

ABSTRAK

Penelitian ini bertujuan untuk melakukan asesmen terhadap kesiapan *Green Supply Chain Management* (GSCM) di PT Pertamina Lubricants (PT PL) dan merumuskan strategi implementasinya. Pada proses rantai pasok PT PL, terdapat rangkaian proses yang dominan berpengaruh terhadap keberlanjutan perusahaan sehingga perlu mendapatkan perhatian utama untuk dilakukan transformasi hijau. Oleh sebab itu, latar belakang penelitian ini berfokus pada pentingnya keberlanjutan dalam operasional perusahaan guna menghadapi tantangan lingkungan dan sosial di industri pelumas. Penelitian menggunakan pendekatan deskriptif kuantitatif dengan metode studi kasus. Data primer diperoleh melalui wawancara mendalam dan survei berbasis kuesioner kepada 35 responden dari jajaran manajemen dan staf operasional di divisi produksi dan distribusi. Data dianalisis menggunakan AHP untuk menentukan prioritas strategi, serta kerangka *Green Supply Chain Operations Reference* (GSCOR) untuk mengukur kinerja rantai pasok hijau. Hasil penelitian menunjukkan bahwa tingkat kesiapan implementasi GSCM PT PL berada pada angka 62,92%. Analisis *traffic light system* menunjukkan bahwa seluruh area berada pada zona kuning, yang menandakan perlunya peningkatan di semua aspek rantai pasok.

Kata kunci: *Green Supply Chain Management*, *GSCOR Framework*, *AHP*, *Sustainability Strategy*, *Transformational Leadership*

ABSTRACT

This research aims to assess the readiness of Green Supply Chain Management (GSCM) at PT Pertamina Lubricants (PT PL) and formulate its implementation strategy. In PT PL's supply chain process, there are a series of processes that dominantly affect the sustainability of the company so that it needs to get the main attention for green transformation. Therefore, the background of this research focuses on the importance of sustainability in company operations to face environmental and social challenges in the lubricant industry. The study adopts a descriptive quantitative approach with a case study method. Primary data were obtained through in-depth interviews and a questionnaire survey involving 35 respondents from management and operational staff in the production and distribution divisions. The data were analyzed using the Analytical Hierarchy Process (AHP) to determine strategic priorities, along with the Green Supply Chain Operations Reference (GSCOR) framework to measure the performance of the green supply chain. The results indicate that the readiness level for GSCM implementation at PT PL stands at 62.92%. The traffic light system analysis showed that all areas were in the yellow zone, indicating the need for improvement in all aspects of the supply chain.

Keywords: *Green Supply Chain Management, GSCOR Framework, AHP, Sustainability Strategy, Transformational Leadership*