

ARUNA INDONESIA'S CREATING SHARED VALUE (CSV)

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Abstract : This research proposal aims: 1) to analyze and prove the effect of Self Actualization on Aruna's Creating Shared Value (CSV), 2) to analyze and prove the effect of Goal Setting on Aruna's Creating Shared Value (CSV), 3) to analyze and prove the effect of Solidarity on Aruna's Creating Shared Value (CSV), 4) to analyze and prove the effect of Aruna's Creating Shared Value (CSV) on Social Sustainability, 5) to analyze and prove the effect of Aruna's Creating Shared Value (CSV) on Firm Performance, 6) to analyze and prove the effect of Aruna's Creating Shared Value (CSV) on Self-Brand Connections, 7) to analyze and prove the effect of Self-Brand Connections on Self-Identification with a Brand, 8) to analyze and prove the effect of Self-Identification with a Brand on Corporate Brand Loyalty. The research method used in this research is mix method that explains the relationship between variables through hypothesis testing proven by observations and interviews. The sample in this research is PT Aruna Jaya Nuswantara and stakeholders. this research, data collection procedure is done through the documentation study, observation and interview. Data analysis used is WarpPLS and MaxQDA®.

Keywords : *Self Actualization, Goal Setting, Solidarity, Creating Shared Value (CSV), Social Sustainability, Firm Performance, Consumer Self-Brand Connections, Self-Identification with a Brand, Corporate Brand Loyalty.*

Konsentrasi : Manajemen Strategi

i. PENDAHULUAN

1.1. Latar Belakang Masalah

Creating Share Value (CSV), konsep yang dipopulerkan oleh Porter dan Kramer di Harvard Business Review, berusaha secara eksplisit untuk mendapatkan kembali kepercayaan dalam bisnis di era krisis saat ini (Crane, Palazzo, Spence, & Matten, 2014). *“The capitalist system is under siege,*

.....learning how to create shared value is our best chance to legitimize business again”

(MacDonald, Clarke, & Huang, 2019). Pernyataan tersebut menekankan adanya peluang membangun keunggulan kompetitif dengan memasukan masalah sosial sebagai bahan pertimbangan utama dalam merancang strategi perusahaan.

Prinsip *Creating Shared Value (CSV)* telah menimbulkan minat besar di antara perusahaan dan peneliti karena mengintegrasikan serangkaian kebijakan dan praktik operasional membantu me-ningkatkan pembangunan masyarakat yang berkelanjutan. CSV mengusulkan inovasi dalam tiga dimensi untuk melengkapi satu sama lain dalam membangun lingkaran yang baik: memahami kembali produk dan pasar, mendefinisikan ulang produktivitas dalam rantai nilai, dan memungkinkan pengembangan klaster lokal (Lichtenthaler, 2017).

PT Aruna Jaya Nuswantara atau dikenal dengan sebutan “Aruna”, merupakan salah satu perusahaan yang menciptakan ekosistem perdagangan ikan dan hasil laut berkelanjutan dan adil bagi para pelaku yang terlibat didalamnya seperti Nelayan dan Pembeli. Hal ini merupakan perwujudan

dari penerapan konsep *Creating Shared Value* (CSV). Untuk itu, peneliti akan melakukan penelitian lebih lanjut mengenai *Aruna Indonesia's Creating Shared Value* (CSV).

1.2. Rumusan Masalah

Berdasarkan uraian latar belakang di atas, maka permasalahan yang akan dijawab secara spesifik adalah sebagai berikut.

1. Bagaimanakah pengaruh *Self Actualization* terhadap *Creating Shared Value* (CSV)?
2. Bagaimanakah pengaruh *Goal Setting* terhadap *Creating Shared Value* (CSV)?
3. Bagaimanakah pengaruh *Solidarity* terhadap *Creating Shared Value* (CSV)?
4. Bagaimanakah pengaruh *Creating Shared Value* (CSV) terhadap *Social Sustainability*?
5. Bagaimanakah pengaruh *Creating Shared Value* (CSV) terhadap *Firm Performance*?
6. Bagaimanakah pengaruh *Creating Shared Value* (CSV) terhadap *Self-Brand Connection*?
7. Bagaimanakah pengaruh *Self-Brand Connection* terhadap *Self-Identification with a Brand*?
8. Bagaimanakah pengaruh *Self-Identification with a Brand* terhadap *Corporate Brand Loyalty*?

1.3. Tujuan Penelitian

Dari latar belakang dan rumusan masalah, maka tujuan penelitian ini adalah sebagai berikut.

1. Mengkaji pengaruh *Self Actualization* terhadap *Aruna's Creating Shared Value* (CSV).
2. Mengkaji pengaruh *Goal Setting* terhadap *Aruna's Creating Shared Value* (CSV).
3. Mengkaji pengaruh *Solidarity* terhadap *Aruna's Creating Shared Value* (CSV).
4. Mengkaji pengaruh *Creating Shared Value* (CSV) terhadap *Social Sustainability*.
5. Mengkaji pengaruh *Creating Shared Value* (CSV) terhadap *Firm Performance*.
6. Mengkaji pengaruh *Creating Shared Value* (CSV) terhadap *Self-Brand Connection*.
7. Mengkaji pengaruh *Self-Brand Connection* terhadap *Self-Identification with a Brand*.
8. Mengkaji pengaruh *Self-Identification with a Brand* terhadap *Corporate Brand Loyalty*.

2.1. Landasan Teori

2.1.1. Teori *Creating Shared Value* (CSV)

Creating Share Value (CSV) adalah praktik menciptakan nilai ekonomi dengan menciptakan nilai bagi masyarakat untuk memenuhi kebutuhan sosial yang dapat dilakukan dengan *econceiving products and markets, redefining productivity in the value chain* dan *enabling local cluster develop-ment* (Porter & Kramer, 2011). Peningkatan hubungan perusahaan dan masyarakat dapat mem-fasilitasi banyak cara baru untuk menciptakan kebutuhan baru, peningkatan efisiensi, diferensiasi, dan ekspansi pasar (Wieland, 2017:27; Biswas et al., 2013:64)

CSV telah muncul sebagai paradigma pertumbuhan berkelanjutan dalam menghadapi persaingan yang semakin ketat sebagai struktur sosial menjadi semakin terfragmentasi (Baines, 2015:5; Ragas & Culp, 2014:139). CSV berfokus pada keseimbangan antara bisnis dan masyarakat, yaitu mengintegrasikan isu-isu sosial di dalam bisnis inti perusahaan tanpa menghalangi keuntungan ekonomi, menyiratkan bahwa keduanya, baik bisnis dan masyarakat harus memaksimalkan perolehan nilai bersama (Ragas & Culp, 2014:139; Shin, 2020).

2.1.2. Personal Value

Personal Value adalah cara untuk menyesuaikan dan melengkapi nilai yang bertentangan dalam CSV sedangkan individu adalah kunci untuk menyesuaikan ketegangan yang ada antara nilai ekonomi dan sosial nilai (Koo, Baek, & Kim, 2019). Komponen pembentuk *Personal Value* antara lain: *Self Actualization*, *Goal Setting* dan *Solidarity*. *Self Actualization* adalah realisasi lengkap dari potensi seseorang, dan pengembangan penuh dari kemampuan dan penghargaan seseorang terhadap kehidupan (Maslow, 1954:149;Riklan, 2004:51;Laszlo, 2013:34). *Goal Setting* melibatkan pengembangan rencana tindakan yang dirancang untuk memotivasi dan membimbing seseorang atau kelompok menuju suatu tujuan (Meadows, 2017:37;Max & Bacal, 2004:50;Zahariades, 2018:88;Kiyosaki, 2013:27). *Solidarity* adalah rasa kesatuan kepentingan, rasa simpati, sebagai salah satu anggota dalam sebuah kelompok yang dibentuk oleh kepentingan bersama (Morton, 2017:83;Dreze, 2019:142;Simoni, 2019:113)

2.1.3. Social Sustainability

Social Sustainability adalah suatu cara untuk mengelola dan mengidentifikasi dampak bisnis yang dijalankan pada karyawan, pekerja di rantai nilai, pelanggan, dan komunitas lokal (Kaltenborn et al. 2019:34).Perusahaan yang mengangkat pentingnya keberlanjutan sosial harus menyadari pentingnya hubungan antara perusahaan dan seluruh stakeholder perusahaan tersebut (Harris et al., 2001:48;Vesco & Ferrero, 2015:363)

2.1.4. Firm Performance

Firm performance merupakan hasil dari manajemen perusahaan. Parameter yang biasanya digunakan untuk mengukur kinerja keuangan adalah dengan melalui berbagai pendekatan biasanya menggunakan informasi dari laporan keuangan (Epstein, Manzoni, & Davila, 2010:224;Hirschey et al., 2009:92). Namun kinerja perusahaan juga dapat diukur melalui persepsi stakeholder terlibat (*non financial performance*) (Maksound & Kader, 2007:327).

2.1.5. Self-Brand connection, Self-Identification with a Brand, dan Corporate Brand Loyalty

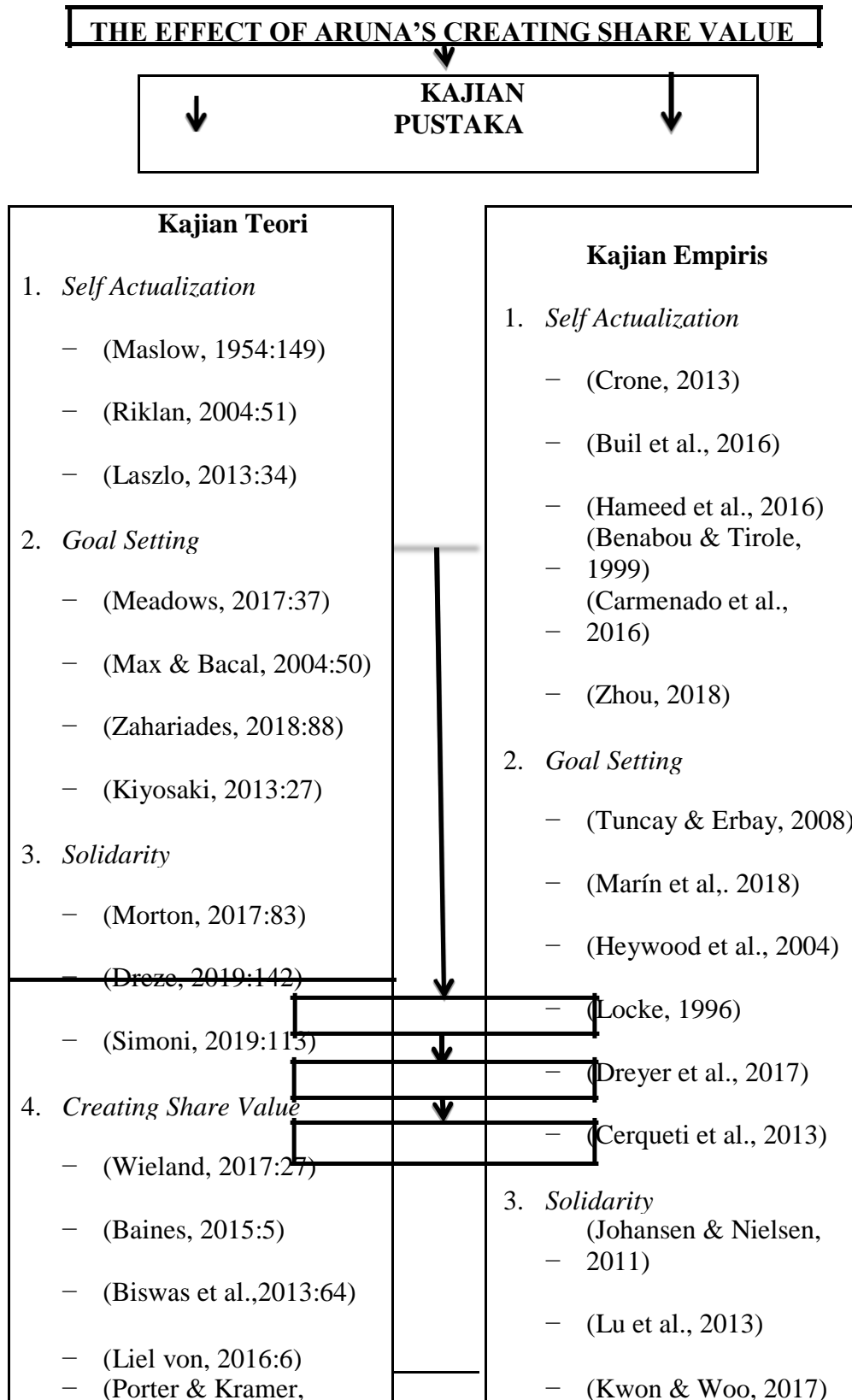
Sebagai konsumen cenderung membeli merek atau produk yang bertepatan dengan konsep ego mereka, ego konsumen adalah faktor penting dalam membentuk hubungan emosional dan sentimental antara konsumen dan merek (Dwayne Ball & Tasaki, 1992;Kleine & Baker, 2004). *Self-brand connection* adalah pembentukan koneksi diri dengan merek yang sudah dikenal sebagai koneksi personal brand, yang terjadi ketika konsumen dan kepribadian pengguna memiliki hubungan yang erat ke merek yang spesifik kemudian mereka memasukannya kedalam identitas diri mereka (C H Jin, 2018; Iii & Woodside, 2005:65; Deming, 2007:179;Goodgold, 2010:153)

Self-Identification with a Brand dapat diklasifikasikan menjadi identifikasi merek pribadi dan identifikasi merek sosial menurut dimensi konseptual ego (Del Río, Vázquez, & Iglesias, 2001). *Self-Identification with a Brand* menguat ketika konsumen merasakan kesamaan antara merek tertentu dan dirinya sendiri. *Self-Identification With a Brand* berasal dari teori yang menyatakan bahwa konsumen memperkuat citra ego mereka melalui citra merek yang mereka beli dan gunakan (Blanco, 2010:7;Robinette, Brand, & Lenz, 2000:115;Rubio & Yague, 2019:49). Niat untuk membeli merek meningkat dan evaluasi merek menjadi positif ketika citra merek dan citra ego konsumen sesuai dengan baik (Graeff, 1997;Hogg, 2000).

Loyalitas pelanggan dianggap sebagai faktor utama yang menentukan tingkat penjualan. (Rubio & Yague, 2019:17;Goodman, 2009:31; Fleming, 2017:32). Loyalitas memungkinkan pelanggan untuk membeli kembali produk atau layanan tertentu atau merekomendasikannya kepada

orang lain, dan loyalitas pelanggan menghasilkan perilaku pembelian yang berkelanjutan (Auh & Johnson, 2005;Thomson, 2005:157).

2.2. Kerangka Pikir Penelitian



2011)	
5. <i>Social Sustainability</i>	– (Pysz, 2016)
– (Harris et al., 2001:48)	
– (Vesco & Ferrero, 2015:363)	4. <i>Creating Share Value</i>
– (Kaltenborn et al., 2019:34)	– (Berry, 2011)
	– (Witek & Zaborek, 2016)
6. <i>Firm Performance</i>	– (Berens et al., 2005)
– (Epstein, Manzoni, & Davila, 2010:224)	– (Brown & Dacin, 1997)
– (Maksound & Kader, 2007:327)	5. <i>Social Sustainability</i>
– (Hirschey et al., 2009:92)	– (Marín et al., 2018)
7. <i>Self-Brand Connection</i>	– (Heywood et al., 2004)
– (Iii & Woodside, 2005:65)	– (Johansen & Nielsen, 2011)
– (Deming, 2007:179)	– (Kang & Na, 2020)
– (Goodgold, 2010:153)	6. <i>Firm Performance</i>
8. <i>Self-Identification with a Brand</i>	– (Porter et al., 2012)
– (Blanco, 2010:7)	– (Gamez et al., 2019)
– (Robinette et al., 2000:115)	7. <i>Self-Brand Connection</i>
– (Rubio & Yague, 2019:49)	– (Moon et al., 2015)
9. <i>Corporate Brand Loyalty</i>	– (Swaminathan et al., 2007)
– (Rubio & Yague, 2019:17)	8. <i>Self-Identification with a Brand</i>
– (Goodman, 2009:31)	– (Algesheimer et al., 2005)

WarpsPLS & MaxQDA®

2.4. Hipotesis

Berdasarkan perumusan masalah, maka hipotesis yang dikemukakan peneliti adalah:

- H1 : *Self Actualization* berpengaruh positif terhadap *Creating Share Value (CSV)*.
- H2 : *Goal Setting* berpengaruh positif terhadap *Creating Share Value (CSV)*.
- H3 : *Solidarity* berpengaruh positif terhadap *Creating Share Value (CSV)*.
- H4 : *Creating Share Value (CSV)* berpengaruh positif terhadap *Social Sustainability*.
- H5 : *Creating Share Value (CSV)* berpengaruh positif terhadap *firm Performance*.
- H6 : *Creating Share Value (CSV)* berpengaruh positif terhadap *Self Brand Connection*.
- H7 : *Self-Brand Connection* berpengaruh positif terhadap *Self-Identification with a Brand*
- H8 : *Self-Identification with a Brand* berpengaruh positif terhadap *Corporate Brand Loyalty*.

Metode Penelitian

Penelitian *mixed methods* suatu langkah penelitian dengan menggabungkan dua bentuk pendekatan dalam penelitian yaitu kualitatif dan kuantitatif (Hesse, 2010:3; Creswell, 2020:112). *Basic designs* yang digunakan adalah *sequential exploratory* metode kuantitatif berperan memperoleh data yang terukur dan dapat bersifat deskriptif, komparatif, dan asosiatif, sedangkan metode kualitatif berperan membuktikan, memperdalam, memperluas, memperlemah, dan mengugurkan data kuantitatif yang telah diperoleh pada tahap awal. Jenis data yang digunakan dalam penelitian adalah data primer dan data sekunder. Teknik pengumpulan data yang digunakan meliputi kuisioner, wawancara, observasi dan dokumentasi. Alat analisis yang digunakan pada pendekatan kuantitatif adalah WarpPLS dan pada pendekatan kuantitatif dengan MaxQDA®.

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