

BRICS PLANNING ANALYSIS OF CORPORATE GOVERNANCE IN XYZ PRIVATE COMPANY

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A B S T R A C T

This research explores the strategies of private companies in dealing with trade discrimination carried out by developed countries by utilizing the BRICS economic alliance. This study analyzes how companies from BRICS member countries increase their global competitiveness through strategic collaboration and market diversification. BRICS as a 'new bloc' organization in fighting the dominance of the USD and other developed countries, is expected to help global companies, especially developing countries, to avoid economic discrimination. This research method uses a descriptive-analytic approach, which emphasizes explaining the results of data processing. The data used is the results of interviews from company XYZ, especially policy owners who are interested in organizational management. In order to improve the quality of the final results, researchers also use the literature review method to support each observation or conclusion. The results of the research explain that BRICS adheres to the principles of corporate government values, namely having a related goal of fighting discrimination by developed countries. Such as supporting the economies of all countries in facing the hegemony of the United States or other developed countries. This research provides insight into the importance of strategic alliances among developing countries in building economic resilience against global discrimination.

Keywords: *Economy, Policy, Developing Countries, Developed Countries, Private.*

INTRODUCTION

Digital complications are suspected to be the emergence of competition, both digital and non-digital. This useful value has an impact on economic actors to

always continue to actively monitor market conditions, so that the flow of buying and selling does not have a negative impact on the internal economic organizations concerned. This actual

value is more directed to the strong or weak integration of payment flows in world trade. The international economic system in the flow of payments for every business actor is important in creating healthy profit margins. Profit margins can be said to be healthy if they are above industry standards. Meanwhile, if viewed from the net profit margin, return on investment, and return on equity, the company can be said to be unhealthy, if it is below industry standards (Fernawati and Putri, 2020).

Healthy profits have characteristics such as the company showing consistently increasing and sustainable profits over time, which reflects a positive indication of the ability to attract and retain customers. Followed by the company having a healthy debt structure, with a debt ratio to reasonable equity and the ability to repay debts on time as agreed. However, the state of the multinational economy is not always in a stable condition, especially because of the political interests of several countries, resulting in the emergence of policies that could complicate the economic activities of opposing countries. This case occurred when the United States implemented The Flag and The Stick policy during Niger's democratic transition (Dewi, 2024). Plus, companies that already have regular customers can switch to using other products or services, which are in accordance with policies at that time. This condition is said to be detrimental because it can affect exchange rate fluctuations, such as the influence of the United States dollar. This transition could occur because aspects of the transparency requirement, which include policies that require the disclosure of information openly and without covering anything up, are less than optimal for consumers. This is intended to provide access to information to parties who need it and increase accountability (Nasution, Hermawati and Setia, 2024).

Company XYZ is a new private company operating in the textile sector, and has carried out distribution of goods or export activities abroad. However, please note that not all of these textile raw materials are domestic but are imported directly from abroad, based on customer order instructions. Countries that are sources of imports tend to have political connections and depend on the dollar exchange rate, so that the prices of raw materials for goods are very vulnerable to changes, so they must be monitored on an ongoing basis. This was followed by the emergence of politically nuanced policies by developed countries, resulting in an unhealthy economy for developing countries. The request for accountability aspects towards XYZ company partners cannot be fulfilled, which is one form of corporate responsibility to attract investors because of the transparency in presenting financial reports which of course is really needed by potential investors to analyze whether the company is in good condition or vice versa (Sukardi, Halim and Anwar, 2024).

BRIC is an acronym created by economist Jim O'Neill in 2001, who at that time served as head of global economic research at Goldman Sachs, to refer to the countries Brazil, Russia, India and China. O'Neill believes that the BRIC grouping will be able to compete with the dominance of the G7 countries at the global economic level. Based on the Hang Seng China Enterprises Index (HSCEI) in 2007, BRIC has proven its contribution by increasing market value (Idris *et al.*, 2022). BRICS (followed by South Africa), as a 'new bloc' organization in fighting the dominance of the USD and other developed countries, is expected to help global companies, especially developing countries, to avoid economic discrimination. Therefore, researchers conducted a BRICS planning analysis of Corporate Governance at Private Company XYZ, with the aim of the company having a new plan to avoid all

provisions that are detrimental to economic activities and injustice in the aspect of corporate governance.

METHODS

This research method uses a descriptive-analytic approach, which emphasizes explaining the results of data processing. The data used is the results of interviews from company XYZ, especially policy owners who are interested in organizational management. The data collection method also includes periodic financial and production data as a processing reference (but not published). There is no documentation in the form of images, due to the researcher's prohibition on taking pictures in the company environment, but this has no effect on the research results. In order to improve the quality of the final results, researchers also use the literature review method to support each observation or conclusion. The literature review action begins with selecting related keywords, and then sorting them based on research relevance. The selection of literature is chosen based on journals with a good reputation, so that they have strong information to support the research results. Other research regarding this research method reveals a description of an observation and the data source was obtained from literature studies originating from several previous studies which discussed information system development methodology, especially methodology (Ramadhan, Haniva and Suharso, 2023).

Hypothesis Determination

The hypothesis in this research is that Company in developed countries and improve its bargaining position in global markets. In this context, this hypothesis

can be tested by analyzing how company XYZ interacts with BRICS countries, the role of trade policy in overcoming barriers created by developed countries, and the impact of joint initiatives in increasing growth and market access.

The indicators in this research contain 5 references, namely as follows:

Transparency

This first principle emphasizes explaining the influence of BRICS on corporate governance regarding tariff certainty, to guarantee that there will be no discrimination between XYZ companies (aspects of developing countries) and companies in developed countries.

Accountability

The second principle contains all forms of accountability for all forms of economic activity to related parties within the scope of the organization. This explanation can include acts of tax avoidance and evasion by multinational companies in developed countries, which can affect competitors, namely company XYZ (aspects of developing countries).

Responsibility

The third principle, addresses the problems of developed countries in responding to world climate change. This pressure takes the form of responsibility for carbon emissions, and has an impact on all countries in the world.

Independent

Independent principle in the field of structural economics, emphasizing policy under political pressure. Political policies that developed countries

often take in the economic sector, namely trade wars and imposing economic sanctions. The independent explanation stage includes whether BRICS can influence the performance of corporate governance principles or not.

Equality and Fairness

This last principle contains the right to fair tax rates or intellectual rights that all private companies in developing countries enjoy in developed countries. This statement contains hopeful actions to avoid discriminatory policies, which result in unhealthy economic competition.

RESULTS AND DISCUSSION

The results of this research are based on an analysis of corporate governance principles, whether the BRICS goals are in accordance with the tragedy of the problems of the private company XYZ or not.

Transparency

Transparency based on previous research contains policies that require the delivery of information openly and without covering anything up. This is intended to provide access to information to parties who need it and increase accountability (Nasution, Hermawati and Setia, 2024). The certainty of the imposition of import tariffs and economic activity in developed countries, based on financial data from private company XYZ, varies from time to time. It is said that the imposition of tariffs on company XYZ's products by developed countries could be due to protecting domestic products. However, these

tariff differences only occur in developing countries, giving rise to unhealthy competition. Based on the results of interviews with companies regarding this problem, it could be due to supervision of textile products, but it is not explained or there is no transparency as to why the imposition of tariffs can occur. Therefore, it is hoped that the BRICS organization can overcome this problem, because it includes members from developing countries, and there is no inequality between different tariffs.

Accountability

Accountability is a form of corporate responsibility to attract investors because of the transparency in presenting financial reports which of course is really needed by potential investors to analyze whether the company is in good condition or (Sukardi, Halim and Anwar, 2024). This problem is based on the results of interviews, that private company This is so that fellow companies do not have suspicions about each other. The BRICS organization, which has members from developed and developing countries, is able to work together to continue to strive for accountability regardless of whether a company is from a developed country or not.

Responsibility

Responsibility is more directed towards Corporate Social Responsibility, where economic actors have obligations and must be fulfilled to surrounding groups due to the impact or influence of operational activities carried out by the company as a form

and effort for the company's survival in the future (Khoirunnisa Heriana *et al.*, 2023). This action takes the form of an analysis of developed countries which must have fast-moving activities in dealing with climate change problems caused by companies in their countries. Moreover, they must have an obligation to assist developing countries in providing climate funds (Wangke, 2021). This is so that the implementation of environmentally friendly products is not only imposed or carried out by developing countries, so that it does not give rise to the principle of double standards

Independent

The independent principle states that the organization does not take sides with any of the parties in conflict. Regarding the policy values that developed countries often take, namely trade war policies or economic sanctions. This action could be due to domestic political pressure, or a developed country's decision to maintain its political status in a region. The United States' economic sanctions on a country, such as what happened to Iran, Russia and North Korea, apparently have a direct and indirect economic impact. The United States-China trade war caused a trade deficit of 21% in 2016, which had a major impact on problems in the United States' agricultural economic sector (Ratna Sari and Khaldun, 2023). Private company XYZ, which operates in the textile sector, has difficulty or requires careful monitoring in importing raw

materials based on order instructions from the customer. This is due to the increase in prices of raw goods and the weakening of import destination countries' money against the USD. Therefore, BRICS can be said to be the right target for imports of raw goods by XYZ companies in carrying out further economic activities comfortably

Equality and Fairness

BRICS aims to oppose the hegemony of the United States in the economy, in line with the principles of corporate governance in boosting the values of equality and fairness. Private Company On the risk management aspect, companies from developing countries are often considered to have higher risks, so they face higher borrowing costs and more difficult access to international funding. On the policy perspective, developed countries often use their political power to influence economic policies that benefit their own companies and harm companies from developing countries.

Previous research reveals that effective corporate governance can increase companies' social responsibility in their business decisions. Economic calculation aspects such as profitability, liquidity and solvency were also found to have a significant impact on the strength and quality of CSR (Corporate Social Responsibility) disclosures. This expression contributes to the current understanding of the relationship between factors and corporate social responsibility disclosure. The practical implications of these findings can help companies design more effective CSR policies, combining financial and corporate governance aspects. The governance in question can take the form of actions that are in line with the BRICS objectives, namely in supporting a more equitable world order in economic development, which is dominated by

developed countries such as the United States (Heriansyah, 2024).

CONCLUSIONS

Based on an analysis of the relationship between BRICS goals and value principles corporate government, namely having a related goal in fighting discrimination against developed countries. Such as supporting the economies of all countries in facing the hegemony of the United States or other developed countries. This is proven by the obstacles faced by the private company XYZ, which has an answer in the literature review when economic activity encounters obstacles because it has to deal with policies regarding market progress. BRICS member countries have large and developing economies, and their companies have a significant influence on global markets. Practice corporate governance Good practices in these countries can influence the stability and sustainability of other global economies in the face of policies that are not in accordance with sound economic governance.

The analysis and details of this writing have research limitations, in the form of economic data for member countries after joining BRICS which was not included, because no independent writing sources were found at the time this writing was written. Another limitation of this writing is that it does not compare BRICS member countries with organizations under the auspices of the United Nations, in the economic field with XYZ companies. Therefore, the author hopes that in future (further) research, to compare economic organizations under the auspices of the United Nations with BRICS, so that they can provide references and more in-depth reviews to the public, especially stakeholders.

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