

Dampak Program CSR PT. Barasentosa Lestari berbasis Otonomi Ekonomi pada Masyarakat Wilayah Ring 1 di Sumatera Selatan = The Impact of PT Barasentosa Lestari's CSR Program based on Economic Autonomy on the Ring 1 Community in South Sumatra

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Abstrak

Problematika program CSR korporasi di bidang industri ekstraktif Indonesia salah satunya ialah merealisasikan dampak positif yang cenderung fokus pada hasil akhir (outcome) tanpa memperhatikan kualitas akseptor program yang dijalankan. Berbagai hasil kajian menuturkan pentingnya menimbang sejauh mana tingkat kapabilitas masyarakat dicapai guna menyokong keberhasilan dan dampak positif program CSR yang justru diabaikan oleh eksekutor program. Merespon hal tersebut korporasi perlu merevisi peningkatan kapabilitas masyarakat dengan mengintegrasikan aspek kualitas keberhasilan program. Penelitian ini diselenggarakan dengan melihat program CSR Otonomi Ekonomi PT. Barasentosa Lestari (BSL) melalui metode penelitian kuantitatif dengan mengonfirmasi pengaruh tingkat partisipasi melalui tingkat kapabilitas masyarakat desa terhadap dampak - dampak yang dihasilkan dari program CSR Otonomi Ekonomi PT. Barasentosa Lestari (BSL). Unit analisis studi ini merupakan individu (pekerja) akseptor program CSR korporasi PT. BSL. Studi evaluasi formatif ini bertujuan untuk memperoleh strategi improvisasi yang dapat diaplikasikan pada masa program berjalan selanjutnya. Analisis SWOT digunakan dalam menyusun model konkret evaluasi program. Hasil studi ini menunjukkan bahwa penerima program memiliki tingkat partisipasi, tingkat kapabilitas, dan tingkat dampak program yang cenderung rendah. Adapun Tingkat partisipasi dan tingkat kapabilitas terbukti memiliki korelasi positif terhadap tingkat dampak program dengan nilai korelasi sebesar 0.609 dan 0.721. Hasil Analisis multivariat juga menunjukan bahwa terdapat pengaruh yang signifikan dari tingkat partisipasi melalui tingkat kapabilitas penerima program terhadap tingkat dampak yang dihasilkan oleh program. Adapun response rate pada survey kuesioner yang disebar oleh peneliti menghasilkan response rate sebesar 75.0%. Berdasarkan temuan ini, peneliti menyusun analisis SWOT dalam bentuk model aplikatif yang dapat meningkatkan dampak program melalui peningkatan partisipasi dan kapabilitas program.

.....One of the problems with corporate CSR programs in the Indonesian extractive industry sector is that realizing positive impacts tends to focus on the final result (outcome) without paying attention to the quality of the program's acceptors. Various study results show the importance of considering the extent to which the level of community capability is achieved in order to support the success and positive impact of CSR programs, which is actually ignored by program executors. In response to this, corporations need to revise increasing community capabilities by integrating quality aspects of program success. This research was conducted by looking at PT's Economic Autonomy CSR program. Barasentosa Lestari (BSL) through quantitative research methods by confirming the influence of the level of participation through the level of capability of the village community on the impacts resulting from PT's Economic Autonomy CSR program. Barasentosa Lestari (BSL). The unit of analysis for this study is the individual (worker) acceptor of PT's corporate CSR program. BSL. This formative evaluation study aims to obtain improvisational strategies that can be applied in the future of the program. SWOT analysis is used in developing a concrete model for

program evaluation. The results of this study show that program recipients tend to have low levels of participation, levels of capability, and levels of program impact. The level of participation and level of capability are proven to have a positive correlation with the level of program impact with correlation values of 0.609 and 0.721. The results of the multivariate analysis also show that there is a significant influence of the level of participation through the level of capability of program recipients on the level of impact produced by the program. The response rate in the questionnaire survey distributed by the researchers resulted in a response rate of 75.0%. Based on these findings, researchers prepared a SWOT analysis in the form of an applicable model that can increase the impact of the program through increasing participation and program capability.