



**EXPLORING THE IMPLEMENTATION OF
CORPORATE SUSTAINABLE DEVELOPMENT
STRATEGIES: THE CASE OF BYD IN INDONESIA**

TUM REPORT

Submitted as one of the requirements to obtain

Magister Manajemen

By:

HUA JINPENG

023202305079

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SIMILARITY INDEX REPORT

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ABSTRACT

In the 1980s, traditional development models gave rise to complex global environmental and development challenges, which led to the emergence of the entirely new concept of sustainable development strategy. Corporate sustainability theory emphasizes that enterprises, in seeking survival and long-term development, must pursue not only the achievement of business goals and the enhancement of market competitiveness, but also the sustained growth of profits and the continuous strengthening of their operational capabilities over time. BYD Company Limited is a leading enterprise in China's automobile manufacturing industry. This transformation process is worthy of in-depth study and offers valuable insights for the transition of traditional automobile manufacturers. This paper takes BYD as a case study to analyze the driving forces behind its sustainable development strategy, outline its specific transformation measures, and identify issues within the strategy's implementation. Based on this analysis, the paper puts forward optimization suggestions for BYD. This thesis takes BYD as the case study subject and applies the PESTEL analysis framework to examine the similarities and differences between the Singapore Mobility Gallery and BYD. It further explores the driving forces behind BYD's sustainable development strategy, outlines the company's specific transformation measures, and proposes corresponding optimization suggestions. The aim is to provide a relevant reference for the future development of the new energy vehicle industry in Indonesia.

Keywords : *Sustainable Development Strategy, Enterprise, and BYD*

ABSTRAK

Pada tahun 1980-an, model pembangunan tradisional menimbulkan tantangan lingkungan dan pembangunan global yang kompleks, yang kemudian memunculkan konsep baru berupa strategi pembangunan berkelanjutan. Teori keberlanjutan korporasi menekankan bahwa perusahaan, dalam upaya mempertahankan kelangsungan hidup dan pertumbuhan jangka panjang, tidak hanya harus mencapai tujuan bisnis dan meningkatkan daya saing pasar, tetapi juga memastikan pertumbuhan laba yang berkelanjutan serta penguatan kapabilitas operasional secara terus-menerus. BYD Company Limited merupakan perusahaan terkemuka dalam industri manufaktur otomotif di Tiongkok. Proses transformasi yang dijalankan oleh BYD layak untuk ditelaah secara mendalam karena memberikan wawasan berharga bagi transisi produsen otomotif tradisional. Makalah ini menggunakan BYD sebagai studi kasus untuk menganalisis faktor pendorong di balik strategi pembangunan berkelanjutan perusahaan, menguraikan langkah-langkah transformasi yang diterapkan, serta mengidentifikasi permasalahan dalam implementasi strategi tersebut. Berdasarkan hasil analisis, makalah ini memberikan rekomendasi optimalisasi bagi BYD. Tesis ini menggunakan BYD sebagai subjek studi kasus dan menerapkan kerangka analisis PESTEL untuk meninjau kesamaan dan perbedaan antara Singapore Mobility Gallery dan BYD. Selain itu, penelitian ini mengeksplorasi kekuatan pendorong di balik strategi pembangunan berkelanjutan BYD, menguraikan langkah-langkah transformasi spesifik perusahaan, serta mengajukan rekomendasi optimalisasi yang relevan. Tujuan utama dari penelitian ini adalah memberikan referensi yang relevan bagi pengembangan industri kendaraan energi baru di Indonesia di masa depan.

Kata Kunci: Strategi Pembangunan Berkelanjutan, Perusahaan, dan BYD

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