

Vol. 5 • No. 1 • Desember 2024

Page (Hal.) : 422 – 435

ISSN (online) : 2746 - 4482

ISSN (print) : 2746 - 2250

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JL.Surya Kencana No.1 Pamulang, Tangerang Selatan – Banten

Telp. (021) 7412566, Fax (021) 7412491

Email : humanismanajemen@gmail.com



Special Issue:

ICOMS2024

The 5th International Conference on Management and Science

Website. :

<http://www.openjournal.unpam.ac.id/index.php/SNH>

Analysis of Business Planning and Development at PT. Unilever Indonesia, Tbk

Yayan Sudaryana¹⁾, Hadi Supratikta²⁾, Mashitoh Br Sirait³⁾, Riska Safitri⁴⁾, Mira Pardiya⁵⁾, Alvia Rayhana⁶⁾

¹⁻⁶⁾Magister Manajemen, Pamulang University

E-mail: dosen00464@unpam.ac.id, riskasafitri0108@gmail.com.

mashitohbrsirait88@gmail.com, ahmirapardiayana@gmail.com.

alviarayhana@gmail.com

Abstract: planning and development is one aspect that companies pay attention to in order to formulate a structured strategy in business management. Business planning and development as an effort to maximize the potential of resources owned by the company, especially the company PT Unilever Indonesia, Tbk. Unilever Indonesia, Tbk is one of the large companies in Indonesia that produces daily necessities. This study was conducted to determine the analysis of the business environment, marketing planning, human resource planning, technology development, and business ethics at PT. Unilever Indonesia, Tbk. This study was conducted using a qualitative literature review method by involving a comprehensive study of various references relevant to the research topic. From the results of this study, it is known that PT. Unilever Indonesia, Tbk carries out business development and planning through five aspects, namely business environment analysis by analyzing the company's external and internal environment, marketing planning with product differentiation, distributors, advertising, and discounts, human resource planning with the recruitment process, employee training, and incentives, technology development with the application of packaging development, and business ethics by implementing several business ethics. Business planning and development carried out by PT. Unilever Indonesia, Tbk shows a strong commitment to achieving the company's strategic goals.

Keyword: Business Planning and Development, PT. Unilever Indonesia, Business Strategy

INTRODUCTION

Implementation of business planning and development is one aspect carried out by every company when carrying out its business. Business planning and development is a process carried out strategically to assist in managing a business or organization by formulating a structured plan. This business planning and development needs to be considered by every company in carrying out its business, this is because the implementation of the business must be carried out with good thinking. The existence of this business planning and development is made so that the business that will be carried out can run and develop as expected. The company's business planning and development needs to be considered by every company, so that the company can have good competitive abilities with its business competitors.

PT. Unilever Indonesia, Tbk is one of the well-known companies in Indonesia that produces various daily necessities that are fast-moving consumer goods, so these goods tend to run out quickly on the market. This company produces various products that are used to meet the needs of the Indonesian people. The products produced, such as soy sauce, soap, shampoo, detergent, and others. In carrying out its business, PT. Unilever Indonesia, Tbk also carries out forms of business planning and development in order to achieve the desired goals, such as improving company performance, expanding market share, and ensuring that its products continue to exist on the market. This will be difficult to achieve if the implementation of business planning and development is poor. This business planning has a role in explaining each business implementation that will be carried out from the beginning to the end of the work, so that the implementation of the business will run smoothly.

Making this business plan can help companies including PT. Unilever Indonesia, Tbk to be more focused on realizing the goals that have been set by the company and as a form of supervision carried out to see whether the implementation of the business is in accordance with the planning that has been made or not. In business development is also an aspect that needs to be considered. Consumers certainly want to take action to try new and interesting things in their lives. This is something that needs to be considered by PT. Unilever Indonesia, Tbk in carrying out its business. PT. Unilever Indonesia, Tbk cannot just run a business and not develop the business because consumers will get bored and buy products from competitors that are considered more attractive. Therefore, the company must develop its business by innovating by utilizing existing technology so that the company can develop further, so that the company's goals can be achieved.

In the planning and development of the business, there are several aspects that must be considered by PT. Unilever Indonesia, Tbk in carrying out its business. Business Environment Analysis is the first aspect that must be considered by PT. Unilever Indonesia, Tbk. This Business Environment Analysis is carried out with the aim of knowing the conditions in the company's internal or external environment, so that later the company can make adjustments to the company's external conditions. This Business Environment Analysis can help PT. Unilever Indonesia, Tbk in seeing opportunities, threats, or obstacles in running its business. The implementation of this business environment analysis is one of the bases when the company makes a strategy to overcome threats or obstacles in the business environment. PT. Unilever Indonesia, Tbk conducts this business environment analysis as one way to plan and develop its business, because the company can see the opportunities that exist to carry out business operations better.

Business planning and development certainly cannot be separated from the role

of marketing in it. Without marketing, a product cannot be widely known by customers. Marketing planning to determine a good marketing strategy and in accordance with PT. Unilever Indonesia, Tbk also needs to be done. This marketing strategy must be owned and implemented by every company, including PT. Unilever Indonesia, Tbk, this is an effort to create relationships with customers so that customers are satisfied and loyalty is formed which has an impact on increasing sales of PT. Unilever Indonesia, Tbk. In addition, marketing planning is also carried out to introduce products from PT. Unilever Indonesia, Tbk to the wider community, this is because many similar competing products have emerged in the Indonesian market. The existence of these competitors requires PT. Unilever Indonesia, Tbk to develop an appropriate marketing strategy in order to survive in the Indonesian market which has a variety of similar products. PT. Unilever Indonesia, Tbk makes a form of policy in planning and developing its business to achieve its goals such as becoming one of the main product choices for the Indonesian people to meet their needs. In the implementation of this business, of course, it also need quality human resources to support the implementation of a company's business including PT. Unilever Indonesia, Tbk so that it can run optimally.

Human resource planning has a good purpose for the company, namely to obtain and retain the best employees to carry out their duties in the company. Companies with quality human resources provide a good contribution to the implementation of company activities, because they have the skills and knowledge to meet increasingly complex market needs. In this human resource planning, PT. Unilever Indonesia, Tbk must also create a good work environment so that human resources can improve their performance, so that they are more innovative in bringing out their best ideas. Human resources are the most important aspect for a company, without quality human resources, the business will be difficult to run effectively and efficiently, so that the company will find it difficult to achieve its goals.

These human resources also have an important role in the implementation of rapidly developing technology in the company. Currently, many companies use technology to assist in business implementation, these human resources are the ones who will operate the technology. Therefore, quality human resources are needed by PT. Unilever Indonesia, Tbk as a company that has high HR quality standards. The development of this technology makes PT. Unilever Indonesia, Tbk also utilize the development of this technology. The development of technology can help companies so that business implementation can run more effectively and efficiently. The use of this technological development can help PT. Unilever Indonesia, Tbk in developing its products, so that the quality of these products can be better than before. This can increase consumer confidence in the products of PT. Unilever Indonesia, Tbk and business development can be carried out properly.

The implementation of a business must be based on business ethics. This business ethics must be owned by every company including PT. Unilever Indonesia, Tbk. Every company must not violate the existing business ethics because this will have a negative impact on the sustainability of the company. Business planning and development carried out must of course also be based on existing business ethics. PT. Unilever Indonesia, Tbk must carry out its obligations properly, including obligations to consumers, investors, consumers, and suppliers. PT. Unilever Indonesia, Tbk must comply with applicable laws in running its business and participate in overcoming the environmental impacts resulting from its business activities. This is a form of implementing business ethics carried out by PT. Unilever Indonesia, Tbk. Business planning and development carried out by the company must pay attention to the five

aspects that have been explained previously so that the implementation of the business carried out by PT. Unilever Indonesia, Tbk can run well, so that business goals can be achieved optimally.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Business Environment Analysis

Business is a word commonly used throughout the world. Historically, this term comes from English, business which according to KBBI means trade, business field, trading business. The basic word of business is busy, which means busy. The busy in question can mean a person, a community, or a society involved in carrying out an activity or task that has the potential to gain profit and benefits.

According to experts such as Ebert, business can be defined as an organization that manages goods and services with the aim of making a profit. This management involves a group of people who seek to make a profit by producing quality goods or services. In Ebert's view, business is carried out by many people, namely by many people, always pursuing profit as the goal or target of the business. Another definition from Raymond E. Gross more completely describes business as a series of activities carried out by individuals or groups in the business sector, both trade and industry, to meet and improve the standard of living. (Rizal et al., 2023).

There are various environments that affect the activities of a company run by an entrepreneur. Basically, this environment can be divided into two levels. The first layer is the internal environment that can be systematically controlled by economic actors so that it can be controlled according to the wishes of the company. While the second layer is called the external environment, which refers to the environment other than business activities that cannot be controlled at will by economic entities. (Saydam, 2006 in Rizan et al., 2023).

Thus, business management involves the use of ideas, labor and materials, and capital or creativity to create products while providing services that generate profits for the benefit of society. In terms of controlling the goods and services produced, a good or service is very important so that society can sell well and can help others. In the context of economics, a business is an organization that sells goods and services to make a profit.

Marketing Planning

Marketing is an effort to identify and meet human and social needs. According to Kotler and Keller (2009), "Marketing is an organizational function that aims to create value for customers, manage customer relationships, and benefit the organization and its stakeholders." Fandy Tjiptono, also emphasized that marketing is direct communication with the company's external environment (Darmaningrum, 2022). As defined by the American Marketing Association (AMA), it states that marketing involves creating, communicating, and delivering value to customers, as well as managing customer relationships that benefit the organization and its stakeholders. The core concepts of marketing include needs, wants, and requirements (Purnamasari, 2022).

Marketing planning is the process of developing a plan to achieve marketing objectives, involving goal setting, market analysis, and strategies to achieve those goals. Simply put, it is a series of activities involving setting marketing objectives and developing a plan to achieve those objectives. In its implementation, marketing planning is the process of planning the stages of marketing activities, including all aspects of an organization. Therefore, marketing planning is a multi-faceted and cross-

functional marketing activity. When implementing a marketing plan, not only examine the situation, make basic assumptions, set goals about what to sell and to whom, and decide how to achieve those goals, but also the marketing plan needed.

Human Resource Planning

Human resource planning is a series of steps taken to anticipate future organizational needs, as well as meet the human resource needs that arise from these situations. Gary Dessler (2008) in Setiyati (2019) states that human resource management involves policies and activities that combine various aspects of personnel into one position, including recruitment, selection, training, and others. Workforce planning is a systematic effort to estimate future labor demand and supply in an organization. The human resource planning process involves four important activities, namely providing current human resources, anticipating future needs, managing human resource potential, and implementing procedures for quality improvement such as monitoring and evaluation. This aims to ensure that employee skills, abilities, and behaviors are in accordance with the needs of the organization.

Human resource planning also involves projecting the demand and availability of human resources and can support the recruitment, selection, and training processes. The point is to ensure that the number of staff is in accordance with the demands of the existing work without leaving vacant positions. Thus, human resource planning can be seen as a management effort to shift an organization's human resources from their current roles to desired positions in the future in order to achieve organizational goals (Suryani and John, 2019).

Technology Development

Technological development is interpreted as a sustainable industrial solution to produce maximum products. Technology, as defined by Philip Spohn, is a set of knowledge that is cumulative over time with the aim of creating specific products or services, based on scientific discoveries made through experiments or practical successes. Technological knowledge, as stated by Harahap and Fellino, is systematic and can be applied to industrial skills. From this perspective, technology basically refers to knowledge that makes industry more applicable in the context of production (Pramesti, 2023).

According to research, the wave of the digital economy, including equality of opportunity, poses a challenge for the industry to continue to innovate, both in industry and start-ups with the ability to compete through collaboration and synergy. The digital economy encourages many small and medium enterprises to enter the business area. Increasingly tight global competition requires economic actors to utilize technology to increase product innovation. The main challenges in business development in the digital era include cyber security, data privacy, fierce competition, technology trends, dependence on technology, lack of digital skills, technology implementation costs, customer adoption, customer trust security, legal compliance, and scalability.

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dependence on technology, lack of digital skills, technology implementation costs, customer adoption, customer trust security, legal compliance, and scalability.

To face these challenges, companies need to plan, innovate, and allocate resources carefully. Companies that succeed in the digital era are those that can quickly adapt and respond to changes in the market and technology. Currently, many companies are losing market share because they fail to develop their digital strategies. In this digital era, businesses must review their old systems and processes and adopt new technologies to stay competitive and grow. Various aspects of business development in the digital era include e-commerce, digital marketing, cloud computing, big data, artificial intelligence (AI), cybersecurity, and technological innovation (Astuti, 2023).

Digital technology enables business professionals to connect with customers more efficiently. Through social media platforms and websites, businesses can interact with customers, get feedback, and build ongoing relationships. The implementation of digital technology in companies can also improve operational efficiency. Given the evolution of business in the digital era, business professionals need to have adequate awareness and training to ensure the use of appropriate technology without causing negative impacts. In addition, business actors need to adapt and utilize technological developments to improve business quality and reach a wider market.

Business Ethics

The concept of ethics is a set of principles that help distinguish between what is ethical and what seems wrong. Business ethics and values are the moral principles that businesses apply in their day-to-day affairs. This can help prevent ethical issues that may arise in the course of day-to-day work, such as insider trading, poor governance, bribery, discrimination, corporate social responsibility, and fiduciary duty.

According to Keraf (2005), ethics comes from the Greek word "ethos" which means "custom" or "habit". Ethics are beliefs about what is right and wrong, or good and bad actions. In business, business ethics are the standard values that serve as guidelines for managers and employees in making decisions and running a business with integrity. Meanwhile, Kasmir (2016) stated that ethics is about regulating human behavior towards society, while business ethics refers to ethical principles applied by managers to various stakeholders with specific goals. (Rizan et al., 2023).

Ethics involves judging what is right and wrong. Behaving ethically means adhering to positive values in everyday activities. For example, if an organization has principles that respect the dignity and equality of every individual, but ignores reports of sexual harassment, it shows unethical behavior by the organization. In this context, ethics is the assessment of whether actions in a given situation are in accordance with moral standards. In the business world, it is important for companies to follow ethical principles to develop and advance their business, considering that business involves various parties and has set goals.

METHODS

This research was conducted using a qualitative literature review. Qualitative research is an interpretive and naturalistic approach (Guba & Lincoln, 1994), which is based on the observation and interpretation of people's perceptions of different events (Guba & Lincoln, 1994; Neuman, 2011) in (Khan, Shahid. 2014). Literature Review is a research method that involves a thorough study of various references such as journals, books, and other publications related to the research topic. The purpose of

this method is to produce writing that discusses a particular topic or issue by reading and analyzing existing references (Marzali, 2016). In this journal, the researcher discusses the topic of Business Planning and Development at PT. Unilever Indonesia, Tbk so that the research approach used will help provide an overview of the information contained in PT. Unilever Indonesia, Tbk and help analyze Business Planning and Development of PT. Unilever Indonesia, Tbk.

RESULT AND DISCUSSION

Business Environment Analysis at PT. Unilever Indonesia, Tbk.

a. External Environment

1. Customer (Customer)

Customers are valuable assets for PT. Unilever, so the company needs to continue to update its products according to the quality standards desired by customers.

2. Distributor

PT. Unilever establishes a good distribution network by providing promotional programs to distributors to increase product distribution.

3. Partnership

Dove, PT. Unilever's beauty product, collaborated with Perdoski Jaya to test Dove Sensitive Deodorant without alcohol to be suitable for all skin types.

4. Supplier

PT. Unilever is careful in seeking quality raw material suppliers for products such as Sariwangi tea.

b. Internal Environment

The internal environment of PT Unilever Indonesia Tbk consists of strengths and weaknesses, which cover all aspects of the company's business, including organizational structure, corporate culture, resources, and methods used.

1. Organization

Vision :

To gain the love and appreciation of the Indonesian people by touching the lives of every Indonesian every day.

Mission :

a. We work to create a better future every day.

b. We help consumers and the wider community feel good, look good and get more out of life through great brands and services.

c. We inspire people to take small steps every day that, when combined, can create big change for the world.

d. We are constantly developing new ways of doing business that allow us to continue to grow while reducing our impact on the environment.

2. Company Culture

PT Unilever Indonesia's corporate culture emphasizes social responsibility, which is reflected in the implementation of the Corporate Social Responsibility (CSR) program which includes four main pillars, namely Environment, Nutrition, Hygiene, and Sustainable Agriculture.

3. Method

a) Focus on market opportunities

PT Unilever Indonesia focuses on market opportunities by conducting promotions through electronic media and other media such as print, sponsorship, and events. Promotion through various media is needed to reach various levels of society and obtain optimal benefits, because Indonesian

society has various social backgrounds. Therefore, in order to achieve optimal advertising results, advertisements offered by a company must be understandable to all groups.

b) Product Differentiation

PT Unilever continues to innovate in product packaging with various types of packaging such as glass bottles, sachets, and small bottles. But also maintains its quality.

c) Increase customer and supplier confidence

PT Unilever strengthens relationships with customers and suppliers through the use of information systems that give suppliers direct access to production schedules, even allowing suppliers to determine when and how supplies are delivered. In addition, the company also actively listens to consumer input through questions and responses submitted by consumers.

Marketing Planning at PT. Unilever Indonesia, Tbk.

Marketing is one of the important parts that must be considered by a company when running its business in selling goods or services, this is because marketing has an important role for the company's existence in the market. Marketing is a link between the company and consumers because with marketing consumers become aware of the products sold by the company. In addition, marketing activities consist of various very complex activities ranging from determining products, setting prices, conducting promotions, to distributing products to consumers. Marketing that is carried out effectively can increase product awareness among consumers, so that consumers are more likely to choose the product compared to similar products offered by business competitors. This marketing is one aspect in the implementation of a business that is related to the sustainability of a company's business including PT. Unilever Indonesia, Tbk.

In business planning and development, a company needs to pay attention to the marketing planning that is carried out. Marketing planning is an effort to formulate several actions that will be taken by the company in the marketing field. This marketing planning is carried out by utilizing various forms of resources owned by PT. Unilever Indonesia, Tbk to the maximum so that the company's goals can be achieved optimally. This marketing planning is a form of forward thinking owned by the company in carrying out marketing activities at PT. Unilever Indonesia, Tbk. The existence of this marketing planning creates good coordination for the company in carrying out marketing activities, so that its implementation can run regularly.

Marketing planning is done by using various methods or strategies in implementing marketing so that marketing activities can run optimally, this will have an impact on whether or not a product is accepted in the market. The marketing planning that is made must also be considered in accordance with the target market that the company wants to achieve. The purpose of implementing this marketing is so that the products produced by the company can be known by consumers, so that the process of selling and distributing products from the company to consumers occurs. In the implementation of marketing planning that is carried out optimally, the company can also achieve its main goal in doing business, namely increasing sales and making a profit. This marketing planning is the basis for knowing whether developments in the marketing field carried out by the company are in accordance with what was previously planned by the company or not.

Marketing strategy is included in the marketing planning carried out by PT.

Unilever Indonesia, Tbk in implementing business planning and development. The marketing planning carried out is by making various products and not focusing on just one type of product, for example PT. Unilever Indonesia, Tbk makes products such as hair care products, dental care products, skin care products, detergents, soy sauce, and many others. These products have different types and different functions, but are still included in daily necessities. The many products provided and having different functions are what consumers need to meet the various needs they need. This is a way to reach various existing target markets with the availability of various products. PT. Unilever Indonesia, Tbk also carries out marketing planning by analyzing the tastes and needs of consumers who will be its target market, then PT. Unilever Indonesia, Tbk will make adjustments between the products that will be produced with the tastes of consumers who are its target market. This is a strategy carried out by PT. Unilever Indonesia, Tbk to attract consumer interest in the product.

In the marketing planning carried out by PT. Unilever Indonesia, Tbk also uses a pricing strategy. The price given by PT. Unilever Indonesia, Tbk to its consumers is relatively cheap when compared to the guaranteed quality of the product. Price is one of the factors that consumers consider when deciding to buy a product. In the pricing strategy, PT. Unilever Indonesia, Tbk applies two strategies, namely low prices and price discrimination. So low prices make consumers interested in buying products from PT. Unilever Indonesia, Tbk, while this price discrimination makes its competitors have difficulty if applied for a long time. For PT. Unilever Indonesia, Tbk, it is better to get a small profit than to lose customers to its competitors. PT. Unilever Indonesia, Tbk has proven to be successful in implementing this strategy which is marked by the increasing sales volume of PT. Unilever Indonesia, Tbk.

Marketing planning certainly cannot be separated from the distribution of products from the company to consumers. PT. Unilever Indonesia, Tbk carries out a distribution strategy for their products so that they can reach consumers optimally. This company distributes its products through agents and wholesalers and PT. Unilever Indonesia, Tbk already has 1000 distributors in Indonesia. The distribution of PT. Unilever Indonesia, Tbk products is carried out widely, from rural to urban areas, so that products can be found by consumers easily. PT. Unilever Indonesia, Tbk has succeeded in carrying out this distribution strategy by dominating the market as indicated by the ease of the product to be found by consumers through small traders, agents, to retail companies such as Alfamart and Indomart. This has resulted in the goal of PT. Unilever Indonesia, Tbk in increasing sales being achieved.

Business planning and development in the implementation of marketing planning by PT. Unilever Indonesia, Tbk is also done by means of promotional strategies to market its products. This promotion is done by creating advertisements that are displayed on television, radio, magazines, or other print media. This promotion is also supported by well-known brand ambassadors so that consumers are more interested and believe in the products of PT. Unilever Indonesia, Tbk. Advertisements are used by PT. Unilever Indonesia, Tbk as a tool so that consumers always remember the products of PT. Unilever Indonesia, Tbk. Other forms of marketing are through sales promotions that provide discounts or free samples to consumers. Consumers will be interested in buying in large quantities and this is one of the factors that can increase sales of PT. Unilever Indonesia, Tbk. Business planning and development in the marketing planning aspect is something that needs to be considered by the company so that marketing implementation can be monitored properly, so that it will run effectively and efficiently.

Human Resource Planning at PT. Unilever Indonesia, Tbk

Human resources are an important factor for the success of business implementation carried out by a company. Business implementation is carried out by human resources or employees who work for the company. Human resources are the key to the success of the business carried out by the company. The success of the company in running its business is also inseparable from the influence of the quality of human resources working in the company. Human resources are one aspect that needs to be considered for its quality by every company so that business implementation can run optimally because its human resources have the ability and expertise to carry out their duties in the implementation of the business being carried out by the company to realize its business goals.

Human resources in a company must be managed well by managers by planning, organizing, directing, and controlling the employees. This is done as an effort so that human resources do not act arbitrarily and carry out the rules and tasks that have been ordered by the company. This human resource management is carried out to improve the ability of human resources to carry out their duties more effectively and efficiently. A company's modern equipment will not be able to function properly if the company does not have qualified human resources to manage and utilize the modern equipment optimally. Therefore, human resource management is an important factor that needs to be considered by the company so that the implementation of plans and business development can be carried out effectively and efficiently.

The human resources in this company also need to develop their knowledge and skills through programs created by the company. The company must also protect employees who have good potential value, so that the company does not lose human resources with good quality. The company must also provide incentives as a form of employee maintenance so that employees feel appreciated and have a goal to improve their performance. Human resource planning that is carried out optimally causes the company's performance to increase due to the existence of human resources with good performance. Globalization is also one of the factors in human resource planning that needs to be considered optimally by the company. The more rapid the development of existing technology, the company will need human resources who are able to quickly adapt to the development of existing technology. This is done as an effort so that the company does not lose out to its competitors who also utilize technological developments as a form of current globalization.

This human resource planning is also carried out by PT. Unilever Indonesia, Tbk in running its business. PT. Unilever Indonesia, Tbk carries out the process of recruiting new human resources every year. The recruitment process by PT. Unilever Indonesia, Tbk is not carried out carelessly. PT. Unilever Indonesia, Tbk selects in detail and carefully to consider whether the candidate is worthy and capable of joining PT. Unilever Indonesia, Tbk, in addition to looking at the educational background of the candidates. In this recruitment, PT. Unilever Indonesia, Tbk has high standards to ensure that human resources who successfully pass the selection have the ability to compete in the era of globalization and digitalization that currently exists at PT. Unilever Indonesia, Tbk. This detailed employee recruitment process is an effort by PT. Unilever Indonesia, Tbk to obtain human resources that meet the standards.

Planning in the field of human resources at PT. Unilever Indonesia, Tbk also cares about the implementation of employee training. PT. Unilever Indonesia, Tbk carries out the program as an effort to develop the knowledge, skills, and emotions of

employees while working. This is important to note considering that these three things affect the performance of employees. The job training program implemented at PT. Unilever Indonesia, Tbk is divided into 2 stages of implementation, namely in the first stage human resource management will place prospective workers or employees in the workplace they will do. At this stage employees will be trained and guided by seniors or mentors on how to work well at PT. Unilever Indonesia, Tbk. In the second stage, provide information to employees on effective ways to have a career at PT. Unilever Indonesia, Tbk. This increases employee motivation, so that performance can increase to achieve the goal, namely having a good career at PT. Unilever Indonesia, Tbk.

In human resource planning at PT. Unilever Indonesia, Tbk also provides salaries that meet the rules set by the local government. The provision of a decent salary is a fulfillment of the obligation by PT. Unilever Indonesia, Tbk to make salary payments to employees on time. PT. Unilever Indonesia, Tbk also provides several other incentives to employees if the employee has good performance, such as bonuses as a form of appreciation from PT. Unilever Indonesia, Tbk to its employees. PT. Unilever Indonesia, Tbk also provides compensation for its employees who are at the executive level, for example cars and drivers who are ready to take them, pension funds, life insurance, and others. Various forms of employee maintenance are carried out by PT. Unilever Indonesia, Tbk as a form of human resource planning that it has in carrying out business planning and development because human resources are the main factor in the success of a business.

Technology Development at PT. Unilever Indonesia, Tbk.

In the digital era, the economy is experiencing rapid growth. Advances in technology and the Internet provide new opportunities for companies to reach wider markets, improve operational efficiency, and accelerate business growth. Technology development in companies such as PT Unilever Tbk involves the innovative use of new or existing technologies to improve the company's performance, efficiency, and competitiveness. PT Unilever Tbk is a multinational company engaged in consumer goods, especially household and food products. Along with the times, PT Unilever Tbk continues to develop technology to strengthen its operations and remain at the forefront of the industry. One aspect of technology development carried out by PT Unilever Tbk is in terms of production and manufacturing. PT Unilever Tbk continues to improve production efficiency by implementing advanced technologies such as automation and robotics to increase productivity and reduce production costs. Experts at PT Unilever Tbk apply the latest digital technology to the 'discover-design-deploy' approach. By mapping, modeling, and experimenting with process flows, PT Unilever Tbk can effectively transform social needs into innovative and sustainable innovations that can be produced on a large scale in global factories through simulation. The product development process, called "in silico," (using computer models), allows us to understand the effects and interactions of molecular compounds and determine how formulations form, react, and even degrade. In silico allows millions of recipe combinations to be tested in seconds, making it possible to develop products tailored to local taste preferences. For example, Hellmann's makes a range of ketchup and mayonnaise for the UK market, and sriracha and lime sauce for US consumers.

In addition, PT Unilever Tbk also develops technology in the field of product packaging. Innovation is carried out to create packaging that is more environmentally friendly, more functional, and more attractive to consumers. This involves the use of

recyclable packaging materials, reducing the use of single-use plastics, and developing packaging that is easy to open and use by consumers. One example of innovative technology used is CreaSolv, which is specifically designed to manage environmental footprints, especially in flexible plastic packaging. CreaSolv technology is currently the first and only technology in the world that allows flexible plastic to be recycled into raw materials. Although Unilever Indonesia itself produces less than 5% of plastic waste, PT Unilever Tbk is committed to finding solutions to this challenge and utilizing its company scale to influence the entire industry to be responsible for plastic management. Flexible plastic is difficult to recycle, therefore it is a major concern for PT Unilever Tbk. The circular economy concept aims to reduce the use of plastic in the economy and the environment. Collaboration with organizations and experts who share the same vision is key to addressing this issue.

Overall, technology development at PT Unilever Tbk is not limited to one specific area, but rather covers the entire range of company values. This step was taken to ensure that PT Unilever Tbk remains competitive in the global market and continues to meet the growing demands and expectations of consumers.

Business Ethics at PT. Unilever Indonesia, Tbk.

Business ethics is a field of study that explores the concept of morality related to policies, practices, and behavior in a business context. It covers the moral standards used in business decision-making, helping corporate leaders understand and address complex moral issues. Some of the Business Ethics found in PT Unilever Indonesia Tbk are as follows:

1. Standards of Conduct: PT Unilever Indonesia Tbk acts with honesty, integrity and respect for human rights in all activities.
2. Complying with the Law: PT Unilever Indonesia Tbk is committed to complying with all laws and regulations in every country where PT Unilever operates.
3. Employees: PT Unilever Indonesia Tbk respects the diversity and responsibility of its employees and ensures a safe and healthy work environment.
4. Shareholders: PT Unilever Indonesia Tbk provides clear and regular information to shareholders about the company's performance and activities.
5. Business Partners: PT Unilever Indonesia Tbk establishes mutually beneficial relationships with suppliers, customers and business partners, with the expectation that they will comply with business principles that are in line with PT Unilever Indonesia.
6. Community Involvement: PT Unilever Indonesia Tbk fulfills its obligations to the local community and society and becomes an integral part of the local community and society.
7. General Activities: PT Unilever Indonesia Tbk operates in accordance with the principles of good corporate governance and does not support political parties.
8. Environment: PT Unilever Indonesia Tbk continues to improve environmental impact management and support sustainable business.
9. Innovation: PT Unilever Indonesia Tbk innovates based on consumer needs and applies strict product safety standards.
10. Competition: PT Unilever Indonesia Tbk supports healthy competition and complies with regulations regarding the principles of healthy competition.
11. Business Integrity: PT Unilever Indonesia Tbk is not involved in bribery or corruption and maintains integrity in all business dealings.
12. Conflict of Interest : EmployeesPT Unilever Indonesia Tbk is obliged to avoid

- conflicts of interest with its responsibilities towards the company.
13. Compliance, Monitoring and Reporting: PT Unilever Indonesia Tbk emphasizes compliance with these principles and provides secure reporting channels for employees.
 14. Implementation of Quality Management System: PT Unilever Indonesia Tbk operates with a strict quality management system and has obtained ISO certification.

CONCLUSION AND SUGGESTIONS

Conclusion

Overall, business planning and development carried out by PT Unilever Indonesia Tbk shows a strong commitment to achieving the company's strategic goals. By considering aspects such as business environment analysis, marketing planning, human resource planning, technology development and business ethics. The company is able to maintain its competitiveness in a competitive market. In addition, compliance with high business ethics is also an important foundation in all operational activities, emphasizing the company's commitment to social responsibility and sustainability.

To maintain sustainable growth, PT Unilever Indonesia Tbk needs to continue to strengthen its business planning and development strategy by focusing on product innovation, effective marketing, human resource development, and technology utilization. In addition, the company can also further integrate sustainability principles into all of its operations as a proactive step in responding to increasingly complex environmental and social challenges. With this approach comprehensive and significant, PT Unilever Indonesia Tbk can continue to strengthen its position as the leader of the FMCG industry in Indonesia and achieve its successful business goals.

Suggestion

To ensure continuity and sustainable business growth, PT. Unilever Indonesia, Tbk can continue to strengthen collaboration between different departments within the company, ensure the adoption of the latest technology, and continue investing in human resource development. In addition, the company can be more active in integrating sustainability principles into all of its business operations, not only as a social responsibility, but also as an integral part of its long-term growth strategy. With a comprehensive and sustainable approach, PT. Unilever Indonesia, Tbk can continue to be a leader in the industry. FMCG in Indonesia and achieve its business goals successfully.

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