

Business Communication based on Spirituality

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Abstract. Good business communication is often only seen from a monetary perspective, meaning that it only focuses on profits but its sustainability is often forgotten. A multinational company that must carry out business activities in various cultural areas that are different from the company's country of origin. So you must care about communicating the company's programs both in the form of product and service promotions and in other forms so that there are no business communication irregularities. To achieve this goal, it is necessary to have an additional variable, namely spiritual value. This study makes spiritual value as well as a novelty of research. As a result, there are three spiritual values that were agreed to be raised, namely honesty in conveying information, always considering the interests of others and not being arrogant and obliged to follow the norms and customs of the information recipient community for the sake of sustainability.

Keywords : spirituality, business, communication.

1. INTRODUCTION

Not long ago, in 2022, a business controversy occurred at Holywings when the restaurant offered to give free alcoholic beverages to people with the names "Muhammad" and "Maria". Suddenly, this issue became a public debate and even trending on social media Twitter #TutupHolywings until June 23, 2022, HolyWings apologized and the South Jakarta Police named 6 suspects in cases of harassment against religion on June 24, 2022 [1]. Public anger is quite justified. It is inevitable that the "Muhammad" in question is the Prophet Muhammad SAW, a figure who is highly revered by Muslims as well as "Maria" which refers to Our Lady, a figure exalted by Christians [2]

Two years earlier, on June 18, 2020, Unilever uploaded the company's logo which was previously blue but replaced with a rainbow color to commemorate Pride Month. Pride Month is celebrated in June as a form of support for the LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer) community around the world. After providing this support, Unilever received a lot of support and even criticism, especially from the Indonesian people who called for a boycott of Unilever products (Garjito, 2020 cited by [3])

The two cases above are a reflection of the company's mistake in communicating their business ideas resulting in a negative response and potentially creating losses, whereas media is to bring demand of users and corporate objective [4]. This controversial move was supposed to be avoided in order for the company to get closer to customers and generate sustainable profits. For this reason, business communication is needed that is more comprehensive and meets customer expectations, for example spirituality-based business communication.

The essence of spirituality is to transcend the existing dimension [5] Through spirituality, the behavior of an entrepreneur can become more ethical and prioritize the interests

of the surroundings through social responsibility [5] and realize that they are created in this world not randomly but with a certain purpose so that all the energy and time spent is part of the investment [6]. These two studies show that change can occur because spirituality is used as a foundation.

For this reason, this study tries to explore how spirituality is used as a foothold in business communication. In more detail, this study tries to map what aspects of business communication can be glued with spiritual values so that the delivery of ideas, ideas and messages in the business environment is in accordance with the value of trust that exists in each individual and does not cause anxiety for the recipient.

The latest in this research uses the value of spirituality from the perspective of universal values. This research has two contributions. Theoretically, this study inspires research by juxtaposing two disciplines so that a more comprehensive picture and discussion of a problem is obtained. Second, practically this study emphasizes the importance of the role of accountants to always be involved in every strategic discussion in any line and field in the organization in providing advice, direction and different perspectives so that maximum results are obtained in decision-making.

2. Literature Review

2.1. Business Communication

Business communication is a combination of two words, namely communication and business. Communication comes from the Latin *Communis* which means equivalent to *Communico*, *Communicatio* or *Communicare* which means to make common. Communication itself refers to an idea, meaning or message that is shared in the same way while business communication refers to the exchange of information between individuals or organizations through various channels such as letters, emails, telephones or social media (Kramar, 2019 as quoted [7]) The second study states that business communication is communication used for the business world, involving two or more people and conveyed through oral, written and certain signals both verbally and non-verbally (Purwanto, 2011 as quoted [8]). The third study summarizes two definitions, namely Gary A in 2001 and Philip Kotler in 2003. According to Gary A (2001) business communication is a transfer of information, ideas, emotions and skills using symbols, words, figures, graphics and the like within the scope of the business space while for Philip Kotler (2003) business communication is a human activity directed to meet needs and desires [9]

From the two definitions above, two conclusions are obtained. First, business communication involves two or more individuals, either personally or on behalf of companies, organizations, entities or the like. One party functions as the sender of signals, messages, information, writings and the other party receives them. Second, the individual is within the scope of the business, meaning that the signals, messages and information are used to meet the needs and desires related to the business.

1.2.1. Business communication strategies and benefits

Business communication plays a very important role in the sustainability of the company, for that it is necessary to have the right strategy to implement all the set goals. One study showed five strategies that can maximize profits, namely [10]

- a. Setting clear communication goals, meaning that the goals to be achieved must be clearly and specific, for example to increase sales, expand market share, increase customer enthusiasm for the brand
- b. Understanding the target audience in depth means that companies are obliged to design communication strategies by considering the demographics, psychographics and targeted customer behavior
- c. Choosing the right communication channel means that companies must consider how to deliver messages based on the characteristics of their audience, for example whether through print media, electronic media, social media or direct communication.
- d. A persuasive and consistent message means that every message conveyed must attract the attention of the audience, describe the benefits of the product or service provided and be consistently carried out.
- e. Effectiveness evaluation, which means that there are always stages to measure success and necessary improvement steps, for example through customer response, customer loyalty, sales increase and brand recognition.

2.2. Spirituality

The definition of spirituality are very diverse and can even be reviewed from many perspectives, but this study uses two studies that discuss it briefly. According to the Longman Dictionary of Contemporary English, spirituality means "the quality of being interested in spiritual or religious matters, worship, prayer,.." or the feeling of over-interest in spirituality, religion, worship and prayer. In addition, spirituality means connectivity with others, eco-efficiency by providing more value than environmental damage, the integration of beliefs, family, and professional life into the wider community environment [11]. Second, spirituality also refers to a person's abilities based on what they do and believe so that creativity and optimal performance are carried out in accordance with the spirituality that others believe even for those who do not have a religion because they feel there is a connection with the highest power [6]

The universal principle in business communication is also reflected in Islamic values [12]

1. The principle of conciseness means that in communication every message or information is given clearly and concisely,
2. The principle of completeness means that in communication the informant must give a complete message,

3. The principle of concreteness means that in communication every message given must be specific and data-based,
4. The principle of clarity, meaning that the informant is obliged to provide a message or information in a way that is easy to understand,
5. The principle of consideration, meaning that the informant always considers to prioritize the recipient of the information,
6. The principle of courtesy, meaning that in communication the informant always pays attention to politeness and respect for the recipient of information,
7. The principle of correctness, meaning that the informant must always pay attention to the correct procedure for conveying the correct structure and grammar.

3. RESEARCH METHODS

This research uses the religiosity paradigm, which is a perspective that tries to see social reality from the perspective of certain religious beliefs [13]. This paradigm of religiosity, outside of the modernist paradigm, as stated by Burrell and Morgan (1979) divides the social science paradigm into four paradigms: the functionalist paradigm, the interpretive paradigm, the humanist radical paradigm, and the structuralist radical paradigm. The perspective of the spirituality paradigm uses the approach of universal values that exist in almost all religions.

3.1. Research Data

The research data is sourced from three data groups. First, qualitative data that was successfully recorded from the results of interviews and discussions with an informant during the 2024 Hajj pilgrimage trip. Second, qualitative data sourced from publications in the journal *Pustaka Komunikasi*, with the title *Analysis of Holywing Communication Network on the Promotion of Muhammad-Maria on Twitter*, by Dwi Setyo Aji and Irwan Dwi Arianto in 2023. Third, qualitative data sourced from publications in the journal *Pustaka Komunikasi*, with the title, *Unilever's Reputation in Indonesian Society Post-Crisis to Support the LGBTQ+ Community*, by Suryani Shanti Dewi, Otto Bambang Wahyudi, Astri Yogatama in 2021.

Table 1. Research Data

Case Type	Data Source
Case 1 Results of interviews with informants	The interview was unstructured with Mr. Gunawan and Mr. Budi in 2024.
Case 2	Journal of Communication Literature, with the title <i>Analysis of Holywing's Communication Network on the Promotion of Muhammad-Maria on Twitter</i> , by Dwi Setyo Aji and Irwan Dwi Arianto in 2023
Case 3	1. Journal of Communication Literature, with the title, <i>Unilever's Reputation in Post-Crisis Indonesian Society to Support the LGBTQ+ Community</i> , by Suryani Shanti Dewi, Otto Bambang Wahyudi, Astri Yogatama in 2021 2. Web: Unilever. (n.d.). <i>Sharing our Pride</i> :

Proud to ally, celebrate and advocate
LGBTQI+ rights.
<https://www.unilever.com/news/news-search/2020/sharing-our-pride/>

3.2. Data Analysis.

Data analysis was carried out by the reduction method, namely repeatedly reading the narrative of three business communication cases. The results of the reduction are the essence of the narrative of the three cases. The next step of the reduction results is to identify important themes that are the main elements of business communication based on spiritual values.

4. ANALYSIS AND DISCUSSION

4.1. Research Data Narrative

Case 1 A Driver Becomes a Businessman

On a pilgrimage trip in Mecca, Saudi Arabia, the Author met a person who had not been known before, namely, a middle-aged father, about 60 years old, sitting in front of the Author, having lunch at a restaurant. The incident happened, one day before leaving for the Transit Hotel, the father came from another trip. He glanced at the Author's luggage that might have felt a bit strange to him, namely two plates, one of which was full of fruits, and the second plate was full of prayers and vegetables. That is the main meal that the author often does. The author began to be very careful when it came to food. The man who was in front of the Author, greeted him warmly "... from Travel XX Brother...?" "... That's right, sir..." said the Author...", "... Gosh... The food is very healthy..." He said again, the writer then replied "... Alhamdulillah, sir, later the consumption of fish and rice will also continue...". The first impression of the author, He is pleasant and friendly, what more so than greeting first, with a smile.

Long story short, the author got acquainted, his name, let's call him Mr. Gun (real name is kept secret), he introduced himself as a former Driver in one of the major Automotive Companies in the country, and is currently retired. Mr. Gun left for Hajj with his wife, then he mentioned the name of his trip, the author's mind drifted to the estimated cost he paid and concluded, he must be a special driver. Then, after making small talk, and he knew the Writer of the Crew, Mr. Gun surprise, then introduced one of his roommates at the Hotel, who was from Padang, his name was Mr. Budi (his real name was also disguised). Namely a trader in Tanah Abang. Then, we became one table, welcoming, sharing stories, and discussing. Indeed, the person is very communicative.

Finally, after getting to know each other with Mr. Budi, because he was doing business in Tanah Abang, he quickly became familiar with the Author, because the Author had many brothers in Tanah Abang, fellow textile traders. On the sidelines of the meal, Mr. Budi began to tell a lot about Mr. Gun, which the writer did not know before. Then Mr. Budi said "...Mr. Gun, a successful businessman..." "... At that time, the writer was just thinking, because earlier Mr. Gun introduced himself as a former driver in an automotive company, and had retired.

Because he was provoked by Mr. Budi and because we had started to get familiar and the atmosphere began to melt, Mr. Gun finally told me that he was right as a businessman. The writer finally became more enthusiastic to ask him about many things, about his

experience and journey from working as a driver, then slamming the steering wheel to becoming a businessman. He said, around the age of 40, when he was still a permanent employee at the automotive company, when he was positioned as a driver, he had started a business, on a small scale, which was close to his profession as a driver or actually his profession could be called a Driver Plus. Why is it named Driver plus? because Mr. Gun is not only a driver for the Company Bosses (CEOs, Directors and Managers), but there is a plus in his ability to position himself and communicate effectively... (of course this is not his words, but the subjective assessment of the Author, after communicating with him for some time). So, because of his good communication skills, it is also possible that he was placed as the Driver of the Bosses in the office. Perhaps because of the pleasant communication with his passengers, and more than that, he served the Bosses wholeheartedly, there were no complaints. For example, the boss asks to be picked up at 01 am to the airport, Mr. Gun must be ready or the bosses ask to be dropped off at 03 am, he continues to serve with enthusiasm, without calculation. Finally, the Bosses were happy. Maybe it's because Mr. Gun knows the needs of his bosses, and he memorizes shortcuts in Jakarta. If the boss wants to go somewhere, Mr. Gun is the solution. Light in the hands, dexterous, providing convenience and comfort for its passengers. Moreover, the car is always clean and fragrant.

With communication that focuses on the needs of the bosses, it bounces back to him. These Bosses are very dependent on Mr. Gun's help, in many ways, even asking for help to deliver the family on holidays, and so on. It is not uncommon for the CEO to be escorted by Mr. Gun together with other Directors.

Once in the car driven by Mr. Gun, the CEO was angry with his subordinates, namely the Directors. The next day the CEO himself told Mr. Gun, why he felt irritated with his men.

Then, what did Mr. Gun do? When the Director who was scolded, happened to be escorted by Mr. Gun to a place, this is the time for Mr. Gun to give input in a friendly manner and inform the Directors who were scolded by the previous CEO, that what the CEO wanted was this, this and that and so on. The Director, after listening to the input from Mr. Gun as the CEO Driver, immediately responded positively, then the affairs soon became settled. So, such is the close relationship between the CEO and the Director with Mr. Gun. In other words, Mr. Gun became the Bosses' confidant.

What business did Mr. Gun start at the age of 40? Several times Mr. Gun was asked for help by the Bosses to find a rental car, for family needs, because some had just moved from another city or country. It was at this time that Mr. Gun saw an opportunity, he tried to buy a car from a leasing company. The leasing company is also in the same group as Mr. Gun. This means that the leasing Director has been served by Mr. Gun, to be delivered to various places in or in the city square. Mr. Gun tried to dare to call and open a conversation and convey his desire to pay car installments with the leasing company. The leasing Director was happy to convey "... please Mr. Gun, equipped with administrative requirements, including collateral..." Well, this is the problem, because Mr. Gun frankly conveyed to the leasing Director that he did not have collateral, but he persistently assured him, that he was willing to pay in installments, and finally boldly conveyed that he was the guarantor.

The director also considered Mr. Gun's leasing application. This may violate company policies. However, in the end, the Director gave up because one thing (perhaps) seeing his personality so far was that there was no gap, especially maybe honesty. Finally, Mr. Gun got the car in installments, without collateral.

What is the car for?, not for personal purposes but for business, namely starting a business in the field of car rental. The first customer is a boss who has just moved from out

of town, or from abroad who needs a rental car for family needs. While serving the boss, Mr. Gun slowly began to offer car rental services diplomatically, for example by saying "Mr. or Mrs. Madam, I have a rental car that happens to be managed by my family for rent". Since then, Mr. Gun has had "multiple" positions, as a driver, and at the same time a rental entrepreneur.

The business was running well until it continued to grow, because the first car leasing credit was paid off and ran smoothly, then Mr. Gun deliberately sold the car and then used as a down payment, to pay off 3 new cars. Since Mr. Gun's market segment is the bosses, of course the car bought is a classy car.

The business continued to grow, until one time Mr. Gun was able to buy a car and installment a total of 15 units at once, and now he has turned into a car rental entrepreneur. While jokingly Mr. Budi who was sitting next to Mr. Gun stated "... The total number of cars rented by Mr. Gun is close to 100 units of Cars...", Mr. Gun just smiled, and conveyed "... ah not that much...". It happens that all of Mr. Gun's customers are the Company, including the automotive company where Mr. Gun worked before.

There is one more story, Mr. Gun has two children, and both are boys. It also happened to be a graduate of the Technical College in the group of companies. This started when Mr. Gun was still active as a Driver. Once, Mr. Gun was serving 3 high-ranking people to travel: the CEO, and two Directors. Mr. Gun on that occasion, immediately conveyed that his son was taking the entrance screening test at the company's Technical College. Jokingly, the CEO and the Directors said " ... Mr. Gun... Wow, if Mr. Gun's son doesn't pass the entrance test... We can be fired by Mr. Gun so a passenger..." everyone laughed. Currently, Mr. Gun's two children get scholarships at the campus, attend free tuition, and have graduated and also work at the same automotive company.

Case 2 Holywings and Its Violations

This case began with the viral screenshot of a promotion uploaded by the @holywingsindonesia Instagram account on June 23, 2022. The content clearly states that they will give free alcoholic beverages every Thursday to visitors named "Muhammad" and "Maria". Visitors named "Muhammad" will be given a bottle of Gordon's London Gyn while visitors named "Maria" will be given a bottle of Gordon's London Gyn Pink. To get it, visitors are required to show their Identity Card (KTP) and this promo is only valid at Club 1 Pentagon Mega Kuningan branches and Karawaci. This upload was then captured by netizen and spread to many social media, causing an uproar [14]. Criticism also emerged from many circles, especially religious organizations such as Muhammadiyah, MUI DKI Jakarta, GP Ansor and was officially reported to the police by a person named Feriyawansyah, through his lawyer Sunan Kalijaga, with the article of blasphemy through the promotion of alcoholic beverages. Holywings has apologized and reasoned that the work of the promotion team was without the knowledge of the central management. As a result, six people were named as suspects, including Holywings' Creative Director, Head Team Promotion, promo design maker, social media admin, social media officer, and promo team admin [15].

The violations in this case can be mapped into two areas, namely legal and ethical. Legally, there have been 6 suspects with the demands of article 14 of the Law of the Republic of Indonesia (UU RI) Number 1, 1946, namely broadcasting news and deliberately creating trouble and Article 28 paragraph (2) Juncto Article 45a paragraph (2) of the ITE Law, namely blasphemy through electronic media. In fact, organizationally, Holywings can be punished because all of these actions are under the company's auspices [16]

From an ethical perspective, based on the Indonesian Advertising Ethics (EPI), Holywings committed three violations. First, using religious symbols that should not be exploited so as to cause differences in perception for its adherents. Second, advertising liquor products because in the rules liquor that is not produced in Indonesia is prohibited to be advertised. Third, stimulating people to start drinking alcohol because it can affect anyone even if they are under 21 years old because of the content that can be accessed by many people [17].

Case 3 Unilever and Gender

Unilever, as a company, unequivocally expresses its support for the human rights of LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer) people, rejecting racism and discrimination. Alan Jope, as CEO, signed the Declaration of Amsterdam on June 19, 2020, which supports a conducive, comfortable work environment including LGBT programs. In the declaration, point 9, it is stated that every employee should give at least 1 euro to the company to support the LGBT program [18].

The virality of this news received support and also criticism so that PT Unilever Indonesia, Tbk (UNVR) gave a response. Sancoyo Antarikso, as Governance and Corporate Affairs Director, stated that Unilever has been in Indonesia for 86 years and operates in more than 180 countries so that they respect and understand local culture, norms and values so that their actions will certainly be in line with the culture, norms and values that exist in Indonesia [19] however, one study stated that LGBT has been included in the company's social responsibility (CSR) program and is part of a strategy to build personal branding [20]

4.2. Reduction analysis

The following is presented Table 2. Results of Analysis of Research Data Narrative Reduction

No	Case Type	Reduction Results
1	Case 1	Without realizing it, a business person named Mr. Gun, that he has actually practiced Spirituality-Based Business Communication, which is to privilege the interlocutor which ultimately results in trust.
2	Case 2	From an ethical perspective, case 2 committed three violations. First, using religious symbols that should not be exploited so as to cause

	differences in perception for their adherents. Second, advertising liquor products because in the rules liquor that is not produced in Indonesia is prohibited to be advertised. Third, stimulating people to start drinking alcohol because it can affect anyone even if they are under 21 years old because of the content that can be accessed by many people.
3 Case 3	Companies that have been operating for 86 years in a country that has a culture that is different from the original culture of the company should respect and understand local culture, norms and values so that their actions will certainly be in line with the culture, norms and values that exist in that country.

4.3. Discussion of key themes

The Spirituality-Based Business Communication practiced by Mr. Gun focuses on finding the interlocutor, honest, humble, and consistently generating trust. This approach actually reflects the essence of spirituality in a business context. Spirituality in business is not necessarily about religious practice, but rather about a deeper recognition of purpose and interconnectedness in our work. It's about acknowledging the deepest values of each individual and building meaningful relationships. When Mr. Gun privileges his interlocutor, he shows appreciation for that value, not just as a tool to achieve business profits. Mr. Gun's approach reflects an understanding that business is actually a sacred spiritual act. Business is not just about profit, but also about serving others and creating shared value. By prioritizing the interlocutor, Mr. Gun shows that he prioritizes relationships and service over mere profit.

In business communications, especially those involving sensitive products such as liquor, it is essential to avoid three types of ethical violations: the exploitation of religious symbols, the violation of advertising rules, and stimulating alcohol consumption at a vulnerable age. These violations not only have the potential to have negative social and legal repercussions, but also damage business reputations and public trust. Therefore, business communication must always be based on ethical principles that respect applicable social, cultural, and legal values for the creation of sustainable and harmonious business relationships.

Multinational companies that have been operating in other countries for a long time are obliged to respect and understand local cultures, norms, and values. This attitude is not only ethically important, but also strategic to build trust, prevent conflict, and ensure business sustainability in a diverse society. Cultural adaptation is an essential foundation for sustainable global success.

5. CONCLUSION

This study attempts to map spiritual values based on universal values. Spiritual-based business communication as described in Case 1 is communication that is carried out honestly, humbly, and consistently and centered on meeting the needs of the interlocutor. In addition, it is also pleasant communication and communication that does not cause misunderstandings, so that what is meant by the conveyor of the information is received with the message by the recipient.

On the other hand, public communication, whether it is through narratives of promoting products and services or other communication, must really pay attention and be in line with the good values that are believed in by those who live in society. Do not let there be one corporate communication to the public through advertising and promotion that is contrary to the good values that are believed to be shared in the midst of society.

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