



**EVALUATING THE MANAGEMENT COMMITMENT OF NON-RENEWABLE  
MATERIAL REDUCTION FOR ENVIRONMENTAL PROTECTION**  
(Case Study on PT Holcim Indonesia Tbk and PT Semen Padang for the Period of 2012-  
2016)

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*Submitted to fulfill the requirements in order to obtain the bachelor degree of economics*


**PADANG**

**2018**

## ABSTRACT

*This research aims to find the fact about the management commitment of the cement companies in reducing non-renewable material resources usage to protect the environment. The research objects are PT Holcim Indonesia Tbk and PT Semen Padang. The research data is secondary data which is obtained from the company's official website, it is sustainability report. The management commitment is measured by the successful of the company strategy in reducing non-renewable resources usage. The research found that as overall PT Holcim Indoensia Tbk and PT Semen Padang have been successful in implementing their strategy in reducing non-renewable material usage for environmental protection for the period of 2012-2016. The reseach indicates the*

**Keywords:** Management Commitment, Cement Companies, Non-Renewable Material, Company Strategy, Environmental Protection



Penelitian ini bertujuan untuk menemukan fakta tentang koitmen manajer perusahaan semen dalam mengurangi penggunaan sumber daya tak terbarukan untuk melindungi lingkungan. Objek penelitian ini adalah PT Holcim Indonesia Tbk dan PT Semen Padang. Data penelitian adalah data sekunder yang diperoleh dari situs web resmi perusahaan terkait. Komitmen manajer diukur dari keberhasilan strategi perusahaan di dalam mengurangi penggunaan sumber daya tak terbarukan. Hasil penelitian menunjukkan bahwa secara keseluruhan PT Semen Indonesia Tbk dan PT Semen Padang telah berhasil menerapkan strategi perusahaan di dalam mengurangi penggunaan sumber daya tak terbarukan untuk melindungi lingkungan dalam periode 2012-2016.

**Kata Kunci :** Komitmen Manajer, Perusahaan Semen, Sumber Daya tak Terbarukan, Strategi Perusahaan, Melindungi Lingkungan