

ABSTRACT

Research on the influence of messages and media on CSR communication over the last twenty years has been carried out by many researchers. However, no study has comprehensively examined the influence of messages and media on CSR communications over this period. This research aims to summarize, estimate, and test the influence of messages and media on CSR communication over the last twenty years, and to investigate and test several potential factors that may cause the heterogeneous influence of messages and media on CSR communication, using the meta-analysis method. The sample in this study includes 41 secondary studies published between 2000 and 2023 that met the inclusion criteria. This consists of 31 secondary studies on the influence of messages on CSR communication, with a large effect size calculated using the Hedges' g equation, yielding a value of $g = 0.421$, indicating a moderate influence. Additionally, 10 secondary studies on the influence of media on CSR communication were analyzed, with a large effect size calculated using the Hedges' g equation, yielding a value of $g = 3.841$, indicating a very strong influence. This research provides valuable input for companies aiming to communicate their CSR initiatives. Companies should emphasize the alignment between their business operations and their CSR initiatives, and use social media platforms for publishing their CSR activities.

Keywords: *CSR Communication, Media, Messages, Meta-Analysis.*