

# TANTANGAN DAN STRATEGI PENGELOLAAN USAHA INDUSTRI KELAPA SAWIT BERKELANJUTAN, STUDI KASUS: GOLDEN AGRI RESOURCES (GAR)

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This research aim's to identify the challenges and the strategies regarding the management of oil palm industry in Indonesia. The background of this research are the challenges being faced by the oil palm industry in Indonesia in order to accomplish sustainable management that is environmentally and social friendly. This task is made more difficult when stakeholders deem compliances of the prevailing governmental regulations and industry certification standards are insufficient for sustainable management and initiate grievances and mount an aggressive negative PR campaign against Indonesian palm oil industry.

Indonesia is the biggest oil palm producers. In regard to that advantage, Indonesia should have strong role in the international oil palm related businesses and regulations. However, the reality is different that Indonesian oil palm industry is seem to be ruled by other parties with certain motives using environmental issues as weapon to hamper this industry.

Case study is undertaken on Golden Agri Resources (GAR) management as one of the biggest oil palm company in Indonesia which has been established for more than 30 years. During this period, GAR has addressed several grievances on social and environmental related issues. Therefore, this case study would be useful for the other oil palm industry management in Indonesia.

This study results several strategies that can be taken by GAR and the other oil palm industries in Indonesia to accomplish sustainable palm oil production. Implementations of the governmental and certification regulations and also collaboration effort should also be taken in order to improve the quality of the oil palm industry management.

Other than that, Indonesian Government and oil palm industries associations also have significant role to optimize and improve the existing governmental regulations that is in accordance with the main goal of Indonesian Oil Palm Sustainability. One Map Policy that have been mandated in 2014 by the President of Indonesia is an effective stepping stone to consummate sustainability in a wider regional context through one integrated land use planning and mapping. This should be followed with development of the governmental regulations and policies that support the conditions to achieve the main goals of sustainable developments, including oil palm industry.

Keywords: Oil palm, challenges, strategies, sustainability, environmental issues, regulations, government, Indonesia