



Analysis of Ethics, Sustainability and CSR In The Burger King Company

Devina Wistiasari¹, Teo Laiy Soon Irpan Ardiansyah², Helen Salwa³, Eriva Riesquita⁴, Esther Agustina⁵

Email: Devina@Uib.Ac.Id

Batam International University

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Abstract

Burger King, from the name itself, you know that this company is involved in the culinary field, which is the point of its name, namely burgers, which is definitely the main menu of the name. Currently, there are many companies or individuals selling this food, one of which is Burger King. Burger King was first established in Miami, Florida, America. Currently, Burger King has almost 19,247 branches worldwide and already has 31 branches in all cities in Indonesia. Burger King has a variety of very interesting menu variants, not only burgers but also fried chicken, potatoes, and various other menus that are no less delicious than their burgers. Burger King also makes a packaged menu which contains potatoes and drinks too, but we as consumers can also buy certain foods that we want. Burger King also often makes special menus that are issued only at certain moments or collaborates with other food brands to make it more attractive to consumers. In Indonesia, Burger King has also included its company in online applications such as gofood, grab, and others. Burger King connoisseurs are not only adults but all people, from children to the elderly, even like this food

1. INTRODUCTION

With the rapid economic development in this era, the challenges faced by companies in achieving their corporate goals, including implementing the principles of continuity or sustainability of the company, will increase. With its operational activities, each company will continue to strive to achieve its goals by developing corporate value. For McWilliams and Siegel (2000) company valuation cannot be guaranteed only by continuing to grow through good financial results, if the acceptance of investors' decisions is not based solely on financial results is not something that is especially important nowadays. In this era, corporate responsibility can only be guaranteed if the company attaches importance to social and ecological dimensions.

Dedicated employees are needed in addition to managers who are ethical and responsible for providing satisfactory service, because consumers are directly involved in providing comfortable and efficient services. When you carry out this procedure it also requires efficient teamwork between superiors

and subordinates. Employees and managers are two things that cannot be separated. Therefore, employees and managers need a good relationship in achieving their goals.

According to Widiyanto (2020) Sustainability is a question of how current and future costs can be reduced to facilitate profitability, competitiveness and business. The definition of a business model is an absolute prerequisite for its success, namely the better the company understands its business model. Then the continuation of the company is no different from the expanded role of the company model. The main business area in finance is the sale of high quality financing, the main focus is the selection of financial members. in selecting members, financing (selective lending) is very necessary because it can help maintain or continue viability, can help staff to remain effective so that the company can last a long time. Choosing a funder is not easy because if you make the wrong choice it can affect the operations, finances and sustainability of the institution.



Corporate Social Responsibility is a commitment to shaping development and supporting sustainability. This concept is based on three interrelated points, namely economic, social and environmental. The banking industry is one of the business entities that is obliged to implement Corporate Social Responsibility. Implementation of corporate social responsibility in meeting the needs of investors and other stakeholders. Corporate Social Responsibility can maintain the company's good name in the eyes of the community around the company.

2. LITERATURE REVIEW

2.1 Corporate Governance

Corporate governance in international business is a set of practices and procedures designed to manage and supervise companies operating in more than one country. The main objective of corporate governance is to ensure that the company is run in an effective, efficient and ethical manner, as well as to reduce risks and conflicts that can occur between shareholders, management and employees. Good corporate governance practices include developing a code of ethics, transparent and accountable financial reporting, clear ownership and supervisory structures, effective communication between management and shareholders, and increased participation and control of all company stakeholders. Companies that implement good corporate governance are expected to be able to increase the reputation and trust of shareholders, employees, customers and society in general, and can minimize the risks associated with unethical or illegal policies and actions.

2.2 Ethics

Ethics ethics in international business is an aspect of business practice related to moral principles, values, and standards of behavior that must be implemented by companies operating in global markets. International business ethics covers a wide range of issues, from legal compliance and environmental

requirements to human rights and fair financial practices.

In particular, when in international business it is very important because it can affect the company's reputation and image in the global market. If companies do not adhere to widely accepted moral principles and values, they may face harsh criticism from the international community, which can have a negative impact on company performance.

2.3 Sustainability

Sustainability Sustainability in international business has to do with company efforts to manage natural resources and the environment in a responsible manner so as to ensure a sustainable business future and provide sustainable social and economic benefits for society. Sustainability in international business is important because it can help companies manage environmental and social risks that can affect their long-term performance. For example, if companies do not pay attention to the environmental impact of their operations, they can face strong criticism from society and even legal action, which can hurt their business.

2.4 Corporate Social Responsibility/CSR

Corporate social responsibility (CSR) is a concept related to social and environmental responsibilities that must be fulfilled by companies towards the community and environment where the company operates. CSR covers a wide range of matters, from environmental and social responsibility to ethical and economic responsibility. CSR is important in international business because it can help companies build good relationships with the communities in which they operate. If companies demonstrate their commitment to social and environmental responsibility, they can gain support from society, which can improve the company's reputation and image and expand business opportunities.



3. RESEARCH METHODOLOGY

Methodology is an important component in research because it can produce data from research that has been prepared. The research we do is to find out about something new or existing. The method used in this research is qualitative methods because the data is arranged in the form of sentences or verbal descriptions. This qualitative methodology involves narrative and interpretive analysis to understand the meaning and context of data.

The object we chose to research was fast food, namely "Burger King". The reason we chose "Burger King" to study is because the attractiveness of Burger King is quite a lot of devotees, because as the name suggests, "Burger King" is a fast food restaurant which of course focuses on its main menu, namely burgers.

4. RESULTS AND DISCUSSION

4.1 Ethics Analysis

Like any other company, Burger King has ethical responsibilities to employees, customers, shareholders, the environment and society in general. The following are some examples of the ethical responsibilities that Burger King has:

4.1.1. Employee Protection

Burger King must ensure that employees at its workplace work in safe and healthy conditions. In addition, companies must also ensure that employees receive fair wages and adequate occupational health and safety services.

4.1.2. Customer satisfaction

Burger King must ensure that the food and drinks it sells are safe and of good quality, and meet customer needs. Companies must also ensure that customers are treated fairly and respected.

4.1.3. Shareholder Transparency

Burger King must provide clear and transparent information to shareholders about financial performance and corporate social responsibility.

4.1.4. Environment

Burger King must be responsible for the environmental impact of its business operations and must work to reduce its negative impact on the environment.

4.1.5. Public

Burger King must contribute positively to the communities where its business operates through social programs and donations. As a multinational company, Burger King must also ensure that its worldwide operations comply with applicable rules and regulations and respect local culture and traditions.

In practice, Burger King has implemented a number of programs and policies to fulfill its ethical responsibilities. For example, the company has established policies to reduce the use of hazardous chemicals in its operations and also ensure fair wages for employees. In addition, Burger King also has a social responsibility program that focuses on the environment and public health. However, as with other companies, there are still challenges that Burger King must face in fulfilling its ethical responsibilities, such as ensuring compliance with human rights in its supply chain and ensuring that its operations do not have a negative impact on the environment.

4.2 Sustainability Analysis

To analyze the sustainability of the Burger King company, it can be seen from the following aspects:

4.2.1. Environment

Burger King has taken several initiatives to reduce its environmental impact. For example, in 2020, the company committed to reducing greenhouse gas emissions by 36% by 2030 through reducing energy consumption, using renewable energy and reducing waste.

4.2.2. Natural resources

Burger King has introduced several environmentally friendly menus, such as the Impossible Whopper menu which is made from plants and reduces the use of beef. The company is also committed to sourcing raw materials



from responsible natural resources and reviewing its supply chain to identify environmental issues.

4.2.3. Employees

Burger King respects employee rights and has taken several initiatives to ensure employees are treated fairly and respected. The company provides training and career development for employees, as well as presenting employee welfare programs.

4.2.4. Public

The company has also introduced several initiatives to help the community. For example, in 2020, Burger King opened a free kitchen in the United States to provide food to people in need during the COVID-19 pandemic. From this analysis, it can be concluded that Burger King has taken several initiatives to improve the company's sustainability. However, like any other company, there is still room for improvement. Companies can continue to improve their initiatives to reduce their environmental impact and improve the welfare of their employees and the communities they work with.

4.3 Analysis of Corporate Social Responsibility

Burger King, as a big and well-known company, has a social responsibility to maintain environmental sustainability and the welfare of the people around it. Therefore, Burger King has a Corporate Social Responsibility (CSR) program designed to promote social responsibility and sustainability throughout its business. The following are several examples of CSR programs carried out by Burger King:

4.3.1. Using sustainable raw materials

Burger King is committed to using raw materials that come from sustainable sources. The company also strives to reduce negative impacts on the environment by taking into account the principles of good environmental management in its operations.

4.3.2. Implement a fair employment policy

Burger King has introduced a fair work policy and adheres to international standards in terms of human rights. This includes healthy and safe work practices, protection of human rights, and combating child labor and forced labor.

4.3.3. Partnership with local communities

Burger King also partners with local communities to promote social and environmental responsibility. The company participates in various social and environmental programs, such as campaigns to clean beaches and city parks.

4.3.4. Waste handling

Burger King has a waste management program that meets strict environmental standards. This company ensures that its waste is processed safely and responsibly.

4.3.5. Reduce environmental impact

Burger King takes action to reduce its environmental impact through programs such as using energy-efficient lighting, using environmentally friendly packaging, and reducing water and energy use. Overall, Burger King has introduced various CSR programs that cover various aspects of sustainability, such as the environment, occupational health and safety, human rights, and community partnerships. This shows the company's commitment to promoting social and environmental responsibility throughout its business.

5. CONCLUSIONS

With the rapid development of the economy in this era, the challenges faced by companies in achieving their company goals, including the application of the principle of continuity or the continuation of the company, will increase. Burger King has also introduced several CSR programs that cover various aspects of sustainability, such as the environment, occupational health and safety, human rights, and community partnerships.



This shows the company's commitment to promoting social and environmental responsibility throughout its business. Dedicated employees are also needed because apart from managers who are ethical and responsible for providing satisfactory services, consumers can be directly involved in the services provided. When you carry out a procedure like this, it also really requires efficient teamwork between superiors and subordinates.

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