

CHAPTER V

CONCLUSION

In this chapter contains the overall conclusions from the results of research on the reasons why PT Unilever's role in improving environmental management in Indonesia is by using the Unilever Sustainable Living Plan.

PT Unilever is one of the multinational companies or better known as the MNC. This company is from England which was founded by two brothers namely William Brothers and James Brothers. PT Unilever can become a big company as it is now also not free from cooperation with large companies in the Netherlands. This collaboration began when the company was founded. The two companies joined forces to achieve the same goal of becoming a large company to create subsidiaries in several countries.

Indonesia as one example of a subsidiary of PT Unilever. This company was established in Indonesia on December 5, 1933. PT Unilever has established its company for a long time and the products produced are diverse. The first product at the beginning of PT Unilever's establishment in Indonesia was Margarine and Lifebuoy. Year by year the products produced by PT Unilever are increasing from food to household needs. All PT Unilever products are produced to meet the needs of consumers and society. The affordability of Unilever's product prices makes consumers and the public increasingly interested, of course also because of their needs. PT Unilever's products are the mainstay of the community and are the products most often used by the people of Indonesia. There is a minimum of one product in the household.

These conditions also have an impact on the environment. It is known that most products from PT Unilever are packaged using the main material from plastic. Plastic waste is known to be difficult to decompose waste, it takes hundreds of years to break down the waste. The increase in the use of PT Unilever products will certainly

have an impact on the increase in waste that occurs. So with that, the company makes commitments and programs based on the environment.

The environment-based commitment formed by PT Unilever was named the Unilever Sustainable Living Plan (USLP). The commitment has three pillar focuses in carrying out its duties. The three pillars are to improve the health of more than one billion people, reduce the environmental impact by half and improve the livelihoods of millions of people. These are all problems that are indeed always faced by some countries, especially in developing and non-developing countries. That way the company tries to implement USLP as a way to deal with problems in the world.

Through USLP's commitments and programs, PT Unilever seeks to help Indonesia in dealing with problems that are mainly caused by this company. It not only helps deal with problems but also instills a sustainable spirit in the company. The program used as a mainstay program is a waste bank. The garbage bank program has been implemented in several major cities in Indonesia with a significant increase in the number of waste banks in 2017.

The Suryo Resik is one of the garbage banks in Yogyakarta that is fostered by PT Unilever. This waste bank was established in 2013 and was founded by PKK mothers who were aware of the importance of a healthy environment. The garbage that is deposited is not only plastic waste, but also other household waste. Each waste has a different price value depending on the scales that apply in the waste bank Suryo Resik. The activity of depositing garbage is carried out in two weeks once, so every month there are two deposits. Payment system carried out by the waste bank Suryo Resik is by recording the number of waste scales that are dieter by members. Members until November are fairly large, amounting to 153 members. Membership in a waste bank Suryo Resik does not look at age, social status or region.

PT Unilever's role in the waste bank in collaboration with them is in the form of training, mentoring and stimulants. This training seeks to increase the creativity of citizens who are members.

Assistance from PT Unilever is conducted once a month by visiting waste banks and also conducting socialization. Then this stimulant is in the form of money that is not only obtained at the beginning of the establishment of the garbage bank. This stimulus is still carried out until now by the way PT Unilever held a cleaning competition. Winners will be given aspirations in the form of money which will be used together for the needs of the waste bank.

The benefits of writing this paper in the International Relations study (HI) that Unilever as a Multinational Corporation (MNC) is able to help deal with environmental damage. So the existence of an environment-based program carried out by PT Unilever can improve a healthy environment for the people of Indonesia. Seeing the waste bank program made by Unilever turned out to have a lot of contribution in dealing with waste problems in Indonesia, because the program created could continue until now.

The results obtained from the existence of this program are in addition to the skills acquired by the community also helps improve the cleanliness of slum or dirty areas, increases greening, and the public is increasingly aware of the importance of maintaining environmental cleanliness and community independence in sorting out waste. Even though this private company is one of the causes of the outstanding plastic waste and a big problem for Indonesia, PT Unilever has a high awareness to handle it. Handling the problem is not done individually by the company but also involves participation in the community to deal with it.