



**ENHANCING CORPORATE IMAGE THROUGH CORPORATE
SOCIAL RESPONSIBILITY IMPLEMENTATION: A CASE STUDY OF
KLINIK KELUARGA BUNDA KLAPANUNGGAL**

**UNDERGRADUATE THESIS
Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

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**FACULTY OF BUSINESS
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ABSTRACT

Purposes – *Klinik Keluarga Bunda Klapanunggal* is a primary healthcare services Located in Klapanunggal, West Java. This study aims to examine the successful implementation of CSR in maintaining the image of *Klinik Keluarga Bunda Klapanunggal*.

Design/Methodology/Approach – The type of research used is descriptive with qualitative. The research population was all patients and employee from *Klinik Keluarga Bunda Klapanunggal*, totalling 1 director, 1 medical supervisor, and 3 patients. The technique of determining the research sample used purposive sampling with a sample of 5 people. The data collection technique in this study was by document review and interview.

Findings – The results of the study show that these CSR initiatives have significantly elevated the clinic's corporate image, strategically incorporated into its overarching goals. This approach has not only contributed to local welfare but has also cultivated trust and favourable perceptions among patients. The clinic's authentic dedication to community welfare is palpable, aligning seamlessly with principles of economic, legal, environmental, and philanthropic responsibility.

Keywords – Healthcare Industry, Corporate Social Responsibility, Corporate Image.

Cikarang, 2023

Dzikra

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