

BAB IV KESIMPULAN

Globalisasi adalah proses yang tidak dapat dihentikan. Dalam semakin berkembangnya globalisasi, aktor-aktor dalam hubungan internasional semakin beragam. Perusahaan Multinasional merupakan salah satu bentuk perkembangan aktor hubungan internasional selain negara sebagai aktor utama. Perusahaan Multinasional dinilai memiliki peran positif bagi perekonomian negara maju, serta bagi negara berkembang karena Perusahaan Multinasional berkontribusi pada efisiensi dan pemanfaatan produktif sumber daya dunia, yang meningkatkan kekayaan dan kemakmuran ekonomi. Keberadaan Perusahaan Multinasional mampu merangkul negara berkembang serta masyarakat-masyarakat yang kurang diperhatikan di dalamnya. Dalam mengatasi persaingan antar perusahaan dan mengatasi ketimpangan sosial yang ada di negara-negara, Perusahaan Multinasional saat ini mulai berbondong-bondong menerapkan model bisnis *Corporate Social Responsibility* (CSR). Penerapan CSR mendorong munculnya program-program serta ambisi dari suatu Perusahaan Multinasional dalam memerangi masalah-masalah sosial, seperti pada aspek pendidikan, kesehatan, lingkungan, kesejahteraan ekonomi, dan lain-lain.

Dengan mengacu pada pertanyaan penelitian “Bagaimana implementasi CSR Nestlé melalui Program Nestlé for Healthier Kids pada Aspek Nutrisi Anak di Enam Kabupaten di Kenya pada tahun 2016-2019?”, maka penelitian ini menemukan bahwa pada enam kabupaten di Kenya terdapat masalah nutrisi anak dan telah dilakukan program CSR oleh Nestlé. Nestlé adalah perusahaan

multinasional yang bergerak di industri *Fast-moving consumer goods* (FMCG), yaitu perusahaan yang menjual produk kebutuhan sehari-hari yang sangat diminati, dijual dengan cepat dan dengan biaya yang relatif rendah. Nestlé sebagai salah satu Perusahaan Multinasional yang menerapkan konsep CSR dalam kerangka bisnisnya memiliki tanggung jawab dalam masalah nutrisi anak yang dihadapi masyarakat Kenya. Nestlé memenuhi tanggung jawabnya tersebut melalui program Nestlé for Healthier Kids di enam kabupaten di Kenya pada tahun 2016-2019. Faktor utama yang mempengaruhi pelaksanaan program CSR ini adalah nilai-nilai yang dianut perusahaan serta komitmen Nestlé yang kuat untuk masyarakat, yaitu *offering tastier and healthier choice, inspiring people to lead healthier lives, building, sharing and applying nutrition knowledge, enhancing rural development and livelihoods, respecting and promoting human rights, promoting decent employment and diversity, caring for water, acting on climate change, dan safeguarding the environment.*

Program Nestlé for Healthier Kids memiliki tujuan untuk meningkatkan kesadaran gizi, kesehatan dan kesejahteraan anak-anak usia sekolah di seluruh dunia. Nestlé for Healthier Kids Kenya dirancang dan dilaksanakan dengan bekerja sama dengan otoritas kesehatan nasional, ahli gizi anak dan/atau otoritas pendidikan dan pakar kesehatan. Adapun bentuk dari kegiatan program Nestlé for Healthier Kids dapat dibedakan menjadi dua kategori, yaitu pelatihan untuk guru/pengasuh dan proyek “School Nutrition Gardens”. Tujuan utama dari pelatihan guru/pengasuh adalah untuk menyediakan materi pendidikan gizi yang penting, membantu guru/pengasuh melibatkan anak-anak dalam pelajaran interaktif

tentang makan sehat, latihan fisik, kebersihan dan sanitasi. Lalu proyek “School Nutrition Gardens” memiliki tujuan untuk memberikan informasi mengenai nutrisi seimbang kepada anak-anak sekolah, berkontribusi pada pelatihan di bidang pertanian untuk mengetahui makanan yang bernutrisi sebagai cara untuk mengatasi kasus malnutrisi yang terus meningkat.

Untuk menjelaskan implementasi CSR yang dilakukan Nestlé dalam program Nestlé for Healthier Kids di enam kabupaten di Kenya pada tahun 2016-2019, digunakan teori *International Political Economy*, konsep CSR dan *Fundamental Cause Theory*. Implementasi program Nestlé for Healthier Kids yang dilakukan oleh Nestlé secara umum sudah memenuhi konsep piramida CSR yang dikemukakan oleh Archie B. Carroll yaitu telah memenuhi tanggung jawab ekonomi, legal, etika, dan filantropis. Nestlé telah menjalankan tugas utamanya sebagai perusahaan multinasional yaitu untuk mendapatkan keuntungan semaksimal mungkin, namun tetap menyumbangkan sebagian dari keuntungan yang didapat dalam bentuk program Nestlé for Healthier Kids (pelatihan untuk guru/pengasuh dan proyek “School Nutrition Gardens”) dengan menaati hukum serta etika lokal yang berlaku di Kenya. Program Nestlé for Healthier Kids juga sejalan dengan teori 3P (*people, planet, profit*) oleh John Elkington yaitu Nestlé tidak hanya mengejar keuntungan atau *profit*, tetapi juga berfokus pada *people* dan *planet*.

Program Nestlé for Healthier Kids ini juga berkaitan dengan *Fundamental Cause Theory*, dimana pada kenyataannya socioeconomic status (SES) atau status sosial ekonomi masyarakat Kenya masih tergolong buruk dan hal tersebut tercermin dari tingkat kesehatan yang dimiliki oleh masyarakatnya, khususnya asupan nutrisi

dan gizi yang didapatkan oleh anak-anak di Kenya. Masih kurangnya pendidikan terkait nutrisi mendorong perusahaan multinasional Nestlé hadir untuk membantu anak-anak di Kenya melalui program Nestlé for Healthier Kids. Ketiga, implementasi program Nestlé for Healthier Kids sangat mendukung serta melengkapi kebijakan dan program yang telah dibentuk oleh pemerintah setempat dalam mengatasi masalah gizi dan nutrisi anak.

Dari hasil temuan yang telah didapatkan, dapat ditarik kesimpulan bahwa Nestlé sebagai Perusahaan Multinasional ternama memiliki sumber daya yang lebih memadai dan tidak dimiliki oleh masyarakat sehingga dengan adanya program CSR Nestlé for Healthier Kids dapat membantu Kenya dalam mengatasi masalah nutrisi anak. Nestlé sebagai Perusahaan Multinasional telah berusaha untuk melaksanakan program CSR-nya, dalam rangka untuk dapat memberikan pengaruh dan komitmen yang positif kepada masyarakat di sekitar wilayah operasi. Nestlé juga tidak hanya melaksanakan komitmennya sebagai Perusahaan Multinasional yang menerapkan konsep CSR dalam kerangka bisnisnya, tetapi program tersebut juga didasarkan dan sejalan dengan nilai-nilai perusahaan.

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