

ABSTRAK

IMPLEMENTASI PRINSIP-PRINSIP *GOOD CORPORATE GOVERNANCE* UNTUK KEBERLANGSUNGAN UMKM (Studi Kasus Pada UMKM Batik di Kampung Batik Giriloyo Imogiri Bantul)

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Penelitian ini bertujuan untuk mengetahui penerapan prinsip-prinsip *Good Corporate Governance* (GCG) dan untuk mengetahui bagaimana penerapan prinsip-prinsip *Good Corporate Governance* (GCG) sebagai faktor pendukung keberlangsungan UMKM batik yang tergabung dalam Paguyuban Batik Tulis Giriloyo Imogiri Bantul.

Jenis penelitian ini adalah studi kasus pada UMKM batik yang tergabung dalam Paguyuban Batik Tulis Giriloyo Imogiri Bantul dengan jumlah populasi sasaran 25 UMKM. Sumber data yang digunakan adalah data primer yang diperoleh dari hasil wawancara, kuesioner dan observasi. Penelitian ini adalah penelitian kuantitatif dengan teknik analisis deskriptif.

Hasil penelitian menunjukkan UMKM yang tergabung dalam Paguyuban Batik Tulis Giriloyo Imogiri Bantul telah menerapkan sebagian besar (90,67%) prinsip-prinsip *Good Corporate Governance* (GCG). Penerapan prinsip *Good Corporate Governance* (GCG) tertinggi adalah pada prinsip Transparansi dan Responsibilitas. Penerapan prinsip *Good Corporate Governance* (GCG) terendah pada prinsip Independensi. Penerapan prinsip *Good Corporate Governance* (GCG) mendukung keberlangsungan 19 UMKM.

Kata Kunci : Prinsip-Prinsip *Good Corporate Governance* (GCG), UMKM, keberlangsungan UMKM

ABSTRACT

IMPLEMENTATION OF GOOD CORPORATE GOVERNANCE PRINCIPLES FOR THE SUCCESS OF SMALL AND MEDIUM ENTERPRISES (SME) (Case Study on Batik SMEs in the Giriloyo Batik Village, Imogiri, Bantul)

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This study aims to determine the application of the principles of Good Corporate Governance (GCG) and to find out how the principles of Good Corporate Governance (GCG) are applied as a supporting factor for the sustainability of batik SMEs who are members of the Handmade Batik Association at Giriloyo, Imogiri, Bantul.

This type of research is a case study on batik SMEs. The population are 25 batik SMEs. The primary data source is obtained from interviews, questionnaires and observations. This research is quantitative research with descriptive analysis techniques.

The study results show that SMEs that are members of the Handmade Batik Association at Giriloyo, Imogiri, Bantul have implemented the majority (90.67%) of the principles of Good Corporate Governance (GCG). The highest application of the principles of Good Corporate Governance (GCG) is the principles of transparency and responsibility. The lowest implementation of Good Corporate Governance (GCG) principles is on the principle of independence. Furthermore, the application of the principles of Good Corporate Governance (GCG) was proved in supporting the success of 19 batik SMEs.

Keywords: Good Corporate Governance (GCG) principles, SMEs, success of batik SMEs.