

Analisis stakeholder mapping dalam organisasi nirlaba : studi kasus pada wahana lingkungan hidup dan yayasan keanekaragaman hayati = Analysis of stakeholder mapping in non profit organizations a case study on wahana lingkungan hidup and the kehati foundation

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Abstrak

Penelitian bertujuan untuk membandingkan secara komprehensif praktek Stakeholder Mapping yang menjadi alat untuk menentukan Who and What Really Counts di dalam organisasi nirlaba. Data studi kasus diambil dari dua organisasi nirlaba berbentuk yayasan di Indonesia. Organisasi nirlaba memiliki banyak stakeholder yang mempengaruhi operasional organisasi. Hal tersebut membuat perusahaan membutuhkan Stakeholder Mapping. Wahana Lingkungan Hidup dan Yayasan Keanekaragaman Hayati adalah contoh dua organisasi nirlaba yang bergerak di bidang lingkungan menjadi objek penelitian ini. Penulis melakukan penelitian dengan menggunakan metode wawancara di masing-masing organisasi. Penulis akhirnya dapat menyimpulkan stakeholder mana yang paling penting bagi dua organisasi nirlaba tersebut, dan mengambil persamaan kondisi stakeholder antara kedua organisasi nirlaba tersebut.

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The study aims to comprehensively compare the practice of Stakeholder Mapping as a means to determine Who and What Really Counts in the non-profit organization. Nonprofit organizations have many stakeholders which affect the organization's operational. This makes the foundation requires Stakeholder Mapping. Wahana Lingkungan Hidup and Kehati Foundation is two example of non-profit organizations engaged in the environment field, has become the research object for this study. The author conducted research using interviews in each organization. Authors can finally conclude where the most important stakeholders for the two non-profit organizations, and find the similarities between these two non-profit organization stakeholders.