

## **CHAPTER II**

### **HISTORICAL BACKGROUND OF PT UNILEVER**

In this chapter, the author will explain the background of the multinational company which is known as PT Unilever. Which is where the multinational company has been established for a long time. After explaining the background, there will be deeper discussion about USLP's commitment. Discussions about USLP will start from history, the function will then continue about the purpose of the commitment established.

#### **A. Historical Background PT Unilever**

In 1885, William and James Lever were brothers from England who started managing a company called Lever Brother. The first product they produce is Sunlight brand laundry soap. The founder of this company has a goal in creating its first product, which is to campaign for handwashing in order to make a healthier life. Marketing marketing carried out by these two brothers is attractive packaging and good advertising. In this way, it will increase product sales from the company. After succeeding with Sunlight branded laundry soap, Lever Brother began producing Lux and Lifebouy soap.

Successfully marketing the products they produce, PT Unilever or known as Lever Brother at the beginning of its establishment began to join companies from the Netherlands. The founder of the Dutch company was Anton Jurgens and also Van Der Berg. The merger of the two companies produced a company called Margarine Unilever Brothers, the first product they produced was margarine. The company expanded its business in the European continent with the aim of expanding product marketing from their

companies. This goal can be achieved easily because the two joint companies have similarities, namely:

1. Products produced in large quantities
2. Distributing products by expanding the sales area

In the end this joint company used the name Unilever as the name of their company which until now is still known as PT Unilever. The headquarters of this multinational company are in London and Rotterdam. However, PT Unilever has many subsidiaries in several countries as well as in Indonesia. There are 190 countries in the world that join multinational companies with more than 400 brands which every day 2.5 billion people use these products (Unilever, 2018).

## **B. History of PT Unilever Indonesia**

After success and began to be known as Unilever, multinational companies began to spread their wings to other countries such as Indonesia. On December 5, 1933, PT Unilever was established in Indonesia, located in the Angke area, Jakarta. This company was founded under the name Lever's Zeepfabrieken N.V. which is a subsidiary of PT Unilever located in London and Rotterdam. PT Unilever was established with Mr. deed AH. Van Ophuijsen No. 23, Batavia notary, which was approved by Gouverneur General Van Nederlandsch-Indic with decision No. 14 dated December 16, 1935 and announced in addition No. 3 at Javasche Courant on January 9, 1934.

The name of the company was changed to PT. Unilever Indonesia Tbk, with Notary deed Ny. Kartini, SH. On July 22, 1980 No. 171. The company produces various kinds of products, but when the products are first produced are household needs such as laundry soap. Year by year the products produced are increasing until now PT Unilever produces skincare. Products manufactured include well-known brands such as Lux, Lifebouy, Pepsodent, Sunlight, Sunsilks, Molto, Ponds, Vaseline and other brands.

## 1. Meaning of Logo

The logo highlighted by PT Unilever is the symbol of the letter "U". There are 25 icons in this company logo in the shape of the letter "U" and each icon has its own meaning. The meaning of each icon can give meaning to the products produced by PT Unilever (Malik, Arti Warna Biru pada Huruf U Logo Unilever, 2017).



Figure 2.1 Logo of Unilever

*Source: [www.unilever.co.id](http://www.unilever.co.id)*

The picture above is the official logo used throughout the PT Unilever company in the world. This company is committed to making sustainable life an ordinary thing with the logo above can illustrate the expression of that commitment. Of the 25 icons have their own meaning and represent aspects of the efforts made from PT Unilever. And each icon has its own meaning, namely:



Ice Cream : Symbolizes a treat of pleasure and enjoyment in enjoying a dessert freshener.



Hands : A symbol of sensitivity and concern and need. Representing PT Unilever's commitment to improving a healthy life.



Hair : Describes beauty so that it creates self-confidence.



Lips : Symbol of communication, openness and transparency.



Round : Represents PT Unilever's passion for extraordinary taste and taste.



Fish : Represents about fresh food and natural resources.



Clothing : A symbol of fresh laundry, attractive appearance and confidence.



Bees : Representing the spirit of the community of our employees and our commitment to find innovative ways of working to reduce environmental impacts.



Particles : It is a reference to our continuous knowledge and commitment to find new innovative ways to improve the lives of our consumers.



Packaging : Symbolizes our dedication to consumer experience and our commitment to finding new and innovative packaging methods that are better for consumers and the planet.



Transformation: A symbol of positive change or transformation. We are committed to finding new sustainable ways of doing business.



Wave : Represent about clean and power.



DNA : Double spirals, life genetic blueprints and a symbol of Unilever's strong positive change that is still embedded in our business today.



Palm Oil : The resources that are cared for, symbolize our respect for natural world trees, forests, growth, and the environment.



Heart : Symbol of love, caring, and health. This represents our commitment to help people take small daily actions to improve their health and well-being.



Policy Cycle : Unbroken virtue cycle that symbolizes our efforts to reduce waste associated with the disposal of our products.



Sun : An unlimited source of light and renewable energy. This represents our efforts to find innovative ways to

reduce the impact of greenhouse gases from our products throughout the life cycle.



Dove : Symbol of freedom, empowerment, and self-esteem.



Plants : Natural world symbols that we inhabit. This represents our commitment to reduce environmental impacts throughout our business chain, from how we get raw materials, to production operations, to how consumers cook, clean and wash with our products.



Sparks : Representing Unilever's role as a trigger for change, which aims to improve the livelihoods of people who work with us around the world, our suppliers, distributors and farmers.





Chili : One of a variety of fresh ingredients in our products. This represents our commitment to obtain agricultural raw materials for our products in a sustainable manner.



Spoon : Symbol of tasting nutrition and cooking. This represents our commitment to continuously improve the taste and nutritional quality of all our food products, helping millions of people enjoy delicious food and get a healthier diet.



Bowls : A bowl of food with a wonderful fragrance raises our commitment to good ingredients and healthy eating time.



Flowers : Symbols of sensitivity, caring, and respect for beauty; consumer beauty and natural beauty.

## **2. Vision of PT Unilever Indonesia**

To gain love and appreciation from Indonesia by touching the lives of every Indonesian every day.

### **3. The mission of PT Unilever Indonesia**

- a. We work to create a better future every day.
- b. We help consumers feel comfortable, look good and enjoy life more through brands and services that are good for them and others.
- c. We inspire people to take small steps every day which when combined can make a big change for the world.
- d. We are constantly developing new ways of doing business that enable us to grow our business while reducing the impact on the environment and increasing social benefits.

### **4. Organization Structure**

Every company that stands in general has an organizational structure in it. Organizational structure is compiled at the beginning in starting activities carried out in a company. This is done to regulate the easier implementation of functions, organization, placement and supervision. To achieve this, the existence of an organizational structure is important. Organizational structure is a formal framework in which there are already divisions regarding work tasks that have been divided, grouped and coordinated (Robbins S. P., 2007). Thus it will facilitate the running of activities carried out in a company.



advice to the company so that the company gives certain sanctions (Supramono, 2008). With this, the board of commissioners in a company is very important. The board of commissioners at PT Unilever are:

- a. President commissioner : Maurits Daniel Rudofl Lalisang
- b. Independent Commissioner : Cyrillus Hanowo, Erry Firmansyah, Hikmanto Juwono, Mahendra Siregar

Although the board of commissioners is important in a company, the presence of divisions and other employees is also very important. Without them, the company will not be able to walk. So then the role of all who are in a company is also important. Every company in general has a different division, said that because every company has different needs. And this is the division owned by PT Unilever Indonesia:

2. President Director held by Hemant Bakshi
3. Director of Chief Financial Officer held by Vikram Kumaraswamy
  - a. Finance and Accounting
  - b. Corporate Management Accounting
  - c. Business System
  - d. IT & ERP
4. Director of Home Care and Marketing Services held by Vikas Gupta
  - a. Home Care Commercial and Home Care Marketing
  - b. Marketing Services
5. Director of Foods held by Hernie Raharja
  - a. Commercial Foods
  - b. Food Solutions and Bussiness Unit
  - c. Food Marketing
6. Director of Personal Care held by Ira Noviarti
  - a. Personal Care Commercial and Marketing

7. Director of Refreshment held by Jochnanan Senf
  - a. Refreshment Commercial and Marketing
8. Director of Supply Chain held by Ampara Cheung Aswin
  - a. Commercial Supply Chief
  - b. Costumer Service
  - c. Supply Management
  - d. Quality Assurance & Envirinment
  - e. Supply & Demand Planing
  - f. Engineering & Safely
  - g. Manufacturing
  - h. Logistics
9. Director of Customer Development held by Enny Hartati Sempurno
  - a. Activation Implementation Management
  - b. Sales Operation
  - c. Customer Marketing & Trade Category Management
  - d. Commercial Customer Development
  - e. Commercial Development Management
10. Director of Human Resources held by Willy Saelan
  - a. Corporat General Affairs
  - b. HR Bussiness Partner
  - c. Industrial Relations
  - d. Expertise Team
11. Director of Governance and Corporate held by Sancoyo Antarikso
  - a. Coporate Secretary
  - b. Sustainable Business and Communication Internal and Media Relations
  - c. Unilever Indonesia Foundation
  - d. Investor Relations
  - e. Legal Secvices

## **5. The purpose of PT Unilever Indonesia**

This multinational company has a goal to be successful, but to achieve this requires a high standard of behavior for anyone who

works with this company, the community involved and also the environment that accepts this multinational company. So with that, PT Unilever works in an integrity manner, as much as possible to have a positive impact and also implement sustainable life through the commitments made by this company. Because socializing sustainable life has been at the heart of PT Unilever's company since it was first built. Therefore, the company began to form one of the commitments that are in line with its vision, namely the commitment of the Unilever Sustainable Living Plan. This is done to support the achievement of the objectives of the establishment of PT Unilever.