

## ABSTRACT

*The problem background of this research is cost per barrel that become less competitive because of unoptimally company business process, wich cause the company getting so far from the vision, world class company. The problem face in the company is the weakness of company competitiveness in oil industry especially with the main goal to become world class national oil company. The weak competitiveness describe by uneficientcy that cause high level of cost per barrel, so that hard for the company to stand beside and to compete in the world oil industry. Sice Indonesia, consist of island, old physical assets and unoptimally entrepreneurs pattern. The purpose of this research is to know how big is the effect of incremental innovation in increasing sustainability.*

*The samples of this study the employees of PT. Pertamina, there are 125 respondent. The aim of this study is to test the social entrepreneurs, company value, and GCG implementation, toward incremental innovation to increase sustainability. To analyze the data, we use Structural Equation Modeling (SEM) run by AMOS 16 software.*

*The analysis results shows that social entrepreneurs has positive influence toward incremental innovation; company value has positive influence toward incremental innovation; GCG Implementation has positive influence toward incremental innovation; and incremental innovation has positive influence toward sustainability. Good corporate governance able to increase incremental innovation 0,40; social entrepreneurs able to increase incremental innovation 0,31; and company value system able to increase incremental innovation 0,27. To improve sustainability that role of social entrepreneurs, company value system, and the application of GCG will push the creativity of innovation that effect on increasing sustainability.*

*Key words : social entrepreneurs, company value, GCG implementation, incremental innovation, and increase sustainability.*