

Unilever Unilever Surabaya Corporate Social Responsibility (Csr) Policy in Maintaining Environmental Sustainability in Surabaya in 2014- 2020

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ABSTRACT

This study aims to explain the role of PT Unilever Indonesia is located in Rungkut, Surabaya. Furthermore, related to the problem behind this research is the population density in Surabaya which has implications for the amount of waste, on the other hand, PT Unilever Indonesia also produces waste. To overcome these problems PT Unilever Indonesia, which is located in Rungkut, Surabaya, has been running community and environmental empowerment programs in Surabaya for a long time. One of Unilever Surabaya's flagship CSR programs is Surabaya Green and Clean which aims to overcome environmental hygiene problems in Surabaya. The method used in this research is qualitative, it aims to explain the role of PT Unilever Indonesia in preserving the environment in Surabaya. The results of this study indicate that since the implementation of the Surabaya Green and Clean program by Unilever, Surabaya has received the Adipura Award. It was noted that Surabaya received the Adipura Kencana award nine times in a row starting from 2010-2018.

Keywords: *Unilever Indonesia, Corporate Social Responsibility, Surabaya Green, Clean.*

1. INTRODUCTION

Unilever is a company engaged in the Consumer Goods industry which was founded on January 1, 1930. Unilever is a combination of two companies, namely Margarine Union, a margarine company from the Netherlands, and Lever Brothers, a company from England. Because it is a combination of two large companies from the Netherlands and the UK, Unilever has had two head offices since its inception, namely in London (Unilever PLC) and in Rotterdam (Unilever NV). Unilever has grown rapidly since its inception, as evidenced by its expansion in many countries to Asia. By 1933 Unilever had built factories in Thailand, India, and Indonesia [1].

Indonesia was one of Unilever's expansion destinations in the early days of its establishment.

Unilever was officially established in Indonesia on December 5, 1933, under the name Lever's Zeepfabrieken N.V in North Jakarta. Then on July 22, 1980, changed its name to PT Unilever Indonesia, and in 1982 became a public company and sold 15 percent of its shareholding to the public. [2] PT Unilever Indonesia is growing rapidly with many acquisitions of trademarks such as Buavita, Taro, Bango, Sari Wangi. Not only through the acquisition of PT Unilever Indonesia also builds production sectors or factories.

Currently, PT Unilever Indonesia has two factories, namely in Cikarang, West Java, and Surabaya, East Java. The Unilever factory located in Rungkut, Surabaya, East Java has been operating since January 20, 1983. The Unilever factory located in Surabaya was built in the Rungkut industrial complex area. The Unilever factory is a factory that has an important role during the

construction of the industrial complex because the establishment of a multinational company class can attract other companies to participate in building factories in the Rungkut industrial complex area.

PT Unilever Indonesia is one of the largest and oldest Fast Moving Consumer Goods companies in Indonesia. Because Unilever has contributed to the Indonesian economy, not only in terms of the economy but also plays an active role in environmental conservation. As one of the principles regarding the environment, Unilever is committed to managing environmental impacts and developing a sustainable business. [2] In environmental sustainability, Unilever also collaborates with the government and community groups. Unilever also carries out its corporate responsibilities regarding community economic empowerment. Matters related to environmental sustainability and community economic empowerment are handled directly by the Corporate Social Responsibility (CSR) department at Unilever.

Unilever Indonesia's factory located in Rungkut, Surabaya has long been running community and environmental empowerment programs in Surabaya. One of Unilever Surabaya's flagship CSR programs is Surabaya Green and Clean which aims to overcome environmental hygiene problems in Surabaya. Surabaya is a city with a population of 3.1 million people certainly produces a lot of domestic waste, household waste. Therefore, according to the name of Unilever Surabaya's CSR program "Surabaya Green and Clean", they want to make Surabaya clean and green.

Since the implementation of the Surabaya Green and Clean program by Unilever, Surabaya has received the Adipura Award. It was noted that Surabaya received the Adipura Kencana award nine times in a row (2010-2008). The success of Unilever Surabaya's CSR program in overcoming environmental problems is due to the enormous support from the Surabaya City government and the community. Unilever Company has implemented Corporate Social Responsibility (CSR) since its inception. Unilever Rungkut, Surabaya refers to Indonesian laws and regulations as guidelines in implementing CSR programs. One of the existing regulations is UU NO.40 Article 74 of 2007 which regulates how companies are responsible for the environment [3].

2. LITERATURE REVIEW

The researcher uses the concept of Multi-National Corporations and the concept of Corporate Social Responsibility as a guide and guide in answering the problem formulation in this thesis. The concept of Multi-National Corporations is used to see the role of

PT Unilever Indonesia Rungkut, Surabaya as an actor in international relations. And the concept of Corporate Social Responsibility is a reference to see how the role of the company (PT Unilever Indonesia Rungkut, Surabaya) in carrying out CSR programs for the form of its responsibility as a corporation.

2.1. Concept of Multi-National Corporations

The concept of Multi-National Corporations is a concept that explains how to manage, own and regulate a company that expands beyond national borders. Companies that operate in two or more countries whose country of origin is called the home country and the country of destination for expansion is called the host country. In general, MNCs conduct business around the world through branch companies in developing countries and have their head offices in developed countries [4].

The presence of MNCs is a form of economic globalization. MNCs carry out deep integration by organizing the production process of goods and services globally. Every segment of production, from sourcing, construction, and assembly is done in a place that offers the best conditions. For example, an apparel company that requires a lot of labor will of course carry out its production process in a country with low labor wages as a form of production efficiency [5]. According to Michael J. Carbaugh, Multi-National Corporations are companies that operate across national borders, and MNCs have at least four characteristics, namely: (a) MNCs have countries of origin located in developed countries and countries of destination for expansion. (b) MNCs often carry out research and development in expansion destinations. (c) The nature of the company's operations transcends national borders. (d) There is a movement of capital through Foreign Direct Investment (FDI) from less profitable MNC branches to more profitable MNCs [6].

2.2. The Concept of Corporate Social Responsibility (CSR)

The concept of CSR has many definitions, both according to experts and by international organizations. Because CSR has a broad scope so there is no common agreement on the standard terms of the meaning of CSR. The concept of CSR was first coined by Joseph R. Bowan in 1953 and stated that CSR is a reference in policy making, decision making, and values in society. According to Jhonatan Sofian, CSR is a concept that requires companies to fulfill and pay attention to all parties involved or affected by their business. The relevant parties in question are employees, the community, the government, and also the environment [7].

According to Archie B. Carroll, four things require companies to implement CSR, namely: (1) Economic responsibility, so the company certainly has the main motive to get profit which is the foundation of the company. So the company must have economic added value as a condition for the company to continue to survive. (2) Legal responsibility or legal compliance, the company must obey the law in the process of making a profit. The company must comply with the laws and regulations that apply in a country or society, this is the fulfillment of the social contract between the company and the community. (3) Ethical responsibility, the company must run its business properly, correctly, and fairly. The thing that becomes a reference is the norms that apply in society. (4) Philanthropic responsibility, the company must be able to make a contribution that can be felt directly by the community. To be a company that is friendly to the community contributes to resources and the environment, and improves the quality of life [1].

3. RESULT & DISCUSSION

3.1. Multinational Companies as International Actors

In the international economic system, each country would rely on each other in trade cooperation and credit markets. In the era of globalization, international economic cooperation is very complicated. Not only countries but also multinational companies were emerging as new participants, taking an important role in international relations, especially in the field of economic cooperation. Multinational companies were currently known as one of the main participants in international economic cooperation because their existence has a significant influence on international economic cooperation. In addition, multinational companies were also known as non-state actors in international relations, and their existence has a major impact on a country.

Multinational corporations are considered as business entities that own, control and manage production facilities and activities in many countries. It can be seen from this understanding that multinational companies are large companies with high gross profits. In addition, the main goal of multinational companies is to obtain high profits by establishing and developing production activities in other countries. Based on data from the Organization for Economic Co-Operation and Development (OECD), multinational companies control more than 20% of total world output, where trade transactions account for more than 25% of the total transactions of global manufacturing companies. This shows that the presence of multinational companies in

the international economic system is very important.

A multinational company is a company that is founded and developed in two or more countries/regions, usually a large company. The headquarters of a multinational company is located in one country, called the "home country", and its branches are located in another country, called the "host country" [8]. As a company with factories in various countries and local production activities, multinational companies have various positive and negative impacts on the home country and the host country. Some of the positive impacts for the home country are increased income, reduced risk of owners of factors of production, and availability of cheaper materials. At the same time, the negative impact on the home country is the displacement of labor, the reduction of capital gains and technology, tax avoidance, and the deterioration of the economic policies of the home country. Apart from having positive and negative impacts on the home country, multinational companies will also have positive and negative impacts on the host country. The positive impacts for the host country are reduced unemployment, transfer of knowledge and skills, adequate empowerment facilities, capital formation, and the contribution of revenue to the regional government budget (APBD) and the state budget (APBN) through taxes. While the negative impacts are in the form of various environmental damage, controversies and social problems, exploitation of the host country, and the absence of social responsibility towards developing countries where MNC operates.

3.2. Corporate Social Responsibility

The government regulation of the Republic of Indonesia (No. 47 of 2012 concerning the social and environmental responsibility of limited liability companies) stipulates the obligation to implement a corporate social responsibility plan, where every company engaged in energy-saving industries will automatically face the right to natural resources. They must fulfill their social and environmental responsibilities. Article 3 paragraph 1 further confirms that social responsibility and environmental responsibility are the obligations of a limited liability company to carry out commercial activities directly related to natural resources.

According to Scott Krohn, he explains there are four types of corporate social responsibility programs. Namely, environmental sustainability initiatives, direct charitable donations, ethical business practices, and attention to economic responsibility. These procedures are four basic procedures with different focuses and objectives. The first CSR plan is an environmental protection plan. Environmental conservation initiatives

typically focus on two main aspects: reducing pollution and reducing greenhouse gases. Along with increasing public awareness of environmental issues, the company will take steps to reduce air, soil, and water pollution. Unilever's "everyone does good" campaign is one such example. Unilever hopes to invite the community to protect the environment through this plan and minimize negative behavior that can have a negative impact on the environment. The second type of corporate social responsibility plan is direct charity. Direct charitable activities include donating time, money, or resources to local, national, or international charitable bodies and organizations. These donations can be used in many sectors, including human rights, national disaster relief, clean water, and education programs in underdeveloped countries.

The third type of corporate social responsibility plan is ethical business practice. The program focuses on ethics and provides fair employment practices for the company's employees and suppliers. Fair business practices for employees include equal pay for equal work and a living wage payment plan. The fourth type of corporate social responsibility plan focuses on economic responsibility [9]. Responsible economics focuses on practices that drive long-term business growth. This plan is used to support the economic development of the community.

At the international level, ISO 26000 contains standards and guidelines for implementing corporate social responsibility programs. As an ISO member, Indonesia recommends that every company and organization follow the ISO 26000 social and environmental responsibility standard. The basis for making decisions and social responsibility activities by ISO 26000 is that the basic principles of social responsibility are obeying the law and respecting the international community/institutions, respecting stakeholders and their interests, accountability, transparency, ethical behavior, taking preventive action, and respecting human rights [10].

3.3. Unilever's Dynamics as an MNC

Unilever was founded on the 9th by Lever Brothers In September 1929, through the signing of an agreement with the Unie Margarine Company [2]. As a multinational company, Unilever develops its business strategy by expanding its subsidiaries to several countries in the world, including Indonesia. Unilever entered Indonesia in the Angke area, North Jakarta on December 5, 1933, but under the name "Leveraged Zeepfabrieken N.V.". Then on July 22, 1980, the company changed its name to "PT Unilever Indonesia" registered at the notary office of Mrs. Kartini Muljadi

SH. The name change also occurred again on June 30, 1997, and this time to "PT Unilever Indonesia Tbk" recorded in Deed No. 1. 92 notaries Mudofir Hadi SH.

Vision and Mission

Univer Indonesia as a large company has a great vision and mission in running its business. Unilever has visionary goals and also pays attention to the impact of its business on the environment. Vision: To achieve love and respect from Indonesia by touching the lives of every Indonesian every day. Mission: (a) We work to create a better future every day, (b) We help consumers feel good, 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 that when combined can make a big difference for the world, (d) We are constantly developing new ways of doing business that will allow us to double our growth while reducing our impact on the environment and increasing our social impact.

In carrying out its business, Unilever Indonesia is not only based on the vision and mission, but Unilever also has 4 main values as guidelines. Here are 4 values that Unilever has; (1) Integrity, we are committed to integrity because it builds our reputation, so we will never compromise. (2) Respect, we are committed to mutual respect, as everyone must be treated fairly and fairly. (3) Responsibility, we are committed to taking responsibility because we want to protect consumers, the environment, and the communities in which we operate. (4) Pioneering spirit, we are committed to promoting a pioneering and enterprising spirit, as this is what makes our business exist and drives our sustainable development.

3.4. Unilever Presence in Indonesia

Since the 1980s, a series of environmental disasters caused by the activities of multinational companies related to people's understanding of human existence depends on the preservation of the functions of the natural environment. Directly target multinational companies ethically to understand the importance of balancing the use or utilization of the environment and its maintenance and sustainable management. Management and Protection are not only to keep the wheels of production running but also to calculate losses due to environmental damage caused by the production process so that it has an impact on entities outside the production system (both humans and other living things).

The productivity of Unilever's industrial wheels also harms the environment and the people of Indonesia, as many as 9 factories and 3 distribution centers have been established in Indonesia. Until now, some of the

unwanted impacts found are the disposal of hazardous and toxic materials or commonly called B3 waste near industrial plantations in North Sumatra. One of Unilever's industrial factories located in the special economic zone in the M.N.R.S Sei Mangkei block is known to have accidentally handled B3 industrial waste which caused the death of several livestock residents in the area. Of the B3 waste that will be disposed of, it is believed that it is alkaline sodium hydroxide (NaOH) which is corrosive to other objects when exposed to human skin, these objects are corrosive.

Unilever's production activities in Indonesia certainly have an impact on the environment. Therefore, legally Unilever must be responsible for the impact caused by the industrial process. Every company must have a program to address the adverse effects caused by industrial processes. Unilever, which is engaged in the Fast Moving Consumer Goods (FMCG) industry, certainly produces a lot of plastic waste that is used as packaging for their products. To overcome the existing problems Unilever also has a special corporate social responsibility program to deal with these problems. Unilever Indonesia has implemented a sustainability program based on the Unilever Sustainable Living Plan's concepts and pillars (USLP). The pillars and principles are to increase people's living conditions, welfare, and health while reducing environmental impacts [11].

3.5. Unilever Surabaya's Efforts in Maintaining Environmental Sustainability in Surabaya

3.5.1. Reducing the Use of Clean Water and Packaging Waste

The increasing water shortage poses a major risk to future growth. 2.8 billion people are living in water-scarce areas in the world, and this number is expected to increase to 4 billion by 2025. Consumer demand for water is doubling every year, largely due to food safety, health, and living conditions. Unilever strives to reduce the amount of water used in washing activities through fabric softening products such as Comfort One Rinse and Sunsilk leave-in conditioner. In late 2015, Unilever announced a partnership between the Dove brand and the United States Delta Faucet Company, which aims to reduce consumers' water consumption during bathing. Unilever also worked with Delta Hydrafall™ to develop a shower that saves more water than using a standard shower.

In some countries, raw water sources for clean water come from rivers, wells, artesian water, springs, lakes, and dams. Although many sources of clean water are found, it does not mean that there will be no

shortage of water, but due to various factors, such as lack of access to clean water distribution and pollution of clean water sources (such as river water pollution by garbage), water shortages may occur. This is because the availability of clean water sources is decreasing. The increasing scarcity of resources means increasing water use behavior to increase water use efficiency. Plastic waste is one of the factors of water shortage due to river pollution. Unilever strives to find solutions to the waste generated by consumers. Unilever is always looking for new ways to reduce, reuse and recycle waste. Unilever works closely with industry, government, and non-governmental organizations to increase recycling rates and recycling rates by 5% in 14 countries/regions by 2015 and 15% by 2020. Unilever innovates on product packaging to make it easy to recycle. Unilever repurchased a total of 4,900 tonnes of post-consumer recycled materials for product packaging.

In Surabaya, Unilever has created a community-based waste depot program, where residents classify waste, then residents store their waste in a garbage depot for economic benefits. In 2015, Unilever further developed a waste storage plan, and the community collected more than 3,500 tonnes of household packaging waste. The CSR program implemented by Unilever is also part of the Surabaya Green and Clean program campaign, which is a CSR program Featured by Unilever.

3.5.2. Surabaya Green and Clean Corporate Social Responsibility (CSR) Program

The SGC program is considered a model of sustainable development through citizen participation to help maintain the cleanliness and beauty of the environment. Since 2005, this program has been implemented in all Neighborhood Units / RTs with the main parameter being the progress of waste management. As in 2009, SGC took the theme "Surabaya Plastic Bag Free" intending to integrate but waste management and green efforts independently by each region. In 2017 SGC took the theme "Eco-friendly living" with the intention that every RT is free from dependence on the city government for waste management, reforestation of urban areas, and innovation in waste management. In 2013, the focus of the SGC program was on the formation of independent villages with a clean and healthy environment, as well as having a household sanitation plan.

Surabaya is the second-largest city after Jakarta with a population of 3.2 million people. Surabaya produces about 8,700 cubic meters or about 1,800 tons of waste every day. 1 Among them, the Final Disposal Site (TPA) can only accommodate 2/3. The green cleaning

program started in October 2005 in Surabaya. At that time, because the residents could not tolerate the unpleasant smell due to the insufficient capacity of the TPA, one of the Kaputih TPA was closed. When residents closed the Kaputih TPA, about 168,000 cubic meters or 42,000 tons of garbage piled up from the village to the city center of Surabaya because it was not transported.

The Brantas River is the second largest river on the island of Java, which is the main source of raw water for drinking water, irrigation, health, industry, entertainment, power generation. However, the level of pollution in the Brantas River has exceeded the threshold and harms the life and health of the biota that use the water of the Brantas River to meet their daily needs. The pollutant material in the Brantas River comes from domestic waste, agricultural waste, recreation park waste, market waste, hotel waste, hospital waste, and industrial waste.

To answer this problem Unilever launched "Brantas Bersih" using Jambangan Village as a pilot project. This location was chosen because it is close to Unilever's factory in Rungkut. Jambangan Village has an area of 72 hectares and a population of 6,312 people. In 2004, Unilever encouraged 45 environmental officers to appear in RW 3 in Jambangan Village. Most of the cadres are housewives who have free time. Unilever chooses households because 70% of waste in Surabaya comes from households. It also contacts residents through key figures in the Jambangan area to invite residents to join reforestation activities, sort waste, and maintain cleanliness. In addition, Unilever also uses community forums such as recitation, PKK, Alisan, Bosyandu, and other community gatherings to socialize.

In Jambangan Village, Unilever encouraged the formation of environmental officers called the "Sri Rejeki Environmental Cadre Group". Its main activities are sorting and processing waste, composting, nurseries, greening yards, roads, and riverbanks, as well as building and using public toilets. For composting, residents use the Takakura method. This method was developed by Japanese environmentalist Kouji Takakura. Takakura is a simple composting method using Takakura basket media. Technically, wet waste is put in a wastebasket with husk and fertilizer so that it can be automatically composted.

Another village is Kampung Margorukun. This area is starting to be known as a pilot area for community participation-based environmental management. From here, environmental cadres were formed, 36 selected cadres were then deployed to be

responsible for 10 cleaning points in the Margorukun Village area. Their duties are not only in maintaining and maintaining cleanliness, but also in providing education, counseling, and campaigns for the SGC project to residents [12]. As a result, they managed to become the overall champion of SGC and in 2015 won 4 WWTPs. The existence of environmental cadres has a significant influence on increasing awareness of environmental cleanliness [13]. Through the participation of local residents, environmental conservation efforts will run more effectively, especially in creating green open spaces that can be used for public activities [14]. The presence of these public spaces can improve relations between communities and thereby increase their participation in environmental care programs. Increasing awareness through community participation in the environment will lead to a sense of personal and social responsibility. Community-based environmental activities can shape the character and moral integrity of each individual as shown by a strong commitment to environmental management [15].

The success of Jambangan has allowed Unilever to expand the program to other parts of Surabaya. Therefore, between 2005 and 2006, the system that was successfully implemented in Jambangan was implemented in 13 sub-districts in Surabaya. One of them is Kampung Gundih (Kampung Gundih). In 2007, several Gundih residents attended training organized by Unilever. As a result, after many Gandhi residents attended the training program, they were able to carry out reforestation, composting, waste management, and water utilization activities. Even the Gundih community can optimize the rest of the wastewater from bathing and defecating, then reprocessing it into the water for watering flowers and washing motorbikes. The current success of Kampung Gandhi cannot be separated from the Surabaya Green and Clean (SGC) project which is socialized every day by the Surabaya City Government, Unilever, and Jawa Pos, which encourages people to pay attention to the importance of maintaining environmental cleanliness, managing, and sorting waste. Source to create a clean and healthy and beautiful environment.

Besides Jambangan and Gundih, Kalirungkut Village has also succeeded in encouraging environmental cleanliness. Uniquely, in Kalirungkut Village there are no trash cans on the side of the road and all trash cans must be placed inside the house. This is to encourage residents to sort their waste. Residents only have one opportunity to remove trash from their homes once every two weeks. Disposable waste is waste that can no longer be used. At the same time, dry waste that can still be recycled and wet waste that can still be processed into compost should not be thrown away.

Surabaya's waste production continues to decline from year to year. In 2015, the amount of waste that entered the Benowo TPA from Surabaya was around 1,800 tons per day. In 2016 this number was reduced to 1640.7 tonnes/day. Since 2007, the City of Surabaya has been the winning customer for Adipura. At the 5th Kitakyushu Initiative Network Conference (KIN5), Surabaya has named the city with the best community waste management system in the Asia-Pacific region. At the same time, Unilever also won the International Global Energy Award for its regional revitalization implementation on the banks of the Brantas River in the Jambangan area.

3.5.3. Reducing Greenhouse Gas Emissions

Greenhouse gases have an impact on the earth's surface, and the greenhouse effect comes from solar radiation entering the earth's atmosphere. However, not all infrared radiation can be reflected into the atmosphere, this is due to the buildup of greenhouse gases (including water vapor, carbon dioxide, sulfur dioxide, and methane), which trap infrared radiation in the atmosphere and ultimately cause global warming. or global warming, warming. The greenhouse effect has increased the earth's average temperature by 1-5°C. If the increase in greenhouse gases remains status quo it will lead to a 1.5-4.5°C increase in global warming around 2030.

The categories of greenhouse gases include carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFC), perfluorocarbons (PFC), and sulfur hexafluoride (SF₆), nitrogen trifluoride (NF₃), and trifluoromethyl. Sulfur pentafluoride (SF₅CF₃), halogenated ethers, and other halogenated hydrocarbons. Gases containing fluorides, such as HFC, PFC, SF₆, SF₅CF₃, and NF₃. The impact of greenhouse gases produced by Unilever's factories continues to decline. In 2015, Unilever factory locations reduced carbon dioxide emissions per tonne by 39% 2015. The impact of its products on greenhouse gases has continued to increase by 6% since 2010. By the end of 2015, Unilever reduced the use of phosphates in all laundry detergents by 90%. Therefore, it reduces greenhouse gas emissions by up to 50% each time the product is used.

However, since 2010, the impact of greenhouse gases from consumer consumption of Unilever products has increased by around 4%. Unilever creates new technologies, such as compressed deodorant sprays, to help reduce the impact of greenhouse gas emissions, as the creation of these new greenhouse technologies has reduced natural gas emissions by about 12% since 2010. More than 60% of greenhouse

gases come from consumers who use the product. Unilever. The increase in greenhouse gas emissions from consumers is mainly due to the use of shampoo and shower gel products.

Unilever's goal is to dispose of waste in landfills to zero. This is because the waste after anaerobic decomposition can produce greenhouse gases in the form of methane (CH₄) which can cause global warming at a rate 21 times that of carbon dioxide. In addition to CH₄ gas, waste that is buried in open land or channeled into the water and undergoes a decomposition process will also produce hydrogen sulfide (H₂S) and ammonia (NH₃) gases that pollute the air. In addition, waste combustion produces carbon dioxide and other air pollutant gases such as hydrocarbons (HC), sulfur dioxide (SO₂), and nitrous oxide (NO₂). Therefore, Unilever undertakes post-consumer waste treatment.

4. CONCLUSION

Unilever is a multinational company originating from the UK and the Netherlands that has been operating in Indonesia since December 5, 1993. Unilever Indonesia has been listed on the Indonesia Stock Exchange (IDX) since 1997. Currently, Unilever Indonesia is based in BSD City, Tangerang, and has two factories. The main ones are in Cikarang, West Java, and Surabaya, East Java. The factory produces food, soap, and beauty products. Multinational companies have a great influence on the Indonesian economy, seen how large foreign investment entered Indonesia which was 56% in 2018. With many multinational companies entering Indonesia, besides bringing positive things but also causing problems. The main problem caused by Unilever is environmental damage.

As a company located in Indonesia, Unilever must be responsible for the negative consequences of its business, based on Law No. 40 Article 74 of 2007. The main social responsibility carried out by Unilever Surabaya is Surabaya Green and Clean. This is a form of responsibility to the environment. Surabaya Green and Clean is a program through the participation of citizens to maintain cleanliness and environmental sustainability. This program has been implemented since 2005. This program has been implemented in 13 sub-districts in Surabaya. Unilever feels this is important because the products they produce use disposable plastic which has the potential to become waste. Unilever encouraged 45 environmental officers to perform in 3 RWs in Jambangan Village. In Jambangan Village, Unilever encouraged the formation of environmental officers called the "Sri Rejeki Environmental Cadre Group". Its main activities are sorting and processing waste, composting, nurseries, greening yards, roads, and riverbanks, as well as building and using public toilets.

Through the Surabaya Green and Clean program, residents can also improve their economy. The collected waste will be recycled and made into various items that become more selling points, even the products produced by residents have been successfully exhibited to Japan. Not only that, the garbage that has been collected can also be deposited into the waste bank. Until 2019, there were 34 waste banks in Surabaya. Not only focusing on waste processing, but the SGC program also focuses on the availability of clean water. Unilever educates residents to manage household wastewater. So that the water can be used as water for watering plants or washing motorcycles.

The SGC program has had an impact on the city of Surabaya. Surabaya's waste production continues to decline from year to year. In 2015, the amount of waste that entered the Benowo TPA from Surabaya was around 1,800 tons per day. In 2016 this number was reduced to 1640.7 tons/day. Since 2007, the City of Surabaya has been the winning customer for Adipura. In 2007 the City of Surabaya became the winning customer of Adipura and was awarded the Excellence Award by the United Nations in the field of environmental management. Not only that but Surabaya has also been named the city with the best community waste management system in the Asia-Pacific region.

Several pieces of literature and organizations have defined the meaning of corporate social responsibility. The World Business Council for Sustainable Development (WBCSD), a global association of about 200 companies specializing in sustainable development, has a broader definition, which states: "Corporate social responsibility is the business community's ongoing commitment to contribute to development. local communities or wider, and to improve the standard of living of workers and their entire families. "At the same time, by the CSR set forth by Lord Holme and Richard Watts, "CSR is the company's commitment to sustainability, the company operates ethically and has contributed to improving the quality of life of workers and their families, the surrounding community and the wider community".

In Jambangan Village, Unilever encouraged the formation of environmental officers called the "Sri Rejeki Environmental Cadre Group". Its main activities are sorting and processing waste, composting, nurseries, greening yards, roads, and riverbanks, as well as building and using public toilets. For composting, residents use the Takakura method. This method was developed by Japanese environmentalist Kouji Takakura. Takakura is a simple composting method using Takakura basket media. Technically, wet waste is put in a wastebasket with husk and fertilizer so that it can be automatically composted.

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