

ABSTRACT

APPLICATION OF THE PRINCIPLE OF TRANSPARENCY IN CORPORATE GOVERNANCE AT CENTRALIZED CUSTOMER SERVICE APPLICATION PROGRAM (AP2T) (Study in PT. PLN (Persero) Distribution Lampung)

by

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The implementation of corporate governance practices is crucial in running the company's business activities in order to maintain sustainable business growth, increase the value of the company and an effort to ensure the company is able to survive in the competition. Therefore, the government of the Republic of Indonesia on 1 August 2002 issued a Ministerial Decree KEP BUMN-117 / M-MBU / 2002 Article 3 on the application of the BUMN corporate governance practices. PT. PLN (Persero) is one of the participating BUMN in order to carry out the mandate.

As the embodiment of good corporate governance practices in PT. PLN (Persero) Distribution of Lampung is the establishment Centralized Customer Service Applications (AP2T), which is an integrated service system with the aim to unite all applications ever built in each of the regional office of PT. PLN (Persero) became the standard of customer service in Indonesia. AP2T is the application of the principle of transparency in corporate governance.

This study focuses on the problem of implementing the principles of transparency on AP2T. In uncovering this problem, researchers used the theory of principle of transparency of the OECD (Organization For Economic Corporation and Development). This research is a descriptive study with a qualitative approach. This research was conducted in Bandar Lampung.

The results of this research is the application of the principle of transparency in the AP2T with transparency information accurate and timely customer obtained the new plug, electricity bill, information changes power, customer complaint information and other electrical information. Transparency for employees and related parties is information about customer data, reports, information, financial condition, performance, and management of the company.

In the research found several obstacles in the application of the principle of transparency in AP2T divided into internal constraints and external constraints. Among them is the problem of human resources (employees) were less, human resources (customers) who have a different science of technology, lack of socialization, as well as a system or network that is less extensive.

The conclusion from this study is that the application of the principle of yet maximum transparency in AP2T and there are still deficiencies that need to be fixed. This is evident from the many constraints that occur in running AP2T PT. PLN (Persero) Distribution Lampung.

Keyword: Good Corporate Governance (GCG), the principle of transparency,
Centralized Customer Service Applications (AP2T)