

Brand Sustainability Development Goals Through the #SekarangUntukMasaDepan Message at PT Bank CIMB Niaga Tbk Regarding SDGs Program from the Perspective of Internal Audience

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Abstract

SDGs stands for Sustainable Development Goals, a set of objectives adopted by the UN in 2015 to achieve global sustainability by 2030. In fact, Indonesia still falls significantly short of UNDP standards in achieving the 17 SDGs. Additionally, awareness of SDGs among Indonesian society remains low, and the government is perceived as lacking in educating about SDGs. Indonesia implements SDGs programs through the Financial Services Authority (OJK), under government oversight, mandating participation in SDGs activities. OJK views Indonesia's Sustainable Finance Initiative (IKBI) as a genuine commitment from the banking industry. The research aims to understand PT Bank CIMB Niaga Tbk's Sustainable Development Goals branding efforts in creating internal branding through the #SekarangUntukMasaDepan message. This study employs a post-positivist paradigm with a descriptive qualitative approach, focusing on CIMB Niaga's internal branding of SDGs through the #SekarangUntukMasaDepan message via interviews and observations. Research findings indicate that CIMB Niaga has engaged in internal branding through the #SekarangUntukMasaDepan message, utilizing SDGs programs such as Start Small, Here for Everywhere, and Experimental events related to SDGs branding.

Keywords: Branding; CIMB Niaga; Internal Branding; Sustainability Development Goals

INTRODUCTION

SDGs stands for Sustainable Development Goals, a set of objectives adopted by the UN in 2015 to achieve global sustainability by 2030. According to data from the UNDP (United Nations Development Programme), Indonesia's SDGs report shows the following: Indonesia has successfully reduced the poverty rate to 9.22% as of 2019. Regarding health, the maternal mortality rate in Indonesia has decreased to 177 deaths in 2015. Climate change, indicated by greenhouse gas emissions in Indonesia, has increased alongside economic growth (SDGs Indonesia, 2023).

Based on the data provided, Indonesia still significantly lags behind UNDP (United Nations Development Programme) standards in achieving the 17 SDGs. Awareness among

Submitted: April 1, 2024, **Revised:** May 2, 2024, **Accepted:** June 5, 2024

Indonesian society regarding this matter remains very low, and the government is perceived as inadequately educating about what SDGs entail. UNDP's goals encompass various aspects of health, education, poverty, inequality, energy, climate, environment, and others. The aim of sustainable development is to eradicate poverty, reduce inequality, improve health and education, mitigate climate change impacts, enhance environmental sustainability, and achieve sustainable economic prosperity. In the context of globalization and increasing interdependence among countries, the challenges of sustainable development faced by one country can have significant impacts on others. This is why achieving sustainable development goals is a crucial global issue (PSPPR Universitas Gadjah Mada, 2023).

Sustainable Development has four main pillars including social development, economic development, environmental development, and governance and legal development. The first pillar of sustainable development is social development, which involves achieving the fulfillment of high-quality human rights fairly involving well-being for all communities. This includes no poverty; zero hunger; good health and well-being; quality education; and gender equality. The second pillar is economic development, which involves achieving quality economic growth through sustainable employment and business opportunities, innovation, inclusive industries, adequate infrastructure, affordable and clean energy supported by partnerships. This includes affordable and clean energy; decent work and economic growth; industry, innovation, and infrastructure; reduced inequalities and partnerships to achieve goals. The third pillar is environmental development, which involves achieving sustainable management of natural resources and the environment as a support for all life, including clean water and sanitation; sustainable cities and communities; responsible consumption and production; climate action; ocean ecosystems; terrestrial ecosystems. The fourth pillar is governance and legal development, which involves achieving effective, transparent, accountable, and participatory governance and legal certainty to create security stability and achieve a country that includes peace, justice, and strong institutions (Taufik, 2022).

Therefore, researchers can conclude that there is a GAP between SDGs in Indonesia and the standards set by UNDP for SDGs themselves. Therefore, according to the researcher, Branding becomes very important to realize the 17 SDGs goals. All parties need to move together in campaigning (branding) SDGs, including governments, private sector, and other parties including banking (Hidayat, Ningsih, Halim, & Agustina, 2023). In implementing the SDGs, PT Bank CIMB Niaga Tbk has numerous activities and programs aimed at achieving the

SDGs objectives for its audience. Therefore, in this study, the researcher selects PT Bank CIMB Niaga Tbk as the research subject, which will then be linked to the branding #SekarangUntukMasaDepan of PT Bank CIMB Niaga in creating effective branding for its internal audience (CIMB Niaga, 2023). The branding process has become a necessity for the general public, and through this process, effective communication is essential for a group of sellers to market goods or services to buyers. Communication serves as a crucial means to achieve primary targets in marketing products or services, such as promoting a positive image to recipients (Khasanah, 2013). PT Bank CIMB Niaga Tbk is committed to SDGs with the message #SekarangUntukMasaDepan, aiming for all ongoing SDGs activities at CIMB Niaga to create branding for the bank. In this regard, these SDGs consist of five pillars: Sustainable Action, Sustainable Business, Corporate Social Responsibility, Governance and Risk, and Stakeholder Engagement and Advocacy. As part of its commitment to SDGs, PT Bank CIMB Niaga Tbk also implements branding strategies for its internal audience (PT Bank CIMB Niaga Tbk, 2022).

METHOD

In this study, the paradigm used is positivism with a descriptive qualitative approach because the researcher can directly engage in the field to collect data using interview and documentation techniques (Neuman, 2016). To ensure the research stays focused and directed, the researcher limits the informants to those closest to the object's location and closely related to the research variables. Interviews were conducted online with 2 (two) internal employees of PT Bank CIMB Niaga Tbk, specifically from the MBCX CIMB Niaga division: Nabilah Nindita Putri Rusman, serving as the Non-Business Marketing Brand Specialist focusing on SDGs at CIMB Niaga, and Audrina Kaluku, serving as the Brand Management & Non-Business Marketing Intern focusing on SDGs Branding at CIMB Niaga. Below are the research interview instruments:

Table 1. Interview Instrument

Concept	Dimension	Indicator	Engaged Observation	Interview Questions
SDGs	a. Social Development b. Economic Development c. Environmental Development	A. Employee Engagement B. Values C. Employee Lifecycles D. Reward & Reconignitions	observed object	a. How does the MBCX (Marketing, Brand & Customer Experience) Team see the importance of internal employer branding in the company?

d. Legal Development and Governance

E. Corporate Brand

- b. What are the internal branding strategies and stages that have been carried out by PT CIMB Niaga Tbk. in order to support the SDGs program?
- c. Do all MBCX employees understand and commit to participating in implementing the SDGs program within the company?
- d. What do MBCX colleagues understand about "Now for the future" branding?
- e. What values does the MBCX team expect in carrying out the SDGs program internally?
- f. Are there rewards or recognition for employees, especially the MBCX team, who have complied with and participated in implementing the SDGs program?
- g. What form of internal branding does the company, especially the MBCX team, carry out in supporting the SDGs program?
- h. How does the process of forming SDGs branding occur at PT Bank CIMB Niaga Tbk?
- i. What factors make PT Bank CIMB Niaga Tbk. choose the tagline "Now for the Future" in running the SDGs program for internal audiences?
- j. What concrete forms have implemented the SDGs program in the economic, social, environmental and corporate governance

sectors?
k. What are the impacts of internal branding felt by the company, especially the MBCX team, after running the SDGs program for MBCX friends?

Source: Research Results, 2024

RESULTS AND DISCUSSION

PT Bank CIMB Niaga Tbk, hereinafter referred to as "CIMB Niaga" or the "Bank," was established on September 26, 1955, under Deed No. 90 executed before Raden Meester Soewandi, a Notary in Jakarta, on September 26, 1955, with the name PT Bank Niaga. The name was later changed under Deed No. 9 executed before the same Notary on November 4, 1955. The establishment deed was approved by the Minister of Justice of the Republic of Indonesia (now the Ministry of Law and Human Rights) through Decision No. J.A.5/110/15 dated December 1, 1955, and announced in the State Gazette of the Republic of Indonesia No. 71 dated September 4, 1956, with additional publication in State Gazette No. 729 of the year 1956 (CIMB Niaga, 2023).

The discussion stage is a phase conducted to discuss research findings. The purpose of this discussion is to understand and obtain information about the object within a specific timeframe, intended to identify areas for improvement. Branding is an activity or method used by individuals or companies to build a positive and attractive image or perception that ensures consumers always remember the brand. According to Wheeler (2012), branding also serves a fundamental function as a differentiator between one brand and another. Branding can be carried out internally or externally (Binus University Business School, 2020). In this context, the researcher analyzes the internal branding efforts of PT Bank CIMB Niaga Tbk, which adopts the tagline "#SekarangUntukMasaDepan" (CIMB Niaga, 2023).

The tagline was adopted from CIMB Malaysia, which is "better for tomorrow." This tagline was then adapted to align with the trending movement in Indonesia, namely the Sustainable Development Goals (SDGs). The tagline used by CIMB Niaga underwent several meetings, training sessions, and publications. Internal employer branding, according to Brace (2019) as cited in Juniar (2023), is a strategy to align the entire company team with the company's plans, values, and missions involving communication, education, feedback, and active attention to the brand and values not only externally but also internally. PT Bank CIMB

Niaga Tbk considers internal employer branding crucial within the company, as providing a comfortable work environment can lead to employees delivering optimal results. In creating and developing the company's internal branding, PT Bank CIMB Niaga has implemented the EPICC culture. One of these aspects is Enabling Talent, which fundamentally supports the comfort of company employees, and Collaboration, where employees feel their work contributes to the company's success and supports SDGs. Through this culture, the company aims to enhance alignment and effectiveness across the organization by increasing employee engagement, values, rewards and recognition, and corporate branding.

Employee engagement is characterized as a sense of commitment, strong desire, and enthusiasm that manifests efforts to higher levels, persevering through every task challenge, exceeding expectations, and demonstrating initiative, as described by Stacey Parker in Noviardy & Aliya (2020). The company employs three strategies to support its SDGs program used for corporate branding: Here For Everywhere, Start Small, and Experiential Event. Two of these strategies are aimed at external stakeholders of CIMB Niaga, such as customers and the general public, while one strategy focuses on internal company stakeholders, namely Start Small, aimed at encouraging employees to support SDGs programs for the future. Here For Everywhere is executed through creating videos disseminated on social media to promote SDGs awareness and company branding, showcasing how the company implements SDGs through its tagline. Meanwhile, Experiential Event is held two to three times a year with different themes annually. The company collaborates with Waste4Change for waste management during these events, emphasizing its SDGs programs through activities like talk shows and fashion shows.

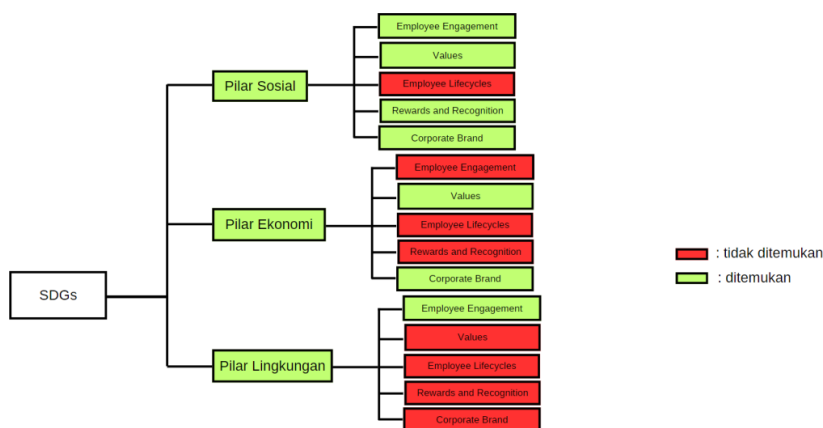
The last strategy is Start Small, implemented for internal company stakeholders, particularly the MBCX division, encouraging employees to use personal tumblers, tote bags for shopping around the office area, and reduce plastic waste while at work. The company also promotes the use of public transportation and implements a hybrid & flexible working system to reduce air pollution. This strategy is aimed at increasing employee engagement to foster strong commitment and enthusiasm towards realizing the company's goals and values, enhancing interest, social, economic development, and benefits for internal company stakeholders. The company has implemented this strategy for 1 year and will continue to evaluate it in its future journey. Additionally, the company rewards employees who consistently perform well in implementing the program every 1 to 2 months as a form of reward & recognition to create strong internal employer branding.

The company aims to cultivate values within its internal workings through its tagline and implemented programs. One dimension of measuring employer branding is social value. The internal branding efforts by the company also impact external branding, demonstrating the company's concern for its customers and the broader audience. Employee Lifecycles represent stages used to visualize how employees engage with the company where they work. This lifecycle can enhance employee experience, drive productivity and quality of work, and advance employee retention efforts. While Employee Lifecycles are indicators in the research, the study findings did not reveal a correlation between Employee Lifecycles indicators and SDGs branding by PT Bank CIMB Niaga Tbk. Corporate Branding is the company's effort to establish its value. Marketing activities determine the quality it possesses. Aspects of corporate branding include the logo, company vision, website, quality, advertising, marketing, credibility, and service.

Based on the research findings, there is found to be a continuity between the SDGs pillars and the internal employee branding indicators carried out by CIMB Niaga. The three programs initiated by PT Bank CIMB Niaga are also aimed at enhancing CIMB Niaga's Corporate Brand, demonstrating that CIMB Niaga has implemented SDGs through the message #SekarangUntukMasaDepan. The Sustainable Development Goals (SDGs) are crucial as they serve as a guide for countries worldwide to build sustainably and preserve our planet. The SDGs aim to eradicate poverty; end hunger; ensure healthy lives and well-being; provide quality education; achieve gender equality; ensure clean water and sanitation; ensure affordable and clean energy; promote decent work and economic growth; foster industry, innovation, and infrastructure; reduce inequalities; create sustainable cities and communities; ensure responsible consumption and production; combat climate change; conserve marine and terrestrial ecosystems; promote peace, justice, and strong institutions; and strengthen partnerships to achieve these goals.

According to OJK guidance, Sustainable Development has four main pillars: Social Development, Economic Development, Environmental Development, and Governance Development. In implementing Sustainable Development, CIMB Niaga applies three pillars including social, economic, and environmental development, and PT Bank CIMB Niaga Tbk is committed to SDGs with the slogan #NOWFOROURFUTURE. As a concrete manifestation, CIMB has implemented several programs to support these goals.

Figure 1. Correlation Results of SDGs Pillars with Indicators



Looking at the explanation in the first pillar, which is Social Development, within Social Development, CIMB Niaga's concrete initiative, especially in the MBCX division, is the Sustainability Linked Waqf program (Waqf Well). This program aims to contribute to the surrounding environment while assisting communities in need. Currently, the program focuses on providing clean water through the Waqf Well from the Cash Waqf and Mature Savings Waqf programs. The StartSmall program involves all employees, particularly in the MBCX division, where committed employees receive monthly appreciation in the form of e-wallet credits through the Octo Mobile app.

In this regard, correlations were found between the Waqf Well and the research indicator of values, as this program provides both employees and CIMB Niaga with SDGs values from its activities. Additionally, there is a Corporate Brand value where the outcomes of these activities can create branding for the company. In the StartSmall program, correlations were found with the employee engagement indicator and Rewards & Recognition, where this program fosters work enthusiasm and introduces #SekarangUntukMasaDepan, and employees receive appreciation in the form of e-wallet rewards through the Octo Mobile app.

Next is the second pillar, Economic Development. Through the Motor X-TRA Gestis program, the government has encouraged the public to help reduce air pollution in Indonesia by promoting electric vehicles, and CIMB is involved in Sharia financing specifically for electric motorcycle purchases. CIMB Niaga also implements the Green Mortgage Islamic Financing program, collaborating with sustainable housing developers using syndicated Sharia for home financing. This green business collaboration prioritizes cooperation with environmentally conscious housing developers. Lastly, CIMB Niaga has the Savings Sukuk program. Sukuk represents ownership of a portion of national assets leased to the government rather than

debt securities. Purchasing Sukuk means investing in national assets. CIMB Niaga with ST011 finances government programs to implement SDGs. Through the Economic pillar, correlations were found between economic programs such as Motor Extra Gestis (electric motorcycles), Green Mortgage Islamic Financing, and Savings Sukuk with the research indicator of values, as one dimension of values is economic value, and corporate branding can be created by these programs as they benefit both employees and customers.

Lastly, there is the Environmental pillar, aiming for sustainable management of natural resources and the environment to sustain life. Within this program, there are connections between the Environmental pillar and activities at CIMB Niaga, promoting the use of tumblers, tote bags, and encouraging the use of public transportation. These activities correlate with the employee engagement indicator because they motivate employees and support their activities, for example, providing office water dispensers, distributing eco-friendly tote bags for free, and offering promotions through the Octo Mobile app for public transportation card purchases. Thus, these indicators can be achieved.

Based on the four pillars directed by OJK, the research findings did not find correlations for the fourth pillar, namely the pillar of Law and Governance. Therefore, the researcher did not attach or correlate the Law and Governance pillar with the research indicators. Compared to previous studies, the strategies implemented by CIMB Niaga differ from those adopted by several other companies in conducting internal corporate branding. For instance, in a study titled "Sustainability Program Strategies of PT Blue Bird Tbk in Achieving Sustainable Development Goals (SDGs) in Indonesia" by Wulan Muhariani (2022), PT Blue Bird Tbk conducted branding with structured groups comprising employees of PT Blue Bird. This approach contrasts with the strategy employed by KOMNAS Perempuan examined in the journal article titled "KOMNAS Perempuan Campaign on the 16 Days of Activism against Gender-Based Violence" by Wina Puspita Sari and Casa Bilqis Savitri (2019), which shares similarities with the strategy used by PT Bank CIMB Niaga. This similarity involves implementing internal branding stages through employee initiation, conducting weekly meetings to discuss the company's internal branding overview, and organizing activities to develop employee skills such as team building and gatherings.

CONCLUSION

Based on the research conducted by the researcher aimed at understanding the Sustainability Development Goals branding of PT Bank CIMB Niaga Tbk from the perspective

of internal audiences, it can be concluded that CIMB Niaga has conducted internal branding through the #SekarangUntukMasaDepan message. CIMB Niaga has great potential in implementing Sustainability Development Goals branding both within the MBCX internal audience and across all CIMB Niaga employees. However, there are challenges that need to be addressed regarding the uneven knowledge and implementation of the SDGs movement through the #SekarangUntukMasaDepan message among all CIMB Niaga employees. Considering there are 5 main offices of CIMB Niaga Tbk in Jakarta (Menara Sentraya, Blok M, Pondok Indah, BSD, Sudirman, Alam Sutera), it will require a considerable amount of time for all employees to become aware of and implement internal branding through the #SekarangUntukMasaDepan message. When conducting branding through the #SekarangUntukMasaDepan message for internal audiences, CIMB needs to enhance the start small program so that it is not only present in the MBCX division but can be integrated across all CIMB Niaga employees. The introduction of SDGs branding can be enhanced by organizing start small programs not only in the MBCX division but also in all main offices of CIMB Niaga, and eventually, these can be implemented in branch offices. CIMB Niaga needs to ensure consistency and conduct evaluations in implementing SDGs branding; with consistency, awareness among all CIMB Niaga employees can be enhanced, leading to better outcomes.

There is also a suggestion in this research, which is to consider implementing internal branding across all CIMB Niaga employees regarding the SDGs program through the #SekarangUntukMasaDepan message. For example, conducting workshops or training sessions for employees about the importance of SDGs and how to implement them in daily activities, increasing SDGs-related activities within CIMB Niaga's internal operations, and initiating new programs more focused on internal aspects. These initiatives should not be limited to the MBCX division but should be extended to all CIMB Niaga employees, including branch offices.

ACKNOWLEDGEMENTS

The researcher would like to thank the friends who have helped in this research. Any omissions or errors remain those of the authors.

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