

## **ABSTRACT**

*This study aimed to determine the effect of the perception of corporate social responsibility Assistance Program for Education Facilities Djarum brand awarness and its impact on brand attitude. The background of this research are the pros and cons of CSR tobacco companies.*

*Respondents in this study were students of the Faculty of Economics and Business, University of Diponegoro Semarang and the sample size of 100 respondents specified using purposive sampling method. The analysis method used is quantitative analysis using statistical tools Statistical Product and Service Solutions. Analysis of the mediation path analysis is used to determine the effect of direct and indirect variable CSR perceptions on brand attitude variables with the variable brand awarness as a mediating variable. Data has met the test of validity, reliability testing, and test the classical assumptions.*

*The results of path analysis showed that the perception of CSR variables have a direct influence on brand attitude and perception variables CSR does not have an indirect effect through the variable brand awarness.*

***Keywords: Perception of CSR, brand awarness and brand attitude***