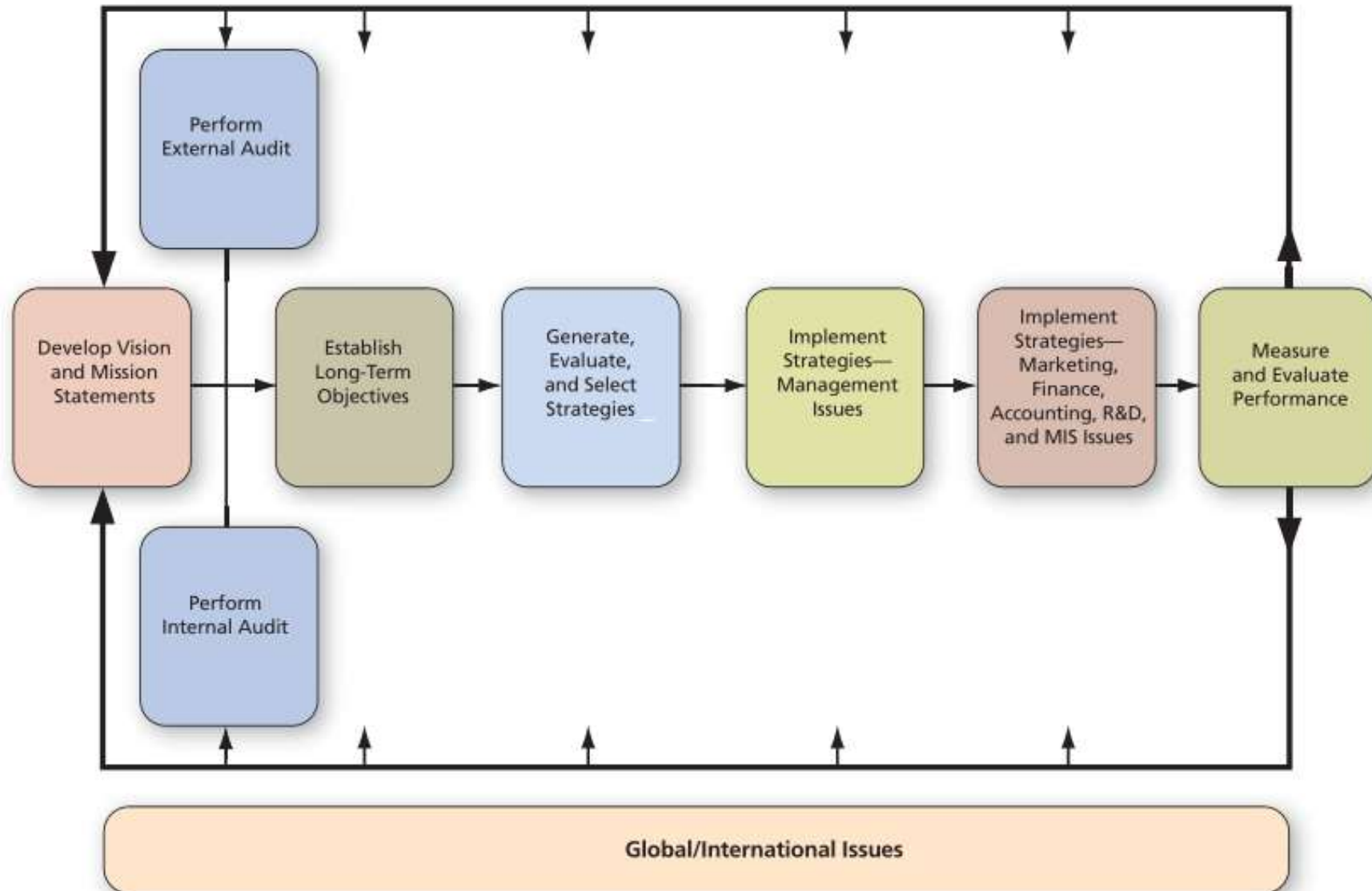


A close-up photograph of a person's hands holding a large quantity of dark brown coffee beans. The hands are positioned in the center of the frame, with the fingers slightly curled to support the beans. Below the hands, a large pile of coffee beans is visible in a dark tray. The background is blurred, showing more coffee beans and a metal surface. The overall lighting is warm and focused on the hands and beans.

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# Business Ethics, Sustainability and Good Corporate Governance

## Business Ethics, Sustainability and Good Corporate Governance



# Tujuan Kuliah

The background of the slide features a wooden tray with several compartments containing different types of tea leaves, including whole leaves and loose leaf tea. In the foreground, there is a white ceramic cup filled with a light-colored tea. The overall aesthetic is clean and natural, with a warm, light brown color palette.

- Menjelaskan tentang
  1. Etika bisnis
  2. Keberlanjutan usaha
  3. Tata kelola perusahaan yang baik

# I. BUSINESS ETHICS

- Ethics may be defined as a system of right and wrong
- Business ethics is the application of ethical standards to commercial enterprise.

Dess et. al, 2019

# **Friedman's Traditional View of Business Responsibility**

## **Milton Friedman, 1970**

There is one and only one social responsibility of business— to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud.

## **William J. Byron, 2003**

- profits are merely a means to an end, not an end in itself
- maximization of profits cannot be the primary obligation of business



# 4 Business Responsibilities

## 1. Economic responsibilities

Produce goods and services of value to society so that the firm may repay its creditors and increase the wealth of its shareholders.

## 2. Legal responsibilities

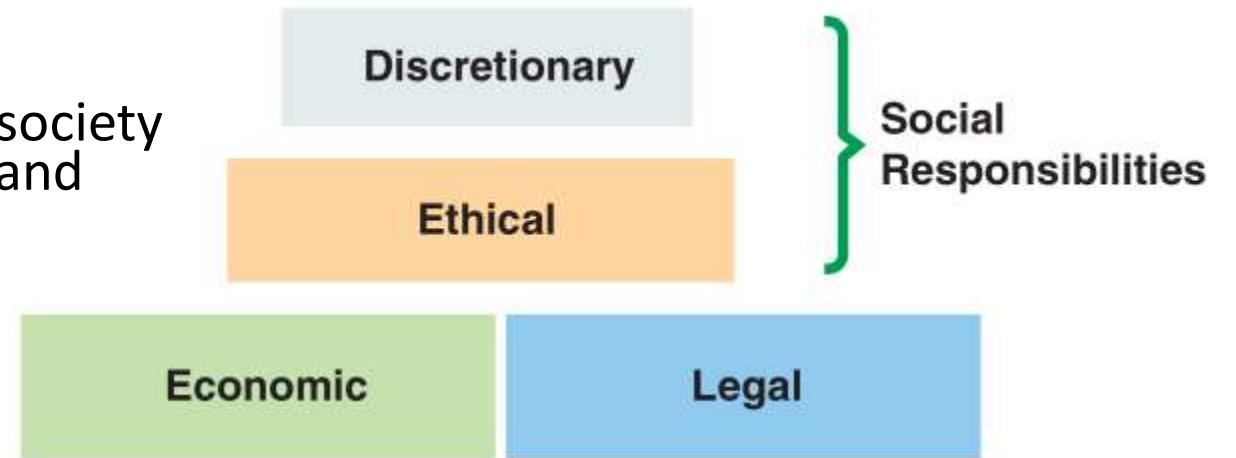
Obey the law

## 3. Ethical responsibilities

Follow prevailing ethical values, beyond narrow requirements of the law. Example: Treatment of suppliers & employees

## 4. Discretionary responsibilities

Purely voluntary obligations a corporation assumes. Examples are philanthropic contributions and providing day-care centers



**Archie Carroll**

# Encouraging Ethical Behavior

- If business people do not act ethically, government will be forced to pass laws regulating their actions—and usually increasing their costs
- A code of ethics specifies how an organization expects its employees to behave while on the job

# Kode Etik Bankir Indonesia

1. Seorang bankir patuh dan taat pada ketentuan peraturan perundang-undangan.
2. Seorang bankir melakukan pencatatan yang benar mengenai segala transaksi yang bertalian dengan kegiatan banknya.
3. Seorang bankir menghindarkan diri dari persaingan yang tidak sehat.
4. Seorang bankir tidak menyalah-gunakan wewenangnya untuk kepentingan pribadi.
5. Seorang bankir menghindarkan diri dari keterlibatan dalam pengambilan keputusan dalam hal terdapat pertentangan kepentingan.
6. Seorang bankir menjaga kerahasiaan nasabah dan banknya.
7. Seorang bankir memperhitungkan dampak yang merugikan dari setiap kebijakan yang ditetapkan banknya terhadap keadaan ekonomi, sosial, dan lingkungan.
8. Seorang bankir tidak menerima hadiah atau imbalan yang memperkaya diri pribadi maupun keluarganya.
9. Seorang bankir tidak melakukan perbuatan tercela yang dapat merugikan citra profesinya.



# Etika Bisnis Perbankan

Penting, karena

- Fungsi bank sebagai lembaga intermediasi. penghimpunan dana, pengubahan menjadi produk bank; dan penyaluran kepada calon nasabah debitur
- Hampir keseluruhan dana yang disalurkan merupakan dana pihak lain, yaitu nasabah kreditur
- Bank sebagai media Tindak Pidana Perbankan

# Kohlberg's Moral Development

Apakah kode etik dipatuhi, tergantung perkembangan moral individu.

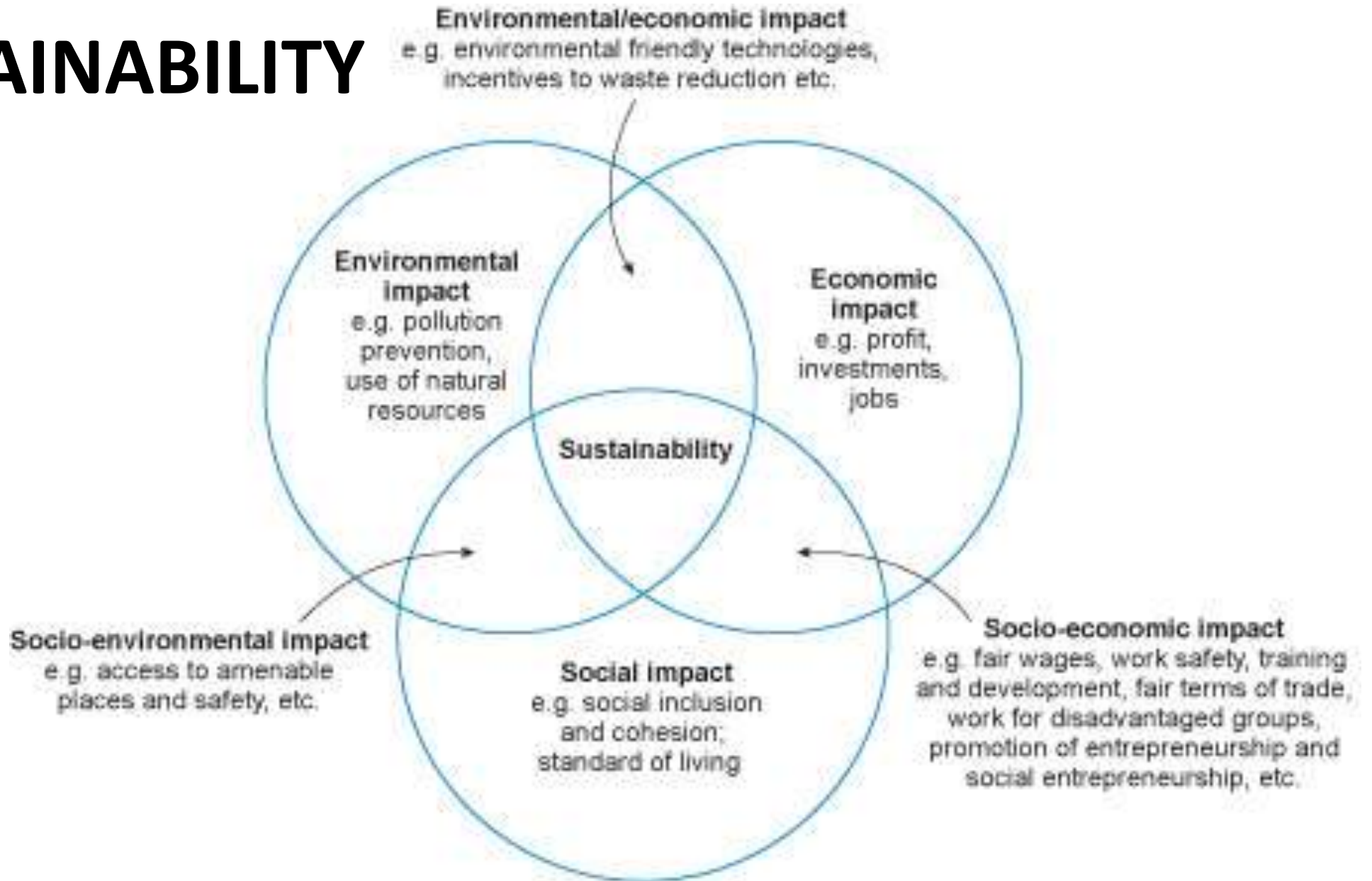
- 1. The preconventional level** - seperti anak-anak, menilai moralitas dari suatu tindakan berdasarkan konsekuensi langsung
- 2. The conventional level** - menilai moralitas dari suatu tindakan dengan membandingkannya dengan pandangan dan harapan masyarakat
- 3. The principled level** - penalaran moral berdasar pada prinsip etika universal.

## II. SUSTAINABILITY

- until the later part of the 20th century, a business firm could be very successful without considering sustainable business practices
- until the dawn of the 21st century, most executives considered pollution abatement measures to be a cost of business that should be either minimized or avoided
- Today, the term used to describe a business's **sustainability** is the **triple bottom line (3P's: People, Profit and Planet)**

Wheelen et.al, 2015

# SUSTAINABILITY



# Sustainable Business Activities

No	Bank name	Aspect
1	BCA	<ol style="list-style-type: none"><li>1. The economy<ol style="list-style-type: none"><li>a. Building a Culture of Sustainability</li><li>b. Sustainable Financial Portfolios</li><li>c. Renewable Energy Financing</li><li>d. Supporting Micro, Small and Medium Enterprises</li><li>e. Infrastructure Project Financing</li><li>f. Evaluate BCA Business Performance</li></ol></li><li>2. Social<ol style="list-style-type: none"><li>a. Commitment to Providing Equal Products and Services</li><li>b. Employment</li><li>c. Public</li><li>d. BCA Guided Tourism Village</li></ol></li><li>3. Environment<ol style="list-style-type: none"><li>a. BCA Approach, Green Office Campaign Information Media and Engaging Employees</li><li>b. Environmental Costs</li><li>c. Material Use</li><li>d. Energy Use</li><li>e. Water saving</li><li>f. Bakti BCA in the field of environment, orangutan release, environmental preservation such as mangrove conservation</li><li>g. Environmental Performance Evaluation</li></ol></li></ol>

# Sustainable Business Activities

2. Mandiri
  1. The economy
    - a. Sustainable Bank, Product Portfolio and Green Products
    - b. Financial Inclusion Program
    - c. Education and Entrepreneurship Independence Program
  2. Social
    - a. Social Responsibility Program (CSR)
    - b. Advancing with Superior Human Resources
    - c. Providing a Safe and Comfortable Work Environment
    - d. Labor Facilities with K3 Topics in Collective Labor Agreements
    - e. Customer Satisfaction As Priority
    - f. Socio-Economic Compliance
  3. Environment
    - a. Caring For Environmental Sustainability
    - b. Emission Control by Emission Reduction
    - c. Energy Management, by paying attention to energy usage and energy reduction.
    - d. Investments are n use values of financial products and services designed to bring specific environmental advantages of each of the Company's business activities, to the purpose of each.

# Sustainable Business Activities

4

BNI

1. The economy
  - a. Funding for Environmental Benefits
  - b. Guarantee Customer Satisfaction
  - c. Funding for Social Benefits
  - d. Portfolios to Support National Development
2. Social
  - a. Together Managing Prosperous Human Resources
  - b. Decent and Safe Work Environment
  - c. Maintaining Quality Human Resources
  - d. Bringing Inclusive Finance
  - e. Community Development Optimization
  - f. Social Forestry
  - g. The 'Let's Save with Trash' Program
  - h. Financial Literacy for Indonesian Migrant Workers
  - i. Synergy of Sustainability with Subsidiaries
3. Environment
  - a. Management of Energy Efficiency, Water, and Paper Savings Electricity Savings from the Earth hour program.
  - b. 14 Professional *GreenShip* Certified BNI Employees.
  - c. *Paperless Document Management* through E-Office, 24.84 M Nominal savings on BNI e-PP paper.



# GOOD CORPORATE GOVERNANCE

1. Krisis perbankan di Indonesia yang dimulai akhir tahun 1997 bukan semata-mata diakibatkan oleh krisis ekonomi, tetapi juga diakibatkan oleh belum dilaksanakannya good corporate governance dan etika yang melandasinya.
2. Indonesia mulai menerapkan prinsip GCG sejak menandatangani letter of intent (LOI) dengan IMF, yang salah satu bagian pentingnya adalah pencatuman jadwal perbaikan pengelolaan perusahaan-perusahaan di Indonesia.
3. Bank Century yang akhirnya diakuisisi pemerintah dan berubah nama menjadi Bank Mutiara, juga sejumlah Direksinya ditetapkan sebagai tersangka oleh KPK.
4. Bank kebobolan kredit fiktif miliaran rupiah. Hal ini bermula dari pengajuan kredit terkait suatu proyek CV sebesar Rp 9,4 miliar. Namun yang disetujui hanya Rp 4,8 miliar dan dalam proses pembayarannya mengalami kemacetan, sebesar Rp 3,4 miliar. Belakangan diketahui bahwa surat perintah kerja terkait kredit tersebut ternyata dipalsukan. Nilai proyeknya pun sangat jauh lebih kecil dibandingkan dengan pengajuan kreditnya, yakni hanya Rp 92 juta.
5. Mantan Direktur Utama salah satu Bank dianggap secara sah dan menyakinkan terbukti bersalah merugikan negara sebesar Rp 51 miliar. Salah satu perbuatannya ialah meminta pimpinan bank anak cabang menyetorkan dana untuk komisi tetapi tanpa bukti penerimaan.

# III. GOOD CORPORATE GOVERNANCE

Dalam rangka

1. meningkatkan kinerja bank,
  2. melindungi kepentingan stakeholders dan
  3. meningkatkan kepatuhan terhadap peraturan perundang-undangan serta
  4. nilai-nilai etika (code of conduct) yang berlaku secara umum pada industri perbankan,
- bank wajib melaksanakan kegiatan usahanya dengan berpedoman pada prinsip-prinsip Good Corporate Governance.

Good Corporate Governance adalah suatu tata kelola Bank yang menerapkan prinsip-prinsip

1. keterbukaan (transparency),
2. akuntabilitas (accountability),
3. pertanggungjawaban (responsibility),
4. independensi (independency), dan
5. kewajaran (fairness).

Peraturan BI No. 8/4/PBI/2006

# III. GOOD CORPORATE GOVERNANCE

## 1. **Transparansi (transparency)**

Keterbukaan dalam mengemukakan informasi yang material dan relevan serta keterbukaan dalam melaksanakan proses pengambilan keputusan

## 2. **Akuntabilitas (accountability)**

Kejelasan fungsi dan pelaksanaan pertanggungjawaban organ bank sehingga pengelolaannya berjalan secara efektif

## 3. **Pertanggungjawaban (responsibility)**

Kesesuaian pengelolaan bank dengan peraturan perundang-undangan yang berlaku dan prinsip-prinsip pengelolaan bank yang sehat

## 4. **Independensi (independency)**

Pengelolaan bank secara profesional tanpa pengaruh/tekanan dari pihak manapun

## 5. **Kewajaran (fairness)**

Keadilan dan kesetaraan dalam memenuhi hak-hak stakeholder yang timbul berdasarkan perjanjian dan peraturan perundang-undangan yang berlaku ).