

**ABSTRAK****ANALISIS PENERAPAN PRINSIP – PRINSIP GOOD CORPORATE GOVERNANCE (GCG) DALAM MENUNJANG KEBERLANGSUNGAN UMKM****(Studi kasus pada UMKM Kerajinan Perak Jalan Kemas Kelurahan Purbayan Kotagede)****Maria Dyah Rarastantri Sanjaya****NIM : 122114078****Universitas Sanata Dharma****Yogyakarta****2019**

Penelitian ini bertujuan untuk mengetahui penerapan prinsip – prinsip *Good Corporate Governance* (GCG) dan untuk mengetahui penerapan prinsip – prinsip *Good Corporate Governance* (GCG) dalam menunjang keberlangsungan UMKM Kerajinan Perak di Jalan Kemas Kelurahan Purbayan Kotagede. Pada umumnya penerapan prinsip *Good Corporate Governance* (GCG) dilaksanakan untuk perusahaan skala besar, melalui penelitian ini penulis ingin mengetahuinya untuk UMKM.

Jenis penelitian ini adalah studi kasus pada UMKM yang berada di Jalan Kemas Kelurahan Purbayan Kotagede dengan jumlah populasi sasaran 25 responden. Sumber data yang digunakan merupakan data primer hasil dari kuesioner dan wawancara pemilik usaha. Penelitian ini adalah penelitian kualitatif dengan teknik analisis deskriptif.

Hasil penelitian menunjukkan sebagian besar UMKM Kerajinan Perak di Jalan Kemas Kelurahan Purbayan Kotagede telah menerapkan prinsip – prinsip *Good Corporate Governance* (GCG) dengan rata – rata 81.56%. Penerapan prinsip - prinsip *Good Corporate Governance* (GCG) tertinggi adalah prinsip transparansi. Penerapan prinsip *Good Corporate Governance* (GCG) terendah adalah pada prinsip akuntabilitas. Berdasarkan hasil analisis, dari 25 responden UMKM Kerajinan Perak di Jalan Kemas Kelurahan Purbayan Kotagede terdapat 9 UMKM yang menunjukkan bahwa penerapan prinsip *Good Corporate Governance* (GCG) menjadi faktor keberlangsungan UMKM.

Kata Kunci : *Good Corporate Governance* (GCG), Keberlangsungan Usaha, UMKM

## ABSTRACT

### **ANALYSIS OF THE IMPLEMENTATION OF GOOD CORPORATE GOVERNANCE (GCG) PRINCIPLES IN SUPPORTING THE MSME'S SUSTAINABILITY**

**(Case study on UMKM Silver Crafts in Jalan Kemasan Purbayan Kotagede Village)**

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**2019**

This study aims to determine the application of the principles of Good Corporate Governance (GCG) and to find out how the application of the principles of Good Corporate Governance (GCG) in supporting the sustainability of MSME's in Kemasan Street, Purbayan Village, Kotagede. In general, the application of the principle of Good Corporate Governance (GCG) is implemented for large-scale companies, through this study the author want to know its application for MSME's.

This type of research is a case study on MSME's in Kemasan Street, Purbayan Village, Kotagede with a target population of 25 respondents. The data sources used were primary data from the questionnaire and business owner interviews. This research was a qualitative research with descriptive analysis technique.

The results showed that most of the Silver Craft MSME's in Kemasan Street, Purbayan Village, Kotagede, had applied the principles of Good Corporate Governance (GCG) with an average of 81.56%. The highest principle of Good Corporate Governance (GCG) was the principle of transparency. The lowest principle of Good Corporate Governance (GCG) was the principle of accountability. According to the analysis and out of the 25 Silver Handicraft MSME's respondents located in Kemasan Street, Purbayan Village Kotagede, Good Corporate Governance implementation becomes the sustainability factor in 9 MSME's.

**Kata Kunci :** *Good Corporate Governance (GCG), Business Continuity, MSME's*