

ABSTRACT

This study examines how CSR engagement through social media influences customer loyalty in the highly volatile FMCG sector. Using a quantitative approach with 125 respondents familiar with Unilever Indonesia's CSR efforts, the findings show that transparent and interactive CSR communication strengthens customer trust and loyalty, especially in personal care and food & beverage categories. The study underscores the strategic role of digital CSR in fostering consumer relationships amidst intense market competition.

Keywords: CSR, Social Media, Customer Loyalty, FMCG, Market Volatility, Consumer Trust