

Evaluasi Dampak dan Keberlanjutan Program Desa Mandiri Energi (DME) Sebagai Program CSR Danone Aqua Klaten = Evaluation of the Impact and Sustainability of the Desa Mandiri Energi (DME) Program as the Danone Aqua Klaten CSR Program

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Abstrak

Penelitian evaluasi program ini bertujuan untuk menemukan model evaluasi yang mampu menjelaskan kaitan antara dampak dan keberlanjutan program CSR dengan menggunakan kombinasi metode evaluasi Main Analytical Categories (MAC) dan Social Return On Investment (SROI). Studi sebelumnya menunjukkan kecenderungan implementasi program CSR perusahaan yang diharuskan memberikan dampak secara signifikan. Sementara, program yang bersifat pemberdayaan pada perusahaan ekstraktif masih sulit menghasilkan dampak dan keberlanjutan secara optimal karena minimnya upaya metode evaluasi. Fokus penelitian ini ingin melihat konsep pemberdayaan masyarakat sebagai karakteristik program CSR. Dibutuhkan studi evaluasi terhadap program Desa Mandiri Energi (DME) menggunakan model Main Analytical Categories untuk melihat konsep dampak dan keberlanjutan menjadi fokus keberhasilan program. Selain itu, untuk menghitung monetisasi dampak program menggunakan model pengukuran SROI melalui studi wawancara mendalam. Hasil evaluasi menunjukkan bahwa program sangat baik dalam hal relevansi, efektivitas, efisiensi, dampak, dan keberlanjutan yang dipengaruhi oleh beberapa faktor seperti kesadaran manfaat potensi biogas, pemberian kapasitas manajemen sapi perah, serta pemberian wewenang masyarakat terhadap pengelolaan program. Pengelolaan program menunjukkan keberhasilan terhadap dampak dan keberlanjutan, namun replikabilitas program masih perlu dimaksimalkan. Program menghasilkan rasio nilai dampak sebesar Rp. 1:4.43, dari setiap Rp. 1,- nilai investasi yang menghasilkan Rp. 4,43,- dampak sosial program. Hasil keberhasilan program dipengaruhi oleh perencanaan dan pendampingan program yang mampu memproduksi input secara efektif dan efisien serta kesadaran kolektif penerima manfaat dalam mencapai modal sosial masyarakat.

.....This program evaluation research aims to find an evaluation model that is able to explain the link between the impact and sustainability of CSR programs by using a combination of Main Analytical Categories (MAC) and Social Return On Investment (SROI) evaluation methods. Previous studies have shown a tendency for the implementation of corporate social responsibility programs to have a significant impact. Meanwhile, programs that are empowering in extractive companies are still difficult to produce optimal impact and sustainability due to the lack of evaluation method efforts. The focus of this research looks at the concept of community empowerment as a characteristic of the CSR program. An evaluation study of the DME (Energy Independent Village) program is needed using the Main Analytical Categories model to see the concept of impact and sustainability, which is the focus of the program's success. In addition, to calculate the impact monetization of the program using the SROI measurement model through in-depth interview studies. The evaluation results show that the program is very good in terms of relevance, effectiveness, efficiency, impact, and sustainability which is influenced by several factors such as awareness of the potential benefits of biogas, provision of capacity to manage dairy cows, and granting of community authority over program management. Program management has demonstrated success in terms of impact

and sustainability, but program replication still needs to be maximized. The program produces an impact value ratio of Rp. 1:4.43, from every Rp. 1, - investment value that generates Rp. 4.43,- the social impact of the program. The program's success results are influenced by program planning and assistance that is able to produce inputs effectively and efficiently as well as the collective awareness of beneficiaries in achieving community social capital.