

ABSTRAK

Penelitian ini menganalisis peran Multinational Corporation (MNC) PT. Toyota Motor Manufacturing Indonesia (TMMIN) dalam pengembangan sumber daya manusia untuk mencapai Sustainable Development Goals (SDGs) poin ke-4. Melalui metode penelitian kualitatif deskriptif, penelitian menggunakan teknik studi dokumentasi dan wawancara dengan Section Head Toyota Indonesia Academy. Hasil penelitian menunjukkan bahwa TMMIN berhasil menjalankan sejumlah program CSR, seperti Toyota Indonesia Academy (TIA), Pengembangan Sekolah Vokasi Sekolah Menengah Kejuruan, Toyota Eco Youth (TEY), Program Pemagangan, Link and Match University, dan Pengembangan SDM di Industri Kecil Menengah (IKM), yang signifikan dalam mendukung SDGs Poin ke-4 terkait Pendidikan Berkualitas. Selain itu, dengan merujuk pada Piramida CSR Carroll 1991, perusahaan ini berhasil menunjukkan komitmen pada empat tingkatan tanggung jawab, yaitu Economic Responsibility, Legal Responsibility, Ethical Responsibility, dan Philanthropic Responsibility.

Kata Kunci: Multinational Corporation, PT. Toyota Motor Manufacturing Indonesia, Sustainable Development Goals, Corporate Social Responsibility, Pendidikan Berkualitas, Pengembangan Sumber Daya Manusia

ABSTRACT

This research analyzes the role of Multinational Corporation (MNC) PT. Toyota Motor Manufacturing Indonesia (TMMIN) in developing human resources to achieve Sustainable Development Goals (SDGs) point 4. Through descriptive qualitative research methods, the research used documentation study techniques and interviews with the Section Head of the Toyota Indonesia Academy. The research results show that TMMIN has successfully implemented a number of CSR programs, such as Toyota Indonesia Academy (TIA), Development of Vocational Schools for Vocational High Schools, Toyota Eco Youth (TEY), Apprenticeship Program, Link and Match University, and Human Resource Development in Small and Medium Industries (SMIs), which are significant in supporting SDGs Point 4 related to Quality Education. In addition, by referring to Carroll's 1991 CSR Pyramid, this company has succeeded in demonstrating commitment to four levels of responsibility, namely Economic Responsibility, Legal Responsibility, Ethical Responsibility and Philanthropic Responsibility.

Keywords: *Multinational Corporation, PT. Toyota Motor Manufacturing Indonesia, Sustainable Development Goals, Corporate Social Responsibility, Quality Education, Human Resources Development*