

ABSTRAK

Vica Triana,2023: Analisis *Good Corporate Governance*, Strategi Diferensiasi, dan *Corporate Social Responsibility* pada Kinerja Keuangan Studi Kasus pada Perusahaan Ikan Gudang Taurus Tambelan.
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Penelitian ini dilakukan dengan bertujuan untuk menganalisis bagaimana *Good Corporate Governance* dengan dimensi berupa komite audit,, dewan direksi, dan leverage. Strategi diferensiasi dengan dimensi beban operasi dan ukuran perusahaan berdasarkan pada analisis SWOT serta *Corporate Social Responsibility* pada kinerja keuangan Perusahaan Ikan Gudang Taurus Tambelan. Penelitian ini dilakukan dalam upaya mengetahui keterbatasan telekomunikasi sebagai sarana penunjang berkembangnya perusahaan salah satunya adalah sistem pencatatan laporan keuangan yang dalam fakta yang ditemukan penulis, pada perusahaan ikan Gudang taurus tambelan masih menggunakan sistem manual dan belum terstruktur secara sistematis. Penerapan *Corporate Governance* pada perusahaan sudah dijalankan dengan baik, didalamnya terdapat strategi bersaing antar perusahaan berupa pelengkapan kebutuhan nelayan dan memproduksi barang kebutuhan pokok yang menjadi kebutuhan pokok nelayan yaitu es batu dan solar. Dalam hal ini *Corporate Social Responsibility* juga berperan penting dalam menjalankan visi dan misi dari perusahaan ikan gudang taurus tambelan sehingga ditemukan fakta bahwa ketiga item tersebut saling berkaitan dan disejalankan.

Kata kunci : *Good Corporate Governance*, Strategi Diferensiasi, *Corporate Social Responsibility*, kinerja keuangan

ABSTRACT

Vica Triana,2023 : Analysis of Good Corporate Governance, Differentiation Strategy, and Corporate Social Responsibility on Financial Performance Case Studies at the Fish Company Gudang Taurus Tambelan. Advisory Team : Firmansyah Kusasi S.T., M.BA , Risdy Absari Indah Pratiwi S.E.,M.Sc.

This research was conducted with the aim of analyzing how Good Corporate Governance is with the dimensions of the audit committee, the board of directors, and leverage. The differentiation strategy with the dimensions of operating expenses and company size is based on SWOT analysis and Corporate Social Responsibility on the financial performance of the Fish Warehouse Taurus Tambelan Company. This research was conducted in an effort to find out the limitations of telecommunications as a means of supporting company development, one of which is the financial reporting system. The implementation of Corporate Governance in companies has been carried out well, in which there is a competitive strategy between companies in the form of meeting the needs of fishermen and producing staple goods which are the basic needs of fishermen, namely ice cubes and diesel fuel. In this case Corporate Social Responsibility also plays an important role in carrying out the vision and mission of the Gudang taurus tambelan fish company so that the fact is found that the three items are interrelated and carried out.

Keywords: Good Corporate Governance, Differentiation Strategy, Corporate Social Responsibility, financial performance