

# Peranan Stakeholder Management terhadap Keberlangsungan Peningkatan Kinerja Perusahaan (Studi Kasus pada PT Bangkitgiat Usaha Mandiri) = The Role of Stakeholder Management in the Sustainability of Company Performance Improvement Case Study at PT Bangkitgiat Usaha Mandiri

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## Abstrak

Salah satu sektor industri strategis dalam perekonomian makro adalah industri minyak sawit. Dalam perekonomian makro, industri minyak sawit berperan strategis sebagai penghasil devisa terbesar, lokomotif perekonomian nasional, membangun kedaulatan energi, membangun ekonomi kerakyatan, dan mampu menyerap tenaga kerja. Salah satu perusahaan yang bergerak dalam industri kelapa sawit adalah PT Bangkitgiat Usaha Mandiri, yang sudah berdiri sejak tahun 1992. Namun, data posisi keuangan kurun tahun 2015-2018 menunjukkan kondisi kinerja perusahaan yang belum optimal. Sementara itu, perusahaan yang bergerak dalam industri kelapa sawit banyak terlibat dengan berbagai stakeholder. Hasil penelitian sebelumnya menunjukkan bahwa stakeholder management berperan dalam pencapaian kinerja perusahaan. Berdasarkan latar belakang tersebut, penelitian ini bertujuan untuk: mendeskripsikan gambaran stakeholder management di PT Bangkitgiat Usaha Mandiri, mengkaji kondisi kinerja perusahaan di PT Bangkitgiat Usaha Mandiri, dan mengidentifikasi peranan stakeholder management terhadap keberlangsungan peningkatan kinerja perusahaan PT Bangkitgiat Usaha Mandiri.

Penelitian yang digunakan adalah penelitian deskriptif kualitatif dengan pendekatan studi kasus.

Pengumpulan data dilakukan melalui kuesioner, observasi, serta wawancara dengan berbagai pihak terkait, yaitu stakeholder internal dan stakeholder eksternal PT Bangkitgiat Usaha Mandiri.

Hasil penelitian menunjukkan: menurut persepsi pihak internal, PT BUM telah berupaya melakukan proses stakeholder management, tetapi ada berbagai persepsi dari stakeholder eksternal dalam menanggapi kegiatan PT BUM. Kondisi kinerja perusahaan PT BUM menurut pihak internal mengalami perbaikan dalam lima tahun terakhir, tetapi ada beragam persepsi tentang kinerja PT BUM menurut pihak eksternal. Stakeholder management berperan terhadap kinerja perusahaan.

Temuan penelitian ini menghasilkan implikasi manajerial dalam bentuk “Model Peranan Stakeholder Management dalam Meningkatkan Kinerja Perusahaan.”

.....One of the strategic industrial sectors in the macroeconomics is the palm oil industry. In the macroeconomics, the palm oil industry plays a strategic role as the largest foreign exchange earner, the locomotive of the national economy, building energy sovereignty, building a people's economy, and being able to absorb labor. One of the companies engaged in the palm oil industry is PT Bangkitgiat Usaha Mandiri, which has been established since 1992. However, the financial position data for the period 2015-2018 shows that the company's performance conditions are not yet optimal. Meanwhile, companies engaged in the palm oil industry are heavily involved with various stakeholders. The results of previous studies indicate that stakeholder management plays a role in achieving company performance. Based on this background, this study aims to: describe the description of stakeholder management at PT Bangkitgiat Usaha Mandiri, examine the condition of the company's performance at PT Bangkitgiat Usaha Mandiri, and

identify the role of stakeholder management in the sustainability of the company's performance improvement of PT Bangkitgiat Usaha Mandiri. The research is descriptive qualitative research with a case study approach. Data is collected through questionnaires, observations, and interviews with various related parties, namely the internal and external stakeholders of PT Bangkitgiat Usaha Mandiri. The results showed: according to the perception of internal parties, PT BUM has attempted to carry out a stakeholder management process, but there are various perceptions from external stakeholders in responding to PT BUM's activities. The condition of the performance of PT BUM according to internal parties has improved in the last five years, but there are various perceptions about the performance of PT BUM according to the external parties. Stakeholder management plays a role in company performance. The findings of this study result a managerial implications in the form of "Role Model of Stakeholder Management in Improving Company Performance".