

## **BAB IV**

### **PENUTUP**

#### **4.1 Kesimpulan**

Berdasarkan pertanyaan penelitian diatas yang mempertanyakan analisis mengenai “**Bagaimana Implementasi *Supplier Clean Energy Program Apple Inc* dalam Upaya Pengembangan Energi Terbarukan di China pada tahun 2015-2020?**”, telah diperoleh jawaban berdasarkan penelitian diatas bahwa implementasi dari program tersebut telah berhasil mendorong upaya pengembangan energi terbarukan di Tiongkok dengan melalui sejumlah tindakan oleh Apple Inc; dimulai dari 1) menunjukkan sikap kepemimpinan dalam mengembangkan proyek energi bersih milik ‘pribadi’; 2) menghubungkan akses yang tersedia kepada para mitra pemasok untuk bisa berinvestasi di berbagai proyek; 3) memberikan edukasi dan solusi terkait pengadaan energi bersih untuk aktivitas manufaktur mereka; dan 4) berkontribusi dalam memimpin advokasi kebijakan yang berhubungan dengan pengadaan ataupun pengembangan energi terbarukan di Tiongkok

Tentunya dalam proses implementasi, Apple menghadapi sejumlah tantangan pada awal periode program; seperti skeptisisme, minimnya informasi, dan kurangnya akses terhadap proyek energi terbarukan – yang pada akhirnya telah terselesaikan dengan peningkatan transparansi data, perilisan *Clean Energy Portal*, dan juga peluncuran dari *China Clean Energy Fund*. Layaknya hambatan, terdapat juga

sejumlah faktor yang mendukung kesuksesan dari implementasi program ini; seperti pengalaman Apple Inc dalam membangun PLTS di Tiongkok, pengawasan dari organisasi lingkungan lokal maupun internasional, serta tingginya antusiasme mitra pemasok - terutama di Tiongkok - untuk berkomitmen dalam *Supplier Clean Energy Program*.

Dan berdasarkan analisis keterkaitan program dengan teori Piramida CSR milik Archie B. Carroll, dapat dikatakan bahwa *Supplier Clean Energy Program* di Tiongkok telah memenuhi seluruh tingkat pertanggungjawaban yang tersedia dalam piramida tersebut; dari segi ekonomi, hukum, etis, sampai filantropis. Meskipun sayangnya, implementasi ini menunjukkan bagaimana tindakan Pemerintahan Tiongkok belum memenuhi prinsip keseluruhan dari Green Theory – yang memang berorientasi pada prinsip demokrasi dan kebebasan berpendapat.

Maka berdasarkan implementasi dan hasil akhir dari program ini, penulis meyakini bahwa terdapat beberapa hal yang perlu dipertahankan ataupun kembali dikembangkan oleh Apple Inc dan Pemerintahan Tiongkok. Untuk Apple Inc, mereka perlu menunjukkan keseriusan komitmen mereka dengan pemenuhan janji terhadap target 2 gigawatt energi bersih di Tiongkok dan terus meningkatkan transparansi implementasi keseluruhan program CSR mereka. Dan untuk Pemerintahan Tiongkok, peningkatan aksesibilitas untuk investasi dan pengadaan energi bersih – terutama bagi perusahaan – bisa menjadi hal yang dapat terus dikembangkan, terutama melihat bagaimana hal ini juga dapat membantu peningkatan kapasitas produksi energi bersih dan pertumbuhan industri terkait energi terbarukan di Tiongkok kedepannya.

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