

# Pengembangan Stakeholder Engagement Plan pada Proyek Konstruksi Perumahan Cluster = Development of Stakeholder Engagement Plan in Cluster Housing Construction Projects

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## Abstrak

Dalam mencapai keberhasilan proyek konstruksi, diperlukan manajemen yang efektif terhadap harapan dan kepentingan para stakeholder yang terlibat dalam proyek tersebut salah satunya melalui rencana keterlibatan stakeholder (Stakeholder Engagement Plan/SEP). Namun, beberapa proyek konstruksi tidak memiliki stakeholder engagement plan karena mereka tidak memiliki pedoman terkait dokumen tersebut. Maka, penelitian ini bertujuan untuk menghasilkan dokumen stakeholder engagement plan dengan mengidentifikasi stakeholder yang terlibat, tingkat keterlibatan setiap stakeholder, hingga mengembangkan stakeholder engagement plan pada proyek konstruksi perumahan cluster. Penelitian ini berfokus pada satu proyek konstruksi perumahan cluster, dengan pembahasan yang terbatas pada pengembangan stakeholder engagement plan untuk proyek tersebut. Metode yang diterapkan dalam penelitian ini meliputi studi literatur, survei kuesioner, dan validasi responden terkait stakeholder pada proyek konstruksi perumahan cluster. Metode analisis data yang digunakan di antaranya triangulasi, analisis delphi, statistik deskriptif, dan analisis konten. Hasil yang diperoleh dari penelitian ini adalah terdapat 15 stakeholder yang teridentifikasi pada proyek konstruksi perumahan cluster dengan 6 stakeholder tergolong ke dalam kategori player – manage closely, 3 stakeholder merupakan subject – keep informed, 1 stakeholder adalah context setter – keep satisfied, dan 5 stakeholder pada kategori crowds – monitor; serta pengembangan stakeholder engagement plan berisikan informasi yang disampaikan, media komunikasi, jangka waktu pemberian informasi, hingga frekuensi pemberian informasi kepada setiap stakeholder dalam proyek tersebut.

.....In achieving the success of a construction project, effective management of the expectations and interests of the stakeholders involved in the project is required, one of which is through a stakeholder engagement plan (SEP). However, several construction projects do not have a stakeholder engagement plan because they do not have guidelines regarding the document. Thus, this study aims to produce a stakeholder engagement plan document by identifying the stakeholders involved, the level of involvement of each stakeholder, to develop a stakeholder engagement plan for cluster housing construction projects. This study focuses on one cluster housing construction project, with limited discussion on developing a stakeholder engagement plan for that project. The methods applied in this study include literature studies, questionnaire surveys, and validation of respondents regarding stakeholders in cluster housing construction projects. Data analysis methods used include triangulation, Delphi analysis, descriptive statistics, and content analysis. The results obtained from this study are that there are 15 identified stakeholders in the cluster housing construction project with 6 stakeholders belonging to the player category - manage closely, 3 stakeholders are subjects - keep informed, 1 stakeholder is a context setter - keep satisfied, and 5 stakeholders are category crowds – monitors; as well as the development of a stakeholder engagement plan containing the information conveyed, the media of communication, the period for providing information, and the frequency of providing information to each stakeholder in the projects.