

UPAYA PT UNILEVER INDONESIA DALAM MENCAPAI KESETARAAN GENDER DAN INKLUSI KETENAGAKERJAAN DI INDONESIA PERIODE 2019 – 2023

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis upaya PT Unilever Indonesia dalam mendukung kesetaraan gender dan inklusi ketenagakerjaan sebagai bagian dari kontribusi terhadap pencapaian Sustainable Development Goals (SDGs) poin 5 dan poin 8 pada periode 2019 – 2023. Menggunakan pendekatan kualitatif deskriptif dan data sekunder dari laporan perusahaan, artikel ilmiah, serta media daring, penelitian ini didukung oleh konsep kesetaraan gender dan teori feminisme liberal yang menekankan pentingnya akses setara bagi perempuan dalam ekonomi, konsep *Corporate Social Responsibility* (CSR) yang menekankan tanggung jawab sosial perusahaan, konsep pembangunan berkelanjutan, dan konsep MNC. Hasil penelitian menunjukkan bahwa PT Unilever Indonesia menerapkan banyak upaya untuk mendukung kesetaraan gender dan inklusi ketenagakerjaan seperti kebijakan rekrutmen inklusif, mendukung lingkungan kerja yang ramah perempuan, dan menjalankan berbagai program pelatihan bagi perempuan, termasuk perempuan pelaku UMKM dan kelompok disabilitas. Unilever juga menjalin kemitraan dengan lembaga internasional seperti UN Women. Meskipun terdapat berbagai insiatif progresif, tantangan tetap muncul, seperti resistensi budaya patriarki, kesenjangan implementasi kebijakan di seluruh rantai pasok, serta keterbatasan akses perempuan terhadap posisi kepemimpinan. Temuan ini mendukung pentingnya peran perusahaan multinasional sebagai aktor non-negara dalam mendukung pembangunan berkelanjutan. Penelitian ini menyarankan agar studi lanjutan dapat menggunakan pendekatan data primer melalui wawancara langsung dengan pihak Unilever Indonesia guna menggali dampak yang lebih kontekstual dan mendalam.

Kata Kunci: Unilever Indonesia, kesetaraan gender, inklusi ketenagakerjaan, SDGs, CSR, MNC

EFFORTS OF PT UNILEVER INDONESIA IN ACHIEVING GENDER EQUALITY AND EMPLOYMENT INCLUSION IN INDONESIA DURING THE 2019–2023 PERIOD

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ABSTRACT

This study aims to analyze the efforts of PT Unilever Indonesia in promoting gender equality and labor inclusion as part of its contribution to achieving Sustainable Development Goals (SDGs) point 5 and 8 during the 2019 – 2023 period. Using a descriptive qualitative approach and secondary data from corporat reports, academic journals, and online media, this research is supported by the concept of gender equality and liberal feminism theory, which emphasizes the importance of equal access for women in the economy, as well as the concept of Corporate Social Responsibility (CSR), the concept of sustainable development, and also the concept of MNC. The findings of this research shows that PT Unilever Indonesia implements various efforts to support gender equality and labor inclusion, such as inclusive recruitment policies, fostering a female-friendly work environment, and conducting various training programs for women, including women in UMKM field and persons with disabilities. Unilever also partners with international organizations such as UN Women. Despite these progressive initiatives, there are remain challenges, including resistance from patriarchal cultural norms, uneven policy implementation across the supply chain, and limited access for women to leadership roles. These findings emphasize the importance of multinational corporations as non-state actors in supporting sustainable development. Future research is recommended to adopt a primary data approach through direct interviews with Unilever Indonesia stakeholders to obtain more contextual and in-dept insight.

Keyword: *Unilever Indonesia, gender equality, labor inclusion, SDGs, CSR, MNC*