

ABSTRACT

In running its business, each company must obey the rules and have good business governance; one of them is by applying business ethics and Good Corporate Governance (GCG) in every aspect of business and all levels of the company to increase the company value and confidence. Thereby, the confidence of investor and community to the company grows, not to mention the property company. Ethics is part of GCG, indicating that a company must apply business ethics to its stakeholders for the company to keep growing. However, there are still many developers that have not applied business ethics properly because there are still many regulations made by the government that are violated and have not been applied by the property company.

Through this research, the measurement of business ethics implementation is conducted in PT. XYZ that refers to the operational aspects of business ethics manual of the KNKG company consisting of business ethics and work ethics. Business ethics is shown to customers, suppliers, competitors, regulators, communities, employees, and stakeholders.

This research uses primary data in the form of structured interviews to 12 resource persons consisting of CEOs, competitors, suppliers, communities, and customers who are the stakeholders of PT. XYZ; meanwhile, for ethics of regulators, the assessment is taken based on the completeness of documents owned by PT. XYZ. The method of assessment in this research uses 7 aspects of business ethics and 10 aspects of work ethics taken from the business ethics manual of the KNKG company.

The assessment results show that PT. XYZ has an ethics value of 83.9%. This shows that PT. XYZ has done most of ethical items properly, but there are still complaints from the customers that should be evaluated by the company.

Based on the results of the research, to increase the confidence of the stakeholders, the company must pay attention to the complaints from its stakeholders such as the matters that are complained by some consumers who feel less satisfied with the company speed in overcoming the complaints for the product damage and the lack of facilities in the industrial area. In addition, there are complaints from employees on the allocation of annual leave, health benefits, and working hours.

Key words: *GCG; Business Ethics; KNKG; Work Ethics*