

# Evaluasi Dampak Capacity Building Program CSR Sekolah Binaan United Tractors (SOBAT) menggunakan Metode Main Analytical Categories dan Social Return On Investment = Evaluation of the Impact of Capacity Building in the Sekolah Binaan United Tractors (SOBAT) Program using the Main Analytical Categories and Social Return On Investment Method

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## Abstrak

Riset ini bertujuan untuk memberikan kebaruan substansi dan metode evaluasi dalam mengevaluasi program CSR pendidikan berkarakteristik capacity building yang masih jarang dilakukan perusahaan. Studi sejenis menunjukkan kecenderungan evaluasi sampai ke level output. Sementara dampak kurang optimal karena minimnya pengalaman perusahaan dan belum adanya metode yang valid dan reliabel untuk mengukur dampak dari program tersebut. Riset evaluasi ini bertujuan untuk menilai keberhasilan program SOBAT (Sekolah Binaan United Tractors) dari sisi penerima manfaat dengan menggunakan Main Analytical Categories dan Capacity building yang pembuktian dampaknya dilakukan secara partisipatif menggunakan Social Return On Investment. Hasil evaluasi menunjukkan bahwa hasil program sudah sangat sesuai ditinjau dari dimensi relevansi, dampak, keberlanjutan, dan replikabilitas. Model pengelolaan program dari sisi efektivitas sudah sangat sesuai, namun efisiensi program masih perlu dimaksimalkan. SOBAT berhasil menciptakan dampak berupa capacity building dalam level organisasi dan individu untuk mencapai keberlanjutan. Keberhasilan program dibuktikan melalui analisis SROI dengan rasio nilai dampak investasi sosial sebesar Rp 7.09 : 1 yang memberikan timbal balik positif sebagai investasi dampak. Hasil keseluruhan memperlihatkan bahwa keberhasilan program dipengaruhi oleh karakteristik penerima manfaat yang memiliki kesadaran untuk mencapai perubahan positif secara kolektif.

.....This research aims to provide new substance and evaluation methods for evaluating the capacity-building characteristic of educational CSR programs that are still rarely carried out by companies. Similar studies show a tendency for evaluation to reach the output level. Meanwhile, the impact is less than optimal due to the lack of company experience and the absence of a valid and reliable method to measure the program's impact. This evaluation research aims to assess the success of the SOBAT (Sekolah Binaan United Tractors) program from the beneficiary perspective using Main Analytical Categories and Capacity building analysis and terminated by Social Return On Investment to prove impact value. The evaluation results show that the program results are very appropriate in relevance, impact, sustainability, and replicability. The program management model in terms of effectiveness is very appropriate, but program efficiency still needs to be maximized. SOBAT has succeeded in creating an impact in capacity building at the organizational and individual levels to achieve sustainability. The program's success is proven through an SROI analysis with a social investment impact value ratio of Rp 7.09: 1, which provides positive returns as an impact investment. The overall results show that the program's success is influenced by the characteristics of the beneficiaries who have the awareness to achieve positive change collectively.