

ABSTRAK

Fiernaldi Triputra Winata (01043180069)

KONTRIBUSI UNILEVER *SUSTAINABLE LIVING PLAN* DALAM MENINGKATKAN KESEHATAN, LINGKUNGAN HIDUP DAN PENDAPATAN MASYARAKAT INDONESIA PERIODE 2010 – 2020

(xv+65 halaman: 5 gambar; 3 lampiran)

Kata Kunci: *Unilever, Unilever Sustainable Living Plan, Corporate Social Responsibility, Liberalisme*

Penelitian ini bertujuan untuk mengetahui kontribusi Unilever sebagai aktor non-negara dalam membangun hubungan segitiga antara negara, MNC dan masyarakat melalui tanggung jawab sosial perusahaan Unilever yaitu *Unilever Sustainable Living Plan. Corporate Social Responsibility* yang dijalankan oleh Unilever secara global ini memiliki program kerja yang apabila dijalankan di Indonesia akan berguna bagi negara berkembang seperti Indonesia. USLP berfokus kepada peningkatan kesejahteraan di berbagai aspek seperti, kesehatan, lingkungan hidup dan juga pendapatan masyarakat yang mulai aktif berjalan di tahun 2010. Program ini bertujuan untuk meningkatkan dan mengembangkan bisnis Unilever sendiri dan berjalan seiringan dengan mencapai kepentingan negara dimana Unilever bertempat dan juga masyarakatnya. Penelitian ini menggunakan teori Liberalisme beserta beberapa konsep yang dipilih oleh penulis untuk digunakan sebagai perspektif dalam melihat penelitian ini seperti konsep *State, Business and Society, Corporate Social Responsibility, Economic Development, Environment Protection*, dan *Multinational Corporation*. Penelitian ini diperoleh dari beberapa sumber yaitu buku, artikel, jurnal dan juga situs web internet yang resmi dan juga kredibel. Penulis menggunakan metode deskriptif-kualitatif untuk penelitian ini. Penelitian ini membuktikan kontribusi Unilever sebagai aktor non-negara yang turut berkontribusi dalam mengejar kepentingan pemerintah dan masyarakat melalui *Unilever Sustainable Living Plan*. Dengan adanya hubungan segitiga antara *State, Business and Society*, aktor – aktor ini dapat membantu satu sama lain untuk mewujudkan kepentingan – kepentingan satu sama lain.

Referensi: 4 buku + 15 jurnal + 5 laporan + 3 media daring

ABSTRACT

Fiernaldi Triputra Winata (01043180069)

UNILEVER SUSTAINABLE LIVING PLAN CONTRIBUTION IN IMPROVING THE HEALTH, ENVIRONMENT AND INCOME OF INDONESIAN PEOPLE'S PERIOD 2010 – 2020

(xv+65 pages: 5 images; 3 attachment)

Keywords: *Unilever, Unilever Sustainable Living Plan, Corporate Social Responsibility, Liberalism*

This study aims to determine the contribution of Unilever as a non-state actor in building a triangular relationship between the state, MNC and society through Unilever's corporate social responsibility, namely the Unilever Sustainable Living Plan. Corporate Social Responsibility which is run by Unilever globally has a work program which, if implemented in Indonesia, will be useful for developing countries such as Indonesia. USLP focuses on improving welfare in various aspects, such as health, the environment and also people's income, which began to be active in 2010. This program aims to improve and develop Unilever's own business and goes hand in hand with achieving the interests of the country where Unilever is located and also its people. This study uses the theory of Liberalism along with several concepts chosen by the author to be used as a perspective in viewing this research such as the concept of State, Business and Society, Corporate Social Responsibility, Economic Development, Environment Protection, and Multinational Corporation. This research was obtained from several sources, namely books, articles, journals and also official and credible internet websites. The writer uses a descriptive-qualitative method for this research. This research proves Unilever's contribution as a non-state actor who contributes in pursuing the interests of the government and society through the Unilever Sustainable Living Plan. With the triangular relationship between State, Business and Society, these actors can help each other to realize each other's interests.

Reference: *4 books + 15 journals + 5 report + 3 website*