

SUSTAINABLE BUSINESS STRATEGY:

AN ANALYSIS OF PT. XYZ

UNDERGRADUATE THESIS

As a final fulfilment to complete Undergraduate Degree in Management



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Abstract

The increasing issue of climate change has led to the growing interest in sustainability especially for business. This study examines the sustainable business strategy in PT XYZ, an FMCG company in Indonesia. The sustainability dimensions in the form of triple bottom line is explained as a basis for analysis. The study done through qualitative method using document analysis and interview to examine the stage of sustainable business strategy. The study results suggested that the company's sustainability effort is considered as proactive or holistic approach. The study also suggested that the company's effort in sustainability also contribute to the economic well-being of the company and the stakeholders as well as social and environmental contribution.

Keywords: Sustainability, Sustainable Business, Sustainable Strategy

Abstrak

Meningkatnya isu perubahan iklim telah menyebabkan semakin banyak perhatian terhadap kegiatan keberlanjutan terutama untuk kegiatan keberlanjutan bisnis. Studi ini mengkaji strategi bisnis berkelanjutan di PT XYZ, sebuah perusahaan FMCG di Indonesia. Dimensi keberlanjutan dalam bentuk *triple bottom line* dijelaskan sebagai dasar untuk analisis. Penelitian dilakukan melalui metode kualitatif menggunakan analisis dokumen dan wawancara untuk menguji tingkat keberlanjutan strategi bisnis perusahaan. Hasil studi menunjukkan bahwa upaya keberlanjutan perusahaan termasuk dalam pendekatan proaktif atau holistik. Studi ini juga menunjukkan bahwa upaya perusahaan dalam strategi keberlanjutan juga berkontribusi terhadap kesejahteraan ekonomi perusahaan dan para pemangku kepentingan serta memiliki kontribusi sosial dan lingkungan.

Kata kunci: Keberlanjutan, Usaha Keberlanjutan, Strategi Keberlanjutan

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