by promoting tree planting as a means of preserving nature. At the same time, the initiative serves to position D'Botanica Bandung Mall as a retail center that not only embodies the concept of a green mall but also demonstrates a tangible commitment to environmental sustainability.

Corporate Social Responsibility (CSR) Program The company is listed in Law No. 40 of 2007 concerning Limited Liability Companies, Article 74 on social and environmental responsibility (Kurniawan, Lathifah, & Rosanti, 2023). Although the law requires industries or corporations to do so, this obligation is not burdensome. It is important to remember that the development of a country is not only the responsibility of the government and industry, but every individual is responsible for controlling the social welfare and quality of life of the community (Darmawan, 2018). This study employs John Elkington's concept of Corporate Social Responsibility (CSR), which is grounded in the Triple Bottom Line framework. The model underscores the interconnection between three dimensions: improving community well-being (*people*), generating economic benefits (*profit*), and safeguarding the environment (*planet*). Within this perspective, CSR is not viewed merely as philanthropy or image-building, but as a holistic approach that balances social responsibility, economic growth, and ecological sustainability. By adopting this framework, the research positions CSR as a strategic practice that integrates corporate goals with broader societal and environmental concerns (Kurniawan et al., 2023). According to John Elkington, the concept of CSR is a framework that emphasizes that companies must continue to generate profits in order to survive and grow (Profit), but they must also preserve the environment (Planet) and pay attention to social aspects (People) (Fathia & Zainal Abidin, 2023).

According to Burhan, profit is the main element and fundamental goal of every organization, but businesses also need to meet the financial needs of stakeholders and support the economic resilience of the community. In addition, companies are responsible for preserving the

environment in their areas of operation by implementing safe and ethical processes. On the other hand, businesses must also play a role in improving the welfare of the community through various social initiatives that reflect their concern for the social environment (Muhammad Rahmatul, Sari, & Jumadinata, 2024). In the business world, profit is indeed the main goal that every company wants to achieve. This profit is not just a matter of numbers, but also an important resource to ensure that the company can continue to run and grow (Putri, 2024). When viewed from the perspective of the Triple Bottom Line proposed by Elkington, the planetary aspect emphasizes the importance of corporate responsibility for environmental sustainability (Nurhidayat, Junaid, & Kamase, 2020). In this context, the distribution of 2,600 trees by D'Botanica Bandung Mall can be directly linked to efforts to fulfill this responsibility. This program is not merely symbolic, but also aimed at creating a tangible impact on the urban environment, particularly in the city of Bandung, which is currently facing various ecological challenges such as air pollution, rising temperatures, and a lack of green open spaces.

This concept emphasizes that corporate sustainability can only be achieved by addressing the three core dimensions of the Triple Bottom Line (3P): profit, people, and planet. *Profit* is regarded as a fundamental responsibility, as companies must generate income to survive and grow. *People* refers to the surrounding community, which both influences and is influenced by the company's presence. Community support is therefore essential, requiring companies to build close relationships through social responsibility initiatives. Meanwhile, *Planet* represents the physical environment that provides the resources necessary for operations, making environmental preservation a crucial prerequisite for the continuity of corporate activities. Paying attention to the three important aspects of the Triple Bottom Line (*profit, people, planet*), namely managing the environmental impact, community, and profits from company operations, including managing community relations, regulatory compliance, and the economic impact on the community as outlined in the company's CSR program (Rembulan, 2021). Corporate Social Responsibility (CSR), often seen as the basis of business ethics, means that businesses have obligations to stakeholders beyond their legal and financial obligations to shareholders. Businesses have more than that because they need the support of the community to maintain their existence (Erni, 2014). Corporate Social Responsibility (CSR) is understood as a company's efforts to achieve a balance between economic, environmental, and social aspects, while meeting the expectations of shareholders and other stakeholders (Novita, 2012). In practice, CSR is divided into three levels, namely Community Relations, which focuses on effective communication to build good relationships with stakeholders; Community Assistance, which focuses on social and humanitarian assistance activities; and Community Empowerment, which focuses on empowering communities to become independent and improve their welfare (Nurjani & Resnawaty, 2023).

In its application, CSR is divided into three levels, namely Community Relations, which focuses on effective communication to build good relationships with stakeholders. The ideal form of social responsibility is not merely carried out to obtain a positive image or build reputation, but has become part of the organization's commitment since its inception. Therefore, these values are reflected in the organization's vision, mission, and objectives, so that ultimately social responsibility activities become an integral part of strategic management (Achmad, 2023). Therefore, D'Botanica Mall Bandung's CSR activity of sharing 2,600 trees is in line with the company's vision and mission,

which is to introduce a new image as a green mall in the city of Bandung. CSR programs are good for enhancing the positive image of a company, and by implementing CSR programs, they can also help and benefit the community (Ma'ulla & Rachmawati, 2024). CSR including increased financial profits for the company as well as social, economic, institutional, and sustainable development (Octaviani, Tri Raharjo, & Resnawaty, 2022).

Based on the explanation above, this study employs a qualitative research approach. Qualitative research investigates phenomena in their natural context. In this approach, data collection is not guided by predetermined theories, but rather by the facts encountered in the field, which can later contribute to the formulation of hypotheses or the development of theory (Sugiyono, 2021). The approach employed in this study is a case study approach. According to John W. Creswell, a case study is a form of research that focuses on a specific case involving events, individuals, cultures, or aspects of life. Through data collection, case study researchers are able to engage continuously with the phenomenon under investigation. This approach provides a detailed explanation of the phenomenon. While such studies typically identify both general and specific aspects of a case, the outcomes often generate new and meaningful insights (Prima, 2019).

METHOD

This study adopts a qualitative research method, qualitative research is a type of research that focuses on gaining a deep understanding of various issues in social life by examining reality in a comprehensive, complex, and detailed manner in accordance with its natural context (Murdiyanto, 2020). This qualitative research aims to understand how participants perceive and experience the implementation of the CSR program at D'Botanica Bandung Mall, such as behavior, perception, motivation, actions, and more, in a holistic manner through descriptions in words and language within a specific natural context using various natural methods (Moleong, 2019). The approach employed in this study is the case study method. As noted by John W. Creswell, this method involves an in-depth and detailed investigation of a single case or a limited number of specific cases (Creswell, 2007). According to K. Yin's typology of case studies, this research employs an instrumental case study, which is designed to gain broader insights or to test existing theories. This type of case study emphasizes the use of a case as a means to generate knowledge that can be applied more widely (Faustyna, 2024). In this context, the researcher seeks to explore the application of the Triple Bottom Line concept—comprising profit, people, and planet—within the corporate social responsibility (CSR) initiative of distributing 2,600 trees to SMAN 9 Bandung, organized by D'Botanica Bandung Mall.

In this study, data is crucial for researchers to answer research questions and achieve research objectives. Therefore, data collection is divided into two sources: primary data (interviews and observations) and secondary data (books, journals, literature, previous research, documentation).

The technique for determining informants in this study was purposive sampling. Purposive sampling is a technique for selecting data sources with specific considerations (Sugiyono, 2022). Data analysis in this study involves data collection, data reduction, data presentation, and drawing conclusions (Miles & Huberman, 2007). To ensure data validity, the researcher will cross-check

the subjects' responses with other existing documents to analyze their accuracy using empirical data. Triangulation is a technique for checking data validity by using something else outside the data for verification or comparison purposes (Moleong, 2019).

The purposive sampling technique involves selecting informants who are considered most knowledgeable about the expected information, making it easier for researchers to explore the object or social situation being studied (Sugiyono, 2012). For the purpose of this study, the research informants consisted of two primary groups: representatives from D'Botanica Bandung Mall, who were directly involved in planning and implementing the CSR program *Sharing 2,600 Trees*, and representatives from SMAN 9 Bandung, the designated target institution of the initiative. These informants were selected to provide comprehensive insights into both the organizational perspective and the community engagement dimension of the program. Based on this explanation, the following are the informants chosen by the researcher:

Table 1. Informant Data

No	Name	Criteria	Description
1	Riza Wisnu	The key informants in this study were individuals regarded as knowledgeable and directly involved in the <i>Sharing 2,600 Trees</i> initiative in Bandung, particularly those serving in public relations roles within the company.	Key Informant
2	Ulfa Mentari	The informants included individuals considered knowledgeable and directly involved in the <i>Sharing 2,600 Trees</i> initiative in Bandung, particularly those serving in human resource development (HRD) roles within the company.	Key Informant
3	Irma Dewi Fatimah	Teachers from SMAN 9 Bandung who were involved in the <i>Sharing 2,600 Trees</i> initiative in Bandung, particularly those responsible for student affairs at SMAN 9 Bandung.	Supporting Informants
4	Hamdan Kurnia	Teachers from SMAN 9 Bandung who participated in the <i>Sharing 2,600 Trees</i> initiative in Bandung, specifically those responsible for student affairs at SMAN 9 Bandung.	Supporting Informants

Source: Researcher Data Processing, 2025

RESULT AND DISCUSSION

The Profit Aspect of CSR in the Distribution of 2,600 Trees by D'Botanica Bandung Mall

In this study, the Profit aspect refers to how the program indirectly strengthened the mall's reputation and customer engagement, contributing to its financial performance but emphasizes ensuring that such gains are achieved in a sustainable manner. In other words, CSR initiatives are expected to provide long-term positive impacts on a company's profitability. For D'Botanica Bandung Mall, the CSR program of distributing 2,600 trees to SMAN 9 Bandung not only contributes to social and environmental benefits but also indirectly strengthens its branding and economic prospects. This initiative is perceived as a strategic means of re-engaging visitors previously involved in the program such as teachers, students, and their families thereby increasing mall traffic, which in turn is anticipated to enhance revenue.

“Beyond reintroducing the renewed image of D’Botanica, the program also carries business implications, as increased visitor traffic from teachers, students, and their families may ultimately relate to income. However, the core purpose remains grounded in CSR.” (Informant Interview, 2025).

The tree-sharing CSR program implemented by D’Botanica has a sustainable effect on fostering consumer loyalty. Rather than being designed to generate immediate sales outcomes, the program is positioned as part of a long-term marketing strategy that is carried out gradually and in a segmented manner. Through this approach, an increase in mall visitation does not occur instantly, but instead develops progressively in line with the continuity of the program.

“The program’s impact is gradual rather than immediate, aligning with the Triple Bottom Line concept that emphasizes long-term sustainability over short-term results, as it is designed more as a marketing initiative than a sales-driven effort. Although the impact on loyalty is not yet highly significant, data from our loyalty members show that many first-time visitors continue to return and make repeated purchases.” (Informant Interview, 2025).

“Because of its proximity, we often visit D’Botanica to relax; even simple activities like sitting and eating there provide a refreshing break from academic fatigue.” (Informant Interview, 2025).

From the above statement, it can be concluded that the presence of D’Botanica provides an alternative public space that is comfortable for the surrounding community, particularly for those seeking a place to momentarily relieve the monotony of daily routines. It’s convenient and accessible location makes the mall a relevant choice for light activities such as walking, relaxing, or simply enjoying food, which ultimately contributes to the emotional and mental well-being of its visitors.

The People Aspect of CSR in the Distribution of 2,600 Trees by D’Botanica Bandung Mall

In this study, the ‘people’ dimension highlights delivering social benefits to the community. Ideally, programs should involve local residents and generate positive impacts that can be directly experienced. Community engagement has therefore become a key aspect in the implementation of the 2,600-tree sharing initiative. The company not only distributed seedlings to SMAN 9 Bandung but also sought to position the program as a bridge for fostering closer relationships with the community, particularly in the field of education.

“This initiative reflects a collaborative contribution between the company, educational institutions, and the broader community, embodying the ‘people’ and ‘planet’ dimensions of the Triple Bottom Line. Beyond tree distribution, the program cultivates environmental awareness, instills responsibility among students, and generates social as well as ecological benefits, thereby reinforcing D’Botanica’s commitment to sustainable community engagement” (Informant Interview, 2025).

The tree-sharing program goes beyond symbolic distribution by fostering environmental awareness and active participation. Through collaboration between D’Botanica, the Department

of Education, and local schools, the initiative achieves broader social impact, benefiting students, educational institutions, and surrounding communities. Importantly, it promotes practical environmental education, where responsibility and care are cultivated through direct experience rather than theory.

The seedling distribution carried out at D'Botanica Bandung Mall illustrates how CSR initiatives can function simultaneously as material contributions and communicative practices. By involving student and teacher representatives in the collection process, the program created opportunities for direct interaction between the mall and its beneficiaries. This interaction is not merely transactional but serves as a form of symbolic communication in which the mall positions itself as an actor committed to sustainability. For the students, the activity becomes an experiential learning process, enabling them to observe how a commercial institution integrates ecological responsibility into its operations. From a communication perspective, this initiative demonstrates how CSR can be strategically framed to foster public engagement, cultivate environmental awareness among younger generations, and reinforce the corporate image of the mall as both socially and environmentally accountable.

The Planet Aspect of CSR in the Distribution of 2,600 Trees by D'Botanica Bandung Mall

The second component of the Triple Bottom Line concept is the planet. In the context of CSR, planet refers to a company's commitment to environmental sustainability. One of the reasons D'Botanica Bandung Mall implemented the tree-sharing program was the growing awareness of the city's increasingly dense conditions and the lack of green spaces. By distributing trees to SMAN 9 Bandung, the company seeks to contribute to improving air quality and mitigating urban heat, particularly in densely populated areas. The primary objective is not merely to plant trees as a symbolic social activity, but to generate a tangible and long-term impact on environmental sustainability.

"The primary environmental objective stems from the awareness that as cities progress and expand over time, urban development inevitably leads to the construction of high-rise buildings and the gradual reduction of green areas. Despite the rapid infrastructural growth in Bandung, the intention is to ensure that its green spaces and restorative image remain preserved. This effort begins with small initiatives, such as fostering awareness of the importance of trees—encouraging people to plant them in their yards or share them with relatives. Such seemingly modest actions can yield significant impacts for both the city of Bandung and its community. It is refreshing to see a mall that cares, as D'Botanica's initiatives bring real advantages to society." (Informant Interview, 2025).

Through the tree-sharing program, D'Botanica seeks to make a tangible contribution by encouraging the community to become more aware of and concerned about environmental sustainability. The hope is that simple actions, such as planting trees in one's yard or sharing them with others, can serve as the starting point for broader change. From these small initiatives, a collective spirit of environmental stewardship can grow, generating positive impacts for society and supporting Bandung's continuity as a green and livable city. Moreover, the planting locations

are carefully considered, with a focus on schools across Bandung that possess potential planting spaces and can serve as agents for fostering environmental awareness from an early age. With this approach, the program is not solely oriented toward tree planting but also toward the advancement of sustainable environmental education.

D'Botanica Bandung Mall does not limit its efforts to tree distribution but also provides education and outreach to schools regarding the importance of environmental preservation. Prior to the tree distribution process, the company delivers presentations that explain the rationale, objectives, and benefits of the program. On these occasions, students, teachers, and surrounding communities are also informed about the importance of responsible waste management, including recycling practices to prevent accumulation and pollution. This reflects a comprehensive approach, in which the program is not solely concerned with greening initiatives but also seeks to cultivate greater environmental awareness and responsibility among all stakeholders.

The CSR initiative of distributing 2,600 trees by D'Botanica Bandung Mall illustrates how corporate social responsibility can be strategically aligned with principles of marketing communication, particularly within the framework of Integrated Marketing Communication (IMC) and cause-related marketing. Rather than treating CSR as a peripheral activity, the initiative integrates ecological responsibility into the mall's overall communication strategy, ensuring consistent messages that reinforce its identity as a socially and environmentally committed institution. Through dialogic engagement with teachers, students, and communities, the program facilitates relational communication that builds trust and loyalty while simultaneously functioning as a form of experiential marketing. In line with the logic of cause-related marketing, the initiative associates the brand with environmental sustainability, thereby differentiating D'Botanica from competitors and enhancing its long-term value proposition. This demonstrates that CSR can be more than a philanthropic exercise; it is a strategic marketing communication tool that embeds narratives of care and responsibility into the brand, aligns organizational goals with community expectations, and generates sustainable economic, social, and ecological benefits. Ultimately, the case of D'Botanica Bandung Mall affirms the significance of CSR-driven marketing communication as an effective approach for cultivating corporate legitimacy, stakeholder engagement, and brand equity in the context of contemporary business practices.

CONCLUSION

In this final chapter, the researcher presents the conclusions drawn from the research and discussions on Integrating the Triple Bottom Line into CSR Communication Strategies: The Case of D'Botanica Bandung Mall's Tree Distribution Initiative. The findings indicate that the CSR initiative implemented by D'Botanica Bandung Mall successfully embodies the core principles of the Triple Bottom Line by integrating economic, social, and environmental values into a sustainable strategic framework. Through its tree-sharing program, the mall not only enhances brand image but also strengthens emotional connections with the community, encourages active public engagement, and gradually fosters customer loyalty—demonstrating that authentic corporate responsibility can generate long-term value through improved brand trust and sustained social welfare.

Furthermore, the program illustrates the “people” dimension of CSR by emphasizing community participation, educational outreach, and heightened environmental awareness. By collaborating with schools, the initiative moves beyond symbolic action and delivers direct social benefits, thereby reinforcing the mall’s identity as both a socially responsible and environmentally conscious institution.

Lastly, the tree-sharing initiative also embodies the “planet” dimension of the Triple Bottom Line by promoting environmental sustainability through community-based interventions. In addition to distributing trees, the program integrates educational components that cultivate long-term ecological responsibility. This effort contributes to enhancing urban air quality, preserving green spaces, and positioning D’Botanica Bandung Mall as an active agent of sustainable urban development in Bandung.

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