

PERAN KFC INDONESIA DALAM MENGURANGI LIMBAH PLASTIK PERIODE 2020-2025 SEBAGAI UPAYA MENCAPAI SUSTAINABLE DEVELOPMENT GOALS TARGET 12.5 : STUDI KASUS PROGRAM #NOSTRAWMOVEMENT.

ZAHRANI ZIKRILA

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran KFC Indonesia melalui program #NoStrawMovement dalam mendukung pencapaian Sustainable Development Goals (SDGs) Target 12.5 mengenai pengurangan timbunan sampah melalui prevention, reduction, recycling, dan reuse pada periode 2020–2025. Sampah plastik sekali pakai dari sektor makanan cepat saji menjadi latar utama penelitian ini, mengingat sektor tersebut merupakan kontributor signifikan terhadap timbunan plastik di Indonesia. Penelitian menggunakan konsep Multinational Corporation (MNC) dan teori CSR Pyramid Archie B. Carroll (1991), khususnya dimensi philanthropic responsibility, dengan metode kualitatif deskriptif pendekatan studi kasus. Pengumpulan data dilakukan melalui wawancara mendalam dengan WALHI, Kementerian Kelautan dan Perikanan, serta Kementerian Lingkungan Hidup, diperkuat studi pustaka dari laporan tahunan, sustainability report, jurnal, dan dokumen resmi perusahaan. Hasil penelitian menunjukkan bahwa program #NoStrawMovement berkontribusi dalam pengurangan sedotan plastik hingga 91 persen melalui pendekatan prevention, perubahan perilaku konsumen, dan promosi alternatif reusable. Kontinuitas program pada 2020–2025 ditopang oleh konsistensi pelaporan korporasi, kerangka regulasi EPR berdasarkan Permen LHK Nomor 75 Tahun 2019, dan tekanan reputasional pemangku kepentingan. Penelitian ini menyimpulkan bahwa KFC Indonesia berperan sebagai pelopor pengurangan plastik sekali pakai di sektor QSR Indonesia, meskipun masih memerlukan penguatan cakupan dan transparansi implementasi untuk lebih optimal mendukung SDGs Target 12.5.

Kata Kunci: #NoStrawMovement, SDGs 12.5, sampah plastik, CSR, KFC Indonesia

THE ROLE OF KFC INDONESIA IN REDUCING PLASTIC WASTE IN THE 2020-2025 PERIOD AS AN EFFORT TO ACHIEVE SUSTAINABLE DEVELOPMENT GOALS TARGET 12.5: A CASE STUDY OF THE #NOSTRAWMOVEMENT PROGRAM.

ZAHRANI ZIKRILA

ABSTRACT

This study aims to analyze the role of KFC Indonesia through the #NoStrawMovement program in supporting the achievement of Sustainable Development Goals (SDGs) Target 12.5 regarding waste reduction through prevention, reduction, recycling, and reuse during the 2020–2025 period. Single-use plastic waste from the fast-food sector serves as the central backdrop of this research, given that the sector is a significant contributor to single-use plastic waste generation in Indonesia. The study employs the concept of Multinational Corporation (MNC) and Archie B. Carroll's CSR Pyramid theory (1991), particularly the philanthropic responsibility dimension, using a descriptive qualitative method with a single case study approach. Data were collected through in-depth interviews with representatives of WALHI, the Ministry of Marine Affairs and Fisheries, and the Ministry of Environment, supported by literature studies from annual reports, sustainability reports, scientific journals, and official corporate documents. The findings indicate that the #NoStrawMovement program contributed to reducing plastic straw usage by up to 91 percent through prevention approaches, consumer behavioral change, and the promotion of reusable alternatives. Program continuity during 2020–2025 is sustained by consistent corporate sustainability reporting, the Extended Producer Responsibility (EPR) regulatory framework under Minister of Environment Regulation No. 75 of 2019, and reputational pressure from key stakeholders. This study concludes that KFC Indonesia has played a pioneering role in single-use plastic reduction within Indonesia's QSR sector, although its contribution still requires strengthening in scope and implementation transparency to more optimally support the achievement of SDGs Target 12.5.

Keywords: #NoStrawMovement, SDGs 12.5, plastic waste, CSR, KFC Indonesia