

Kerja sama Amazon dan Stonewall dalam Menciptakan Inklusivitas Bagi Tenaga Kerja LGBTQIA+ di Inggris pada Periode 2020 -2023

ABSTRAK

Penelitian ini membahas kerja sama antara perusahaan multinasional Amazon dan organisasi advokasi LGBTQIA+ terbesar di Inggris, Stonewall, dalam menciptakan inklusivitas bagi tenaga kerja LGBTQIA+ selama periode 2020–2023. Dengan menggunakan metode kualitatif deskriptif dan pendekatan teori *Diamond Model* dari Michael E. Porter serta konsep dari *Multinational Corporations* dan Inklusivitas, penelitian ini mengeksplorasi bagaimana kerja sama ini berperan dalam membentuk lingkungan kerja yang inklusif serta mendorong perubahan sosial di sektor korporat dan masyarakat. Penelitian ini menyoroti implementasi program “*Diversity Champions*” dan “*Workplace Equality Index*” yang diluncurkan Stonewall, serta peran jaringan afinitas karyawan Amazon, Glamazon, dalam memberdayakan tenaga kerja LGBTQIA+ dan membantu Amazon dalam berkontestasi di Inggris sebagai perusahaan yang inklusif. Hasil penelitian menunjukkan bahwa kerja sama tersebut berhasil memperkuat komitmen Amazon terhadap keberagaman dan inklusi, sekaligus menjadi strategi dalam membangun reputasi positif perusahaan di pasar Inggris yang progresif.

Kata Kunci: Amazon, Stonewall, LGBTQIA+, Inklusivitas, Diversity Champions, Diamond Model

**The Collaboration Between Amazon and Stonewall in Promoting Inclusivity
for LGBTQIA+ Workers in the United Kingdom During the Period of 2020–
2023**

ABSTRACT

This study critically investigates the collaboration between Amazon, a prominent multinational corporation, and Stonewall, the United Kingdom's leading LGBTQIA+ advocacy organization, in promoting workplace inclusivity for LGBTQIA+ employees during the period 2020–2023. Employing a descriptive qualitative approach and drawing upon Michael E. Porter's Diamond Model also Multinational Corporations and Inclusivity concept, this research explores how such a partnership contributes to the construction of an inclusive work environment while simultaneously responding to socio-political demands in a progressively inclusive labor market. The analysis focuses on the implementation of Stonewall's "Diversity Champions" programme and the "Workplace Equality Index," as well as the strategic function of Amazon's internal affinity network, Glamazon, in empowering LGBTQIA+ employees and reinforcing Amazon's competitive advantage in the UK. The findings indicate that this collaboration not only strengthens Amazon's institutional commitment to diversity and inclusion but also serves as a reputational strategy aligned with broader corporate social responsibility objectives in a socially advanced context.

Keywords: Amazon, Stonewall, LGBTQIA+, Inclusivity, Diversity Champions, Diamond Model