



**UNIVERSITI TEKNOLOGI MARA**

**THE UNDERSTANDING AND PERCEPTION TOWARDS  
CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM  
BY BACHELOR (HONS) IN PUBLIC RELATIONS STUDENT IN  
UITM MELAKA ALOR GAJAH CAMPUS**

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**JANUARY 2018**

## **ABSTRACT**

Corporate Social Responsibility (CSR) is a corporation's social and environmental obligations to its constituencies and greater society. It's being used more frequently by constituencies to analyze and critique corporate behavior. It is important for PR practitioner understand on this matter. This research is to seek the student's understanding and perception towards CSR especially in Bachelor of Public Relations student because as we know, CSR is one of the important practice that PR practitioners need to understand. It will also focus on the relationship of the listed understanding aspect and perceptions towards the student's interest in CSR program. The Corporate Social Responsibility (CSR) is not a bizarre term in corporate sector but it still not define clearly what is the level of understanding and the perception in the university angle, especially Public Relations students in Universiti Teknologi Mara (UiTM) Melaka. There PR students are the target respondents. There are 90 students. The quantitative analysis is used to identify the student level of understanding and perception towards CSR program. A set of questionnaire has been distributed to the random students for the data collection. The related theory in this research is Cognitive Dissonance theory. The early assumption expect that the CSR exposure among the student is not good and still underdeveloped.

**Keywords** : Corporate Social Responsibility (CSR), Public Relations, Understanding, Perception, Interest.

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## **Chapter One – Introduction**

### **1.1. Background of the Study**

Many organizations have divided community relations and philanthropy in a way the organization to take a responsibility to the community which is, it should be tied closely together (Argenti, 2013). An organization needs to communicate with its publics and it can be communicated through corporate responsibility as one of the tools. An organization needs to communicate with its publics because it can create goodwill between both parties and it can create a philanthropy situation that can bring the organization and publics are needed between each.

Corporate Social Responsibility (CSR) is the tool that use by the organization in managing the reputation as well as improving its identity and image. The community sees that organization that acts in social responsibility and corporate philanthropy have a positive image and they wish the organization to continue supporting the causes that they care about (Argenti, 2013). The community wants a good response from the organization not just from the services, but the concerning of the organization is one of the best responses.

The organization is compulsory to invest a money for CSR program, especially in Malaysia where the establish organization needs to record its CSR program in the annual report. But there are issues that frequently occurred when the organization plan a CSR program. The skepticism about the organization's motives in organizing the CSR program always being disputed by the community. Even worse, not all of the communities understand the motive of CSR programs.

## **1.2. Problem Statement**

The CSR program brings a good impact to the community and it also give a benefit to the organization where the investment of CSR will return in a form of awareness and trust towards the organization. But, the term of the CSR it is hard to be understood by the common people. Some people assume that the CSR program done by the organization is just one of the promotion plan and some people are not even aware that the organization actually organized a CSR program.

It is hard to define and explain the term of CSR where it is 'vague and intangible' (Xu, 2014). The CSR term might be clearly understand by the corporate people, academicians or the people who indirectly, directly and involve in CSR program planning. For example, in Malaysia most of the organizations organize a CSR program by donating some fund and celebrate the orphans. The target of CSR program is the orphans but most of them are not understand what the motive of the CSR is and what the effect of CSR to the organization. It only forms a one-way response where the organization gives something to the orphan but there is minimum feedback will the organization get from the orphans.

The community perceives their own perception, whether the organization is socially responsible with a selective judgment (Xu, 2014). Basically the target audience of CSR program will perceive a good response when the organization gives a large or have the largest donation for certain cause. Unfortunately, they did not know the reason why the organization donates money with that amount.

In university, it is the phase of the student to be involved and expose with CSR program. A lot of organization has taken an opportunity to plan a CSR program and collaborate with the student as one of the initiative to have unique and fresh idea for the program. Besides, the student itself manages to create their own CSR program through any association with the university, and mostly encourages by academic purposes. But, the understanding about CSR among students