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The Implementation of Corporate Branding and Social Responsibility of PT. Summarecon Agung Tbk Towards Social Welfare in North Bekasi Area Andrian¹, Hadita², Jumawan³

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Indonesia. Abstract. Corporate Branding refers to the practice of promoting the

brandnames of a corporate entity, as opposed to specific products of services. Also,

Corporate Social Responsibility is a social program which has been applied by many

companies **in Indonesia. The implementation of Corporate Social Responsibility** provides

many benefits such as maintaining and enhancing the brand images of

Sources

1 <https://www.telkomtelstra.co.id/en/about-us/corporate-social-responsibility>
INTERNET
11%
