

Strategi Bisnis Keluarga Menuju Perusahaan yang Berkelanjutan

**Iskandar Itan | Ria Karina | Mardianto | Natalis Christian |
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Buku referensi Strategi Bisnis Keluarga Menuju Perusahaan yang Berkelanjutan menawarkan kajian komprehensif mengenai bisnis keluarga dengan menempatkan tata kelola perusahaan (corporate governance) sebagai fondasi utama keberlanjutan. Buku ini menguraikan secara konseptual apa yang membedakan perusahaan keluarga dari entitas non-keluarga, sekaligus menegaskan bahwa keterlibatan keluarga dalam kepemilikan dan pengelolaan membawa keunggulan sekaligus risiko. Melalui kajian yang sistematis, pembaca diajak memahami bagaimana nilai keluarga, struktur kepemilikan, dan mekanisme pengambilan keputusan saling berinteraksi dalam membentuk arah dan kinerja jangka panjang perusahaan.

Keunggulan buku ini terletak pada analisis mendalam terhadap kompleksitas tata kelola dalam perusahaan keluarga. Isu-isu seperti konsentrasi kepemilikan, pengambilan keputusan yang terpusat, konflik kepentingan antara kepentingan keluarga dan bisnis, serta keterbatasan transparansi dan akuntabilitas dibahas secara kritis dan realistis. Kajian ini memperlihatkan bahwa permasalahan tata kelola bukan sekadar persoalan struktural, tetapi juga bersumber dari dinamika relasi, emosi, dan nilai yang melekat dalam keluarga pemilik. Dengan demikian, buku ini membantu pembaca memahami akar masalah yang sering menghambat profesionalisme dan keberlanjutan bisnis keluarga.

Buku ini juga memberikan kontribusi penting dengan mengaitkan tata kelola perusahaan keluarga dengan agenda *Environmental, Social, and Governance* (ESG). Kajian menunjukkan

bahwa tata kelola yang adaptif dapat menjadi jembatan antara nilai-nilai keluarga dan tuntutan keberlanjutan modern. Peran struktur pengawasan, mekanisme pengendalian internal, serta keterlibatan generasi muda diposisikan sebagai faktor kunci dalam mendorong integrasi praktik ESG ke dalam strategi dan operasi perusahaan keluarga. Dengan pendekatan ini, ESG dipahami bukan sebagai kewajiban eksternal semata, melainkan sebagai bagian dari strategi bisnis jangka panjang.

Pada tataran praktis, buku ini menyajikan kajian strategis mengenai penerapan ESG berbasis tata kelola, termasuk perumusan kebijakan internal dan langkah implementatif yang relevan bagi perusahaan keluarga. Pendekatan ini menjadikan buku tidak hanya bersifat teoritis, tetapi juga aplikatif dan kontekstual. Oleh karena itu, buku ini layak menjadi referensi bagi mahasiswa dan dosen di bidang manajemen, akuntansi, keuangan, kewirausahaan, tata kelola perusahaan, dan keberlanjutan, serta bagi praktisi seperti pemilik dan penerus bisnis keluarga, direksi dan komisaris, konsultan manajemen, serta profesional ESG yang membutuhkan panduan strategis untuk membangun perusahaan keluarga yang berdaya saing dan berkelanjutan..

Batam, 12 Januari 2026

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PRAKATA

Buku ini ditujukan bagi akademisi, peneliti, dan praktisi bisnis yang tertarik mengeksplor isu perusahaan keluarga dan keberlanjutan. Fokus utama buku ini adalah mengkaji keterkaitan antara tata kelola perusahaan keluarga dan penerapan prinsip ESG sebagai fondasi keberlanjutan jangka panjang.

Disusun secara sistematis, buku ini diawali dengan pembahasan konseptual mengenai perusahaan keluarga dan tata kelola, dilanjutkan dengan isu ESG, permasalahan khas perusahaan keluarga, hingga strategi implementatif yang dapat diterapkan dalam praktik. Pendekatan ini diharapkan memudahkan pembaca dari berbagai latar belakang untuk memahami sekaligus mengaplikasikan gagasan yang disajikan.

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Batam, 11 Januari 2026

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