

#BUMNuntuk75Tahun

**RAHMAD PRIBADI: PETROKIMIA GRESIK IMPLEMENTING “AKHLAK”  
CORE VALUE FROM SOES MINISTER, ERICK TOHIR**

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Petrokimia Gresik, an Agroindustry Solution company and the member of Pupuk Indonesia holding, inaugurated AKHLAK as a new core value, which was the idea of Minister of SOEs Erick Thohir.

President Director of Petrokimia Gresik Rahmad Pribadi said that AKHLAK is an acronym for the words *Amanah* (trustworthy), Competent, Harmonious, Loyal, Adaptive, and Collaborative. These values will be implemented and become a work culture and guidance in running the business for all Petrokimia Gresik employees.

"This new culture is in line with the objectives of the Petrokimia Gresik Business Transformation program, which is to become an agroindustry solution company for sustainable agriculture," said Rahmad.

According to Rahmad, Petrokimia Gresik is committed to implement and synchronizing the AKHLAK values within the company.

Rahmad also has the view that one of the biggest challenges for state-owned enterprise today, including Petrokimia Gresik, is how to become an international company with high competitiveness in the global market. Especially in a disruptive era like today.

Rahmad also stated that currently what SOE companies need is a work culture that can synchronize business interests with ethics and morality.

Talking about business challenges, in 2019 Petrokimia Gresik has established the Petrokimia Gresik Business Transformation Program (TBPG), which includes three main goals (shifting paradigm). First, the change from Inefficiency to Efficiency. Second, changing the mindset from Product Driven to Market Driven. And third, the change in orientation from subsidies to commercial.

In order to make the transformation program successful, Rahmad realizes that the key to success is human resources (HR). Because HR is the agent of change within the company, which includes how to think, how to speak and how to work.

Rahmad also mentioned that transformative culture is the main foundation in the Total Transformation Model, which includes Business, Leadership, and Culture Transformation. These three things are important points for the success of the business transformation program.

"AKHLAK's values as a Culture Transformation will support Business and Leadership Transformation. Without a change in Culture, it will be difficult to make a transformation in the field of Business and Leadership," said Rahmad.

Meanwhile, for the consolidation and alignment of AKHLAK values into the behavior standards of Petrokimia Gresik personnel, present as a speaker in the webinar, Deputy for Human Resources, Technology and Information of the Ministry of SOE, Alex Denni; President Director of ACT Consulting (ESQ Group), Ary Ginanjar Agustian; and Luki Alamsyah Agustriana, President Director of PT Arga Bangun Bangsa as the holding company of ACT Consulting.

Alex Denni in his presentation appreciated the adaptive readiness of Petrokimia Gresik with the new values set by the Ministry of SOE. Moreover, Petrokimia Gresik has prepared a blueprint for the implementation of AKHLAK until 2021.

"I am very pleased with the commitment of Petrokimia Gresik's top management," he said.

Denni also explained that AKHLAK is actually an integral part of the core values that have existed in many SOEs so far. AKHLAK is also a set of values as one of the Ministry of SOE's human capital transformation strategies to increase the competitiveness of SOEs to become global players, as well as to turn SOEs into talent factories.

"I also hope that these values will not stop at this kick off, but will actually become a guide for behavior, while leaders become role models for other teams to follow," he said.

AKHLAK as a core value initiated by SOE Minister Erick Tohir has been established as a work culture guideline for all SOE companies under the Ministry of SOE according to the Decree of the Minister of SOE Number: SE-7 / MBU / 07/2020 dated July 1, 2020.

"By working and holding uphold the AKHLAK values, let us make Petrokimia Gresik having AKHLAK in achieving the goal of supporting national food security through sustainable agriculture as a leader in agroindustry solutions," Rahmad concluded.

PT Petrokimia Gresik

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