
Content Analysis: Sustainability Report At Pt Unilever Indonesia Tbk

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Abstract

Stakeholder needs for information on company performance develop in line with changes and business progress. One of the developments that occur is the company's obligation to disclose social and environmental performance accountability reports or called sustainability reporting. Reporting is a means for companies to fulfill their responsibilities to society and the environment. The purpose of this study is to find out how the sustainability report at PT Unilever Indonesia Tbk for the period 2019-2021 by looking at 3 aspects of the sustainability report. The results of the study indicate that the existence of a sustainability report can advance the company in various aspects for each year. In this discussion the author uses the method of content analysis, which is used to conclude by using the technique of finding the characteristics of the message and is carried out objectively and systematically.

Keywords: *sustainability report, economic performance, environmental performance, social performance, content analysis*

INTRODUCTION

The development of the business world today requires companies to be more open to stakeholders regarding corporate social responsibility (Maroza, 2016). Corporate responsibility to stakeholders which includes the responsibility of creating profits for investors (profit), improving community welfare (people), and responsibility for environmental sustainability and sustainability (planet) is an issue that has become an interesting discussion, both from an academic and practical perspective. Venkatraman & Nayak, 2015a). Companies are not only seen as profit-making institutions for stakeholders but also must be seen as institutions that create community welfare, taking into account the sustainability of the environment in which the company operates. Sitorus, 2016; Venkatraman & Nayak, 2015b).

The sustainability report presents the values and model of corporate governance and shows the relationship between its strategy and commitment to a sustainable global economy. Sustainability reports are designed to help the companies plan, report, and disclose information regarding the implementation, measurement, disclosure, and corporate responsibility for economic, social, and environmental issues as well as corporate governance to internal and external stakeholders to realize the company's vision and mission (Lako, 2018). The sustainability report has turned into a business strategy by considering economic, social, and environmental issues in a balanced and holistic manner that is beneficial now and in the future of the company (Laskar & Maji, 2016).

The World Business Council for Sustainable Development (WBCSD) defines a sustainability report as a public company report provided to internal and external stakeholders with a description of the company's position and activities on the economic, environmental, and social dimensions. According to Elkington (1997), companies must be responsible for the positive or negative impacts caused by economic, social, and environmental aspects. Economic sustainability related to the flow of money requires companies to manage various types of capital such as financial capital, fixed assets, and intangible assets such as reputation and

discovery (Abubakar, 2014). Environmental sustainability represents a measurement of natural resources and reflects their potential impact on their viability (Hall, 2011). Social sustainability includes measures of education, equity of social resources, health and well-being, quality of life, and social capital (Hall, 2011).

Sisaye (2013) the development of sustainability reporting has emerged as one of the main competitive forces that business organizations use to differentiate their products and services to customers and stakeholders. Sustainability is a key factor for the company's future success. Aras and Crowther (2008) argue that sustainability is based on efficiency in the transformation process and awareness of distributive effects. The reporting sustainability report is divided into three components, namely economic performance, social performance, and environmental performance. The 2013 GRI guidelines state that sustainability reporting helps organizations to set goals, measure performance, and manage change to make their operations more sustainable. One example of a case related to environmental pollution that occurred in Indonesia is PT Unilever Indonesia Tbk. PT Unilever Indonesia Tbk implemented the Unilever Sustainable Living Plan (USLP), this shows that as business and operations develop, Unilever is also trying to reduce the impact of its business activities. In the vision and mission, Unilever through the USPL program wants to help improve the quality of life and the environment by covering actions and projects with business partners, employees, and stakeholders. PT Unilever Indonesia Tbk has compiled a Sustainability Report using the GRI Standards. The use of GRI Standards is not mandatory, because, in addition to using GRI, companies can use other guidelines, such as the Sustainability Accounting Standard Board (SASB) Standard. PT Unilever Indonesia Tbk has compiled its Sustainability Report using the GRI Standard guidelines by following the four series, namely 100 (Universal Standard), 200 (Economy), 300 (Environmental), and 400 (Social). The extent of disclosure is carried out according to the selected material topic. However, in general, PT Unilever Indonesia Tbk has attempted to report according to the principles, namely the principle to determine the content of the report and the principle to determine the quality of the report (Breliastuti, 2021). Based on the research background, the focus of this research is "How is the sustainability report at PT Unilever Indonesia Tbk for the 2019-2021 period?"

RESEARCH METHODS

In this study, the author uses the content analysis method as a tool to see the sustainability report at PT Unilever Indonesia Tbk. This study focuses on the sustainability report at PT Unilever Indonesia Tbk for the 2019-2021 period, focusing on the sustainability report indicators according to GRI. The type of data in this study uses secondary data. In this study, the authors used observational data sources and a literature study. Activities in data analysis are data reduction, data display, and conclusion drawing/verification.

RESULTS AND DISCUSSION

This sustainability report provides an overview of how Unilever Indonesia manages the company and implements responsible and sustainable efforts. This report also shows various programs and initiatives that are in line with the company's goal of making sustainability a part of everyone's daily life/lifestyle. The reporting principles used in this sustainability report are stakeholder involvement, accuracy, completeness, and reliability as stated in the Global

Reporting Initiative (GRI) CORE OPTION guidelines and refer to the Financial Services Authority Circular Letter No. 16/SEOJK.04/2021 concerning the Form and Content of the Annual Report of Issuers or Companies regarding the obligations of public companies or issuers to submit reports on social and environmental responsibilities. The structure of the report and the contents of the report refer to the sustainability strategy of Unilever Global, namely Unilever Compass.

The year 2019 was quite a challenging period for the business as a whole, but Unilever Indonesia was able to record quite good financial achievements. The Company was able to obtain a net income of Rp 42.9 trillion, an increase of 2.7% from the previous year with a net profit of Rp 7.4 trillion. The great challenges of 2020 have brought tremendous social and economic crises. Indonesia's minus 2.07% economic growth has resulted in many companies experiencing their biggest challenges, even up to the permanent closure of their businesses. However, during these conditions, the company was able to record revenue of Rp 42.97 trillion, an increase of 0.12% compared to the previous year. Sustainability performance in the economic aspect in 2021 is to have a net income of Rp. 39.5 trillion and a net profit of Rp. 5.76 trillion. This, when associated with the theory of sustainability reports, is following the opinion of Triansyah & Sopian (2017) which states that the economic dimension of sustainability concerns the impact of organizations on the economic conditions of stakeholders and the economic system at the local, national, and global levels.

Several important corporate sustainability initiatives in 2019 were the company's efforts to help tackle the problem of post-consumption plastic waste in Indonesia, through the implementation of a circular economy approach as well as campaigns and innovations for company brands. To further encourage people to change their behavior in dealing with plastic waste, since 2020 Unilever Indonesia has invited people to become *Generasi Pilah Plastik*. The environmental aspect of PT Unilever Indonesia Tbk in 2021 is reducing the plastic content in Unilever product packaging 2021. A total of 8 Unilever Indonesia factories received blue PROPER. Based on the results of research in the field, there are similarities with the results of Breliastiti's (2021) research, which both discuss that PT Unilever Indonesia Tbk explains the sustainability strategy through a program, namely the Unilever Sustainable Living Plan (USLP). The USLP program aims to promote a sustainable lifestyle.

As a sustainable business, Unilever Indonesia is committed to providing welfare for all its stakeholders, including the company's contribution to the government through payment of taxes and other levies, dividends for shareholders, and employee welfare. A safe and healthy work environment at PT Unilever Indonesia Tbk, 2020-2021, cannot be separated from the impact of the Covid-19 pandemic. The company prioritizes the health and safety of all employees. The company quickly took appropriate and measurable steps in line with the rules and recommendations from the government and the World Health Organization (WHO). Regarding socialization at PT Unilever Indonesia Tbk, in general, all employees who have just joined Unilever are asked to attend training related to Business Integrity which is packaged in the *Degreed* application. This means that 100% of employees have been communicated about Business Integrity including anti-corruption training. This, when associated with the theory of sustainability reports, is following the opinion of Triansyah & Sopian (2017) which states that the social dimension of sustainability concerns the impact of an organization on the social system in which it operates.

CONCLUSION

2019-2021 was a quite challenging period for the business as a whole, but Unilever Indonesia was able to record quite good financial achievements. This achievement is driven by the company's sustainable business strategy. Through various activities with consumers and sustainability campaigns, the company brings consumers closer to the company's products and brands that have noble goals. In the environmental aspect, namely PROPER (Company Environmental Performance Rating Program) 2019 from the Ministry of Environment and Forestry, 2019-2021 Unilever Indonesia received the Blue category for PROPER. The Covid-19 pandemic condition has limited the company's space to hold outreach programs related to the importance of business integrity and employee training and throughout 2020, there were 4 cases still active/pending, 11 reports received from internal, and 5 from the website and call center

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