



ETIKA & SOCIAL RESPONSIBILITY

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2018

Ethics are the moral principles or values that generally govern the conduct of an individual or a group. Ethical rules and guidelines, along with customs and traditions, provide principles of right action.

Morals are the rules people develop as a result of cultural values and norms. Culture is a socializing force that dictates what is right and wrong.

In this approach, ethical development is thought to consist of three levels :

- *Preconventional morality*, the most basic level, is childlike. It is calculating, self-centered, and even selfish (egois), based on what will be immediately punished or rewarded. Fortunately, most businesspeople have progressed beyond the self-centered and manipulative actions of preconventional morality

- *Conventional morality* moves from an egocentric viewpoint toward the expectations of society. Loyalty and obedience to the organization (or society) become paramount.
- *Postconventional morality* represents the morality of the mature adult. At this level, people are less concerned about how others might see them and more concerned about how they see and judge themselves over the long run

Ethical Decision Making

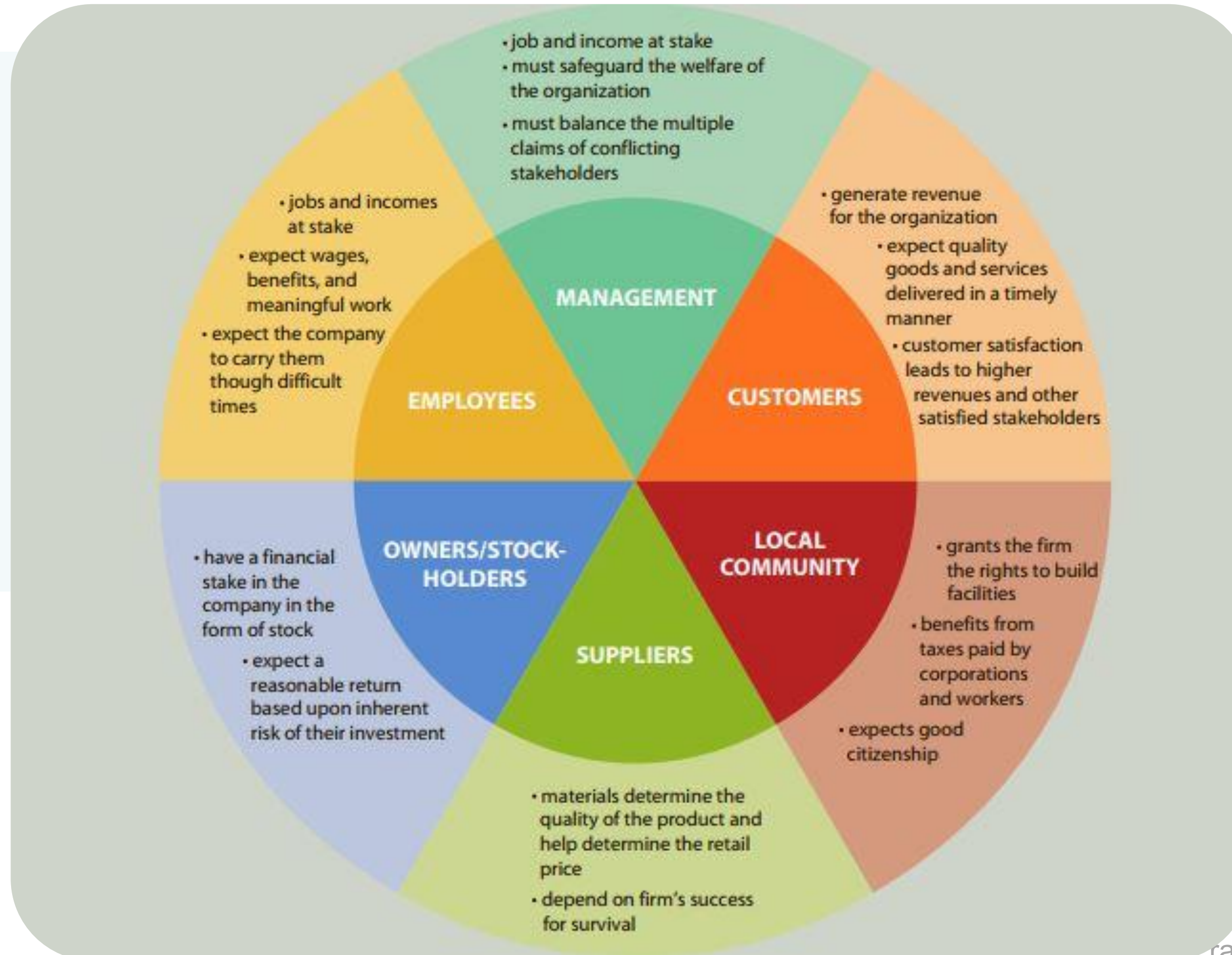
Top management's actions on ethics: Top managers can influence the behavior of marketing professionals by encouraging (mendorong) ethical behavior and discouraging unethical behavior. Researchers found that when top managers develop a strong ethical culture, there is reduced pressure to perform unethical acts, fewer unethical acts are performed, and unethical behavior is reported more frequently

Corporate social responsibility (CSR) is a business's concern for society's welfare. This concern is demonstrated by managers who consider both the longrange best interests of the company and the company's relationship to the society within which it operates

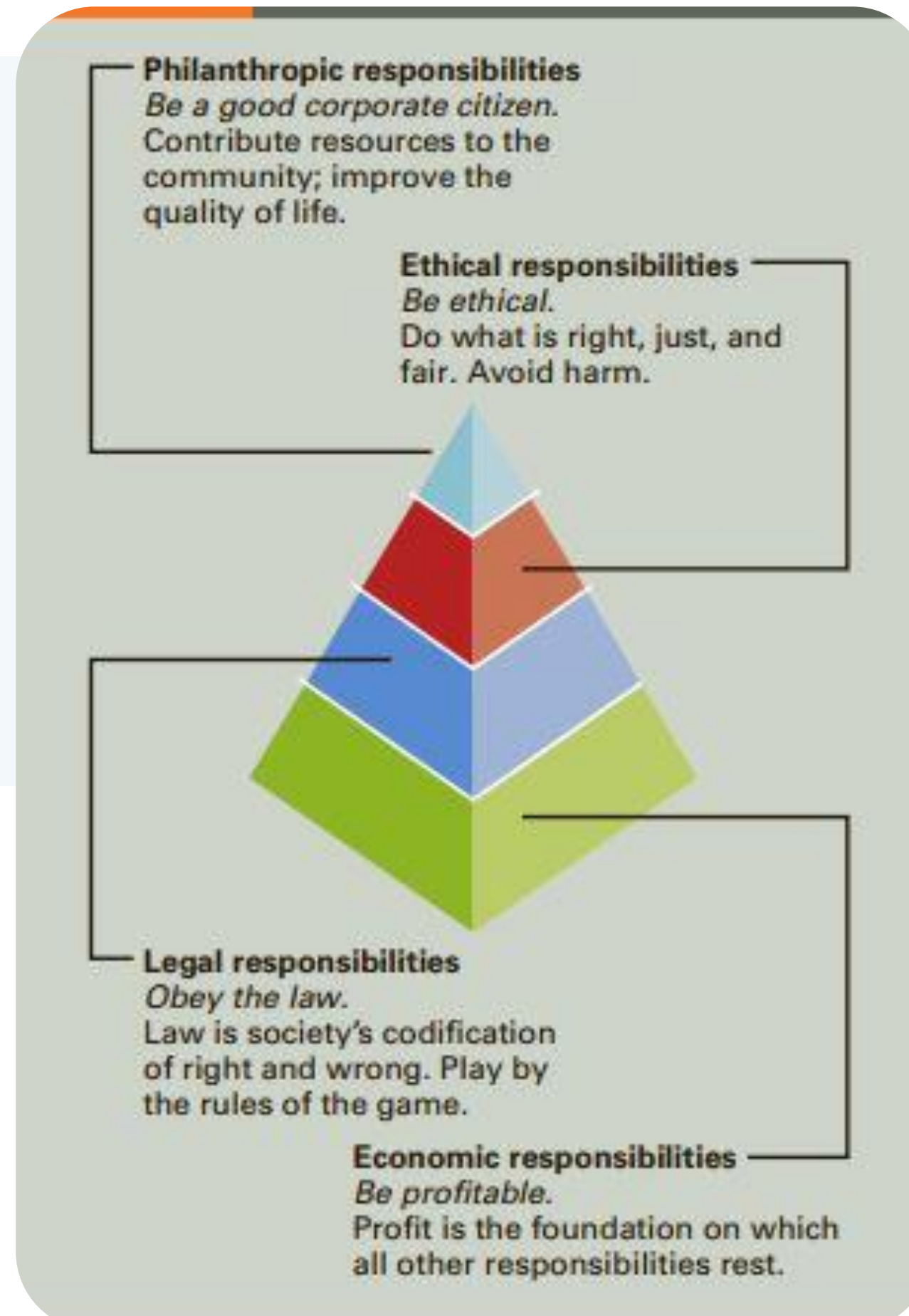
EXHIBIT 3.1**SELECTED WINNERS OF THE WORLD'S MOST ETHICAL COMPANIES**

Company	Industry
Rockwell Collins	Aerospace and Defense
H&M Hennes & Mauritz	Apparel
Levi Strauss & Co.	Apparel
Cummins, Inc.	Automotive
Ford Motor Company	Autos
MasterCard	Payment Services
Dun & Bradstreet	Business Services
Manpower Group	Business Services
Dell Inc.	Computer Hardware
Intel Corporation	Computer Hardware
Wipro Limited	Computer Services
Holland American Line	Leisure and Recreation
Microsoft	Computer Software
Symantec	Computer Software
Henkel AG & Co.	Consumer Products
Aflac	Insurance
Waste Management	Environmental Services
Starbucks	Food and Beverage
PepsiCo	Food and Beverage
L'OREAL	Health and Beauty
Cleveland Clinic	Healthcare Services
3M Company	Industrial Manufacturing
Deere & Company	Industrial Manufacturing
General Electric	Industrial Manufacturing
Marks and Spencer	Retail

STAKEHOLDERS in A TYPICAL CORPORATION



THE PYRAMID OF CORPORATE SOCIAL RESPONSIBILITY





This reusable tumbler was purchased from a Starbucks location in the Chelsea neighborhood of New York City. Consumers have long criticized Starbucks' use of disposable containers, so the introduction of the reusable cup benefited both the company and its customers.

DON'T BUY THIS JACKET



The Black Friday, the day in the year when firms rush out to make and start to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of natural systems that support all life into the red. We're now using the resources of one-and-a-half planets on our one-and-only planet.

Because Patagonia wants to be in business for a good long time - and does a world of good for our kids - we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.

Environmental Protection Agency, as with responsible brands.

COMMON THREADS INITIATIVE

REDUCE
WE make useful gear that lasts a long time.
YOU don't buy what you don't need.

REPAIR
WE help you repair your Patagonia gear.
YOU pledge to fix what's broken.

REUSE
WE help find a home for Patagonia gear you no longer need.
YOU sell or pass it on.

RECYCLE
WE will take back your Patagonia gear.

water, enough to meet the daily needs of three glasses a day) of 10 people. The journey from the origin to 100% recycled polyester to our final warehouse generated nearly 200 pounds of carbon dioxide, 24 times the weight of the finished product. This jacket isn't broken, on its way to Reno, two-thirds its weight in waste.

And it is a 100% recycled polyester jacket. And it was made to a high standard. It is exceptionally durable, so you won't have to replace it as often. And when it comes to the end of its useful life we'll take it back to recycle into a product of equal value. But, as if that's all the things we can make and you can't

patagonia
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TAKE THE PLEDGE

Patagonia's decision to Responsible Economy is so strong that the company advises customers not to buy its products if they don't absolutely need to.

η μέρα που ε προσηγορίαν υβέρω το*

YOUR TASK !

Buat PAPER (WAJIB) maksimal 5 halaman dengan komponen keunggulan kompetitif yang sudah dijelaskan pada materi.

The background features teal-colored geometric shapes in the corners, resembling folded paper or abstract triangles. The main text is centered in a clean, sans-serif font.

THANK YOU!

ANY QUESTIONS?