

Evaluasi Dampak dan Replikabilitas Program Sertifikasi RSPO PT. Unilever Oleochemical Indonesia (UOI) Dengan Metode Main Analytical Categories Dan Social Return On Investment. = Impact Evaluation and Replicability of the RSPO Certification Program By PT. Unilever Oleochemical Indonesia (UOI) With Main Analytical Categories and Social Return On Investment Methods.

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Abstrak

Riset ini bertujuan mengevaluasi dampak dan replikabilitas dari program CSR dalam pemberdayaan petani swadaya. Studi terdahulu cenderung fokus kepada keberhasilan program dari pelaksanaan program secara pendanaan dan pelaksana program. Dalam penelitian evaluasi ini, peneliti mengkombinasikan alat analisis Main Analytical Categories untuk melihat ketercapaian program dan Social Return of Investment untuk memonetisasi dampak program Sertifikasi RSPO. Penelitian ini memiliki argumen bahwa perkebunan kelapa sawit berkelanjutan yang dilakukan petani swadaya dapat menjadi investasi jangka panjang bagi inisiator program, sebagai bentuk Creating Shared Value. Penelitian evaluasi dilakukan dengan menggabungkan metode Main Analytical Categories dan Social Return on Investment. Main Analytical Categories digunakan untuk mengevaluasi relevansi, dampak, dan replikabilitas program, serta Social Return on Investment digunakan untuk menambahkan analisis dampak secara moneter. Hasil evaluasi Main Analytical Categories menunjukkan bahwa program telah relevan, memiliki dampak positif meskipun belum optimal, dan replikabilitas program dapat dilakukan tetapi tidak secara keseluruhan. Hasil evaluasi, Social Return of Investment menunjukkan nilai yang relatif rendah terhadap program. Program terbukti memberikan dampak positif bagi penerima manfaat, namun tidak banyak dampak tangible. Hasil evaluasi ini menunjukkan bahwa model program bisa memberi dampak pada karakteristik sosial masyarakat tertentu, dan replikasi dari program tersebut mensyaratkan karakteristik sosial tersebut.

.....This research aims to evaluate the impact and replicability of the CSR program in empowering independent smallholders. Previous studies have tended to focus on program success from program implementation in terms of funding and program implementation. This evaluation study uses a combination of Main Analytical Categories to see program achievements and Social Return of Investment to monetize the impact of the RSPO Certification program. This study has the argument that sustainable oil palm plantations carried out by independent smallholders can be a long-term investment for program initiators, as a form of Creating Shared Value. Main Analytical Categories are used to evaluate program relevance, impact, and replication. Social Return on Investment is used to add monetary impact analysis. The results of the Main Analytical Categories evaluation show that the program is relevant, has a positive impact even though it is not optimal, and program replication can be carried out but not as a whole program. The results of the evaluation of the Social Return of Investment show a relatively low value for the program.. The program has proven to have a positive impact on beneficiaries, but not many tangible impacts. The results of this evaluation indicate that the program model can have an impact on certain social characteristics of the community, and the replication of the program requires these social characteristics.