

INTISARI

Penelitian ini mengevaluasi penerapan *Environmental, Social, and Governance* (ESG) pada PT Janu Putra Sejahtera Tbk (JPS) serta implikasinya terhadap strategi investasi berkelanjutan. Latar belakang studi bertumpu pada meningkatnya kebutuhan protein hewani nasional dan tuntutan transparansi keberlanjutan, sementara riset terdahulu pada emiten sektor perunggasan Indonesia masih terbatas. Dengan desain studi kasus kualitatif, data dikumpulkan melalui wawancara semi-terstruktur terhadap pemangku kepentingan internal lintas fungsi (direksi, operasional unit breeding, hatchery, layer, Rumah Potong Ayam (RPA), penjualan, HRGA, legal, keuangan, manajemen data, pembelian), observasi, serta telaah dokumen korporat. Analisis dilakukan melalui *open coding* dan triangulasi, dipandu *Stakeholder Theory*, *Legitimacy Theory*, *Triple Bottom Line* (TBL), *Leadership for Sustainability* serta *Global Reporting Initiative*.

Hasil menunjukkan kekuatan PT JPS Tbk pada tata kelola, kepatuhan dasar K3, pengelolaan limbah, dan praktik kemitraan/CSR, kepemimpinan puncak berperan sebagai motor penggerak legitimasi. Namun, celah utama masih berupa formalisasi SOP dan metrik ESG (energi, air, emisi), keterbatasan pelaporan kuantitatif publik (khususnya GRI 302/303/305/403/405), serta belum aktifnya mekanisme WBS dan kebijakan kesetaraan/inklusi. Di sisi peluang, ESG berpotensi memperkuat reputasi, akses pendanaan berkelanjutan, efisiensi biaya energi/limbah, dan kepercayaan investor, sementara hambatan utama adalah biaya implementasi dan keterbatasan SDM. Secara strategis, studi merekomendasikan pembentukan pusat data ESG lintas unit dengan penanggung jawab indikator per GRI, penetapan *baseline* target sederhana, pengaitan KPI ESG dengan insentif manajerial, pilot efisiensi energi/pengelolaan limbah berbasis pra-pasca, serta penyiapan dokumen kesiapan pendanaan berkelanjutan. Temuan menegaskan bahwa penguatan tata kelola data dan pelaporan kuantitatif ESG merupakan prasyarat peningkatan legitimasi dan nilai strategis investasi.

Kata kunci: ESG, perunggasan, GRI, PT Janu Putra Sejahtera, investasi berkelanjutan.

ABSTRACT

This study evaluates the implementation of Environmental, Social, and Governance (ESG) at PT Janu Putra Sejahtera Tbk (JPS) and its implications for sustainable investment strategy. The study is motivated by the rising national demand for animal protein and growing expectations for transparency in sustainability, while prior research on listed Indonesian poultry companies remains limited. Using a qualitative case-study design, data were collected through semi-structured interviews with cross-functional internal stakeholders, direct observation, and corporate document review. Analysis employed open coding and triangulation, guided by Stakeholder Theory, Legitimacy Theory, the Triple Bottom Line, Leadership for Sustainability, & Global Reporting Initiative.

Findings indicate JPS's strengths in governance, baseline occupational health and safety (OHS), waste management, and partnership/CSR practices, with top leadership acting as a driver of legitimacy. Key gaps remain in the formalization of SOPs and ESG metrics (energy, water, emissions), limited public quantitative reporting (particularly GRI 302/303/305/403/405), as well as inactive whistleblowing mechanisms and equality/inclusion policies. On the opportunity side, ESG can enhance reputation, access to sustainable finance, energy/waste cost efficiency, and investor confidence, while major barriers include implementation costs and human-resource constraints. Strategically, the study recommends establishing a cross-unit ESG data hub with indicator owners aligned to GRI, setting simple baseline targets, linking ESG KPIs to managerial incentives, piloting pre-post efficiency initiatives in energy and waste management, and preparing sustainable-finance readiness documentation. The findings affirm that strengthening data governance and quantitative ESG disclosure is a prerequisite for improving legitimacy and the strategic value of investment.

Keywords: *ESG, poultry industry, GRI, PT Janu Putra Sejahtera, sustainable investment.*