



## INTISARI

Penelitian ini bertujuan untuk mengkaji strategi yang diterapkan oleh perusahaan XYZ Logistik dalam menghadapi tren keberlanjutan lingkungan melalui pendekatan logistik hijau. Dalam konteks meningkatnya tekanan regulasi dan kesadaran publik terhadap dampak lingkungan industri logistik, penelitian ini berfokus pada bagaimana perusahaan menyesuaikan strategi operasionalnya untuk menyeimbangkan efisiensi dan tanggung jawab lingkungan.

Penelitian menggunakan pendekatan deskriptif kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara semi-terstruktur terhadap tujuh informan kunci yang memegang posisi strategis di perusahaan, serta analisis terhadap dokumen internal seperti SOP pengemasan, perencanaan rute, BAST limbah, dan dashboard pengawasan. Data dianalisis menggunakan teknik pengodean, *thick description*, komparasi antar informan, dan kategorisasi untuk mengidentifikasi tema utama.

Hasil penelitian mengungkapkan bahwa terdapat lima aspek utama yang memengaruhi implementasi strategi logistik hijau di XYZ Logistik, yaitu: tren keberlanjutan lingkungan, permintaan pasar, persaingan industri, kapabilitas internal, dan budaya perusahaan. Temuan menunjukkan bahwa inisiatif seperti penggunaan kendaraan listrik, efisiensi rute, dan pengelolaan limbah telah mulai diterapkan, meskipun masih menghadapi tantangan seperti keterbatasan investasi dan resistensi internal.

Kontribusi penelitian ini mencakup penguatan literatur logistik hijau di Indonesia dan memberikan rekomendasi praktis bagi perusahaan logistik dalam merancang strategi keberlanjutan yang adaptif dan berdampak. Penelitian ini menegaskan pentingnya transformasi strategis berbasis prinsip *Triple Bottom Line* dan Adaptasi Strategis untuk mempertahankan daya saing di era transisi menuju ekonomi hijau.

**Kata kunci:** *logistik hijau, keberlanjutan lingkungan, strategi bisnis, triple bottom line, adaptasi strategis, industri logistik, perusahaan XYZ Logistik.*



## ***ABSTRACT***

*This study aims to examine the strategies implemented by XYZ Logistics in addressing environmental sustainability trends through a green logistics approach. In the context of increasing regulatory pressure and public awareness of the environmental impact of the logistics industry, this research focuses on how the company adjusts its operational strategies to balance efficiency and environmental responsibility.*

*A qualitative descriptive approach was employed using a case study method. Data were collected through semi-structured interviews with seven key informants in strategic roles within the company, as well as analysis of internal documents such as packaging SOPs, route planning, waste handover reports, and monitoring dashboards. Data were analyzed using coding techniques, thick description, cross-informant comparison, and thematic categorization.*

*The findings reveal five key factors influencing the implementation of green logistics strategies at XYZ Logistics: environmental sustainability trends, market demand, industry competition, internal capabilities, and corporate culture. The study found that initiatives such as the adoption of electric vehicles, route optimization, and waste management have been initiated, although challenges remain, particularly in terms of investment constraints and internal resistance.*

*This research contributes to the growing body of literature on green logistics in Indonesia and offers practical recommendations for logistics companies in designing adaptive and impactful sustainability strategies. It emphasizes the importance of strategic transformation grounded in the principles of the Triple Bottom Line and Strategic Adaptation to maintain competitiveness in the ongoing transition toward a green economy.*

**Keywords:** *green logistics, environmental sustainability, business strategy, triple bottom line, strategic adaptation, logistics industry, XYZ Logistics*