

ABSTRACT

Firm in today's business landscape continue to outsource a significant portion of primary and support activities to external vendors. It plays a fundamental role in supplier relationship management and has a profound impact on the management of sustainable supply chain. This study will be utilized to analyze the concept of sustainability and the impact it has had on supply chain management system. The importance and influence of sustainability in supply chain management will be analyzed. It aims to assist companies in achieving a continuous flow of products and enable them to maximize the company's performance towards supplier relationship management.

Qualitative type of case study designs is provided to develop cases. Semi-structured interviews with five informants who had been selected through purposive sampling were conducted to gather research data. The results of the interviews were analyzed and processed using triangulation techniques and member checking was carried out as credibility of trustworthiness in this study

This study aims to understand how a palm oil company can improve its sustainable performance through an effective supplier relationship strategy. The adoption of sustainable operations and supply chain management practices depends on industry and product characteristics. The results of the research show that sustainable supply chain management is carried out responsibly with a continuous cycle. In the selection and assessment of supplier relationship management, the triple bottom line has a significant influence on the company's sustainability program. In increasing the selling value of the product, the certification program is considered important to be continuously implemented by the company in maintaining the sustainability of the palm oil supply chain. This certification program is important for product continuity. The palm oil industry has also demonstrated high commitment from suppliers and palm oil companies to manage the sustainability risks between the two.

Keywords: *Strategy, Suppliers, Sustainable Performance, Supply Chain Management, and Risk Management*