

**TITLE PAGE**  
**THE ROLE OF PT UNILEVER IN INCREASING  
ENVIRONMENTAL MANAGEMENT IN INDONESIA  
THROUGH UNILEVER SUSTAINABLE LIVING PLAN  
IN 2017 (THE CASE STUDY IN YOGYAKARTA)**

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**UNDERGRADUATE THESIS**

Compiled and written by:

**Salma Fauziyatul Hasna**

**20150510332**

Supervisor:

**Prof. Dr. Bambang Cipto, M.A.**

**INTERNATIONAL PROGRAM OF INTERNATIONAL  
RELATIONS DEPARTMENT  
FACULTY OF SOCIAL AND POLITICAL SCIENCE  
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA  
2018**

## **STATEMENT OF ORIGINALITY**

Hereby, I declare that the content of my thesis and research is my own work. This thesis has not been submitted to obtain an academic degree at the University of Muhammadiyah Yogyakarta or other Universities.

I certify in this thesis the arguments and intellectual content from my own work. If there is any someone's arguments, I already paraphrase with my own words. Then I have written clearly the inclusion as a reference in the next mention name and included in my bibliography. The all assistance and references needed in preparing this thesis have been acknowledged.

Yogyakarta, December 6<sup>th</sup> 2018

Salma Fauziyatul Hasna

20150510332

## **MOTTO**

**“As in grant my prayer, I am grateful because that’s my desire. When my prayer was not granted, I’m more grateful because that is the choose from Allah”.**

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Salma Fauziyatul Hasna

20150510332

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### ***Abstract***

This thesis explains how PT Unilever's efforts in dealing with environmental problems in Indonesia. The environmental problems that are intended are plastic waste produced by multinational companies that are not other than PT Unilever. As one of the multinational companies in Indonesia, PT Unilever also gives the impact of waste generated from the use of products used by consumers. From year to year the products produced by these private companies are increasing and diverse. This also increases the use of products from PT Unilever. The increasing use of products has an impact on the environment because there will be an increase in waste from the products used. Most of the waste generated from the community is plastic. Plastic waste is known to be difficult to decompose and takes hundreds of years to break down into the soil. Increasing plastic waste in Indonesia directly made PT Unilever aware of forming a commitment. The commitment formed by PT Unilever is certainly in line with the problems that arise with the aim of dealing with problems that arise. The Unilever Sustainable Living Plan is a commitment established by PT Unilever. In this commitment there are various programs, one of which is the waste bank program. The garbage bank program has become a mainstay program for this private company. The presence of the program is expected to overcome the problems caused by PT Unilever.

***Keywords: PT Unilever, Environment, Waste, Unilever Sustainable Living Plan, Waste Bank***

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