

Refleksi Magang Pada Perancangan Program Community Development di PT United Tractors Tbk = Internship Reflection on Community Development Program Design at PT United Tractors Tbk

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Abstrak

Pengalaman magang dalam perencanaan program community development pada divisi CSR di PT United Tractors Tbk. Dalam perencanaan suatu program mengambil konsep rendering technical dari Tania Murray Li, yaitu sebuah proses yang mengubah aspek-aspek yang berada di masyarakat, seperti aspek sosial politik yang kemudian diolah menjadi masalah-masalah teknis yang dapat dikelola oleh suatu lembaga atau pemerintah dengan melakukan intervensi secara teknis. Proses pengumpulan data dilakukan menggunakan tools dan metode seperti social mapping dan needs assessment yang disebut oleh Latour dan Woolgar (1989: 51) sebagai inscription devices. Setelah melakukan inscription process perusahaan kemudian mengimplementasikan program community development. Akan tetapi, implementasi program tersebut dibuat tanpa mempertimbangkan temuan penting dari proses inscriptional practices. Melalui hal tersebut, menunjukkan bahwa dalam merancang suatu program community development, keberhasilan program sangat bergantung pada sinergi antara pengumpulan data yang akurat dan penerapan hasil analisis data. Perusahaan sebaiknya menghargai dan mengintegrasikan data yang telah dikumpulkan dalam proses pengambilan keputusan pada program yang ingin dijalankan.

..... Internship experience in community development program planning in the corporate social responsibility division at PT United Tractors Tbk. In planning a program, I took the concept of rendering technical from Tania Murray Li, which is a process that changes aspects in society, such as socio-political aspects which are then processed into technical problems that can be managed by an institution or government by intervening technically. The data collection process is carried out using tools and methods such as social mapping and needs assessment, which Latour and Woolgar (1989: 51) refer to as inscription devices. After conducting the inscription process, the company then implements the community development program. However, the implementation of the program was made without considering important findings from the inscriptional practices process. Through this, it shows that in designing a community development program, the success of the program is highly dependent on the synergy between accurate data collection and the application of data analysis results. Companies should value and integrate the data that has been collected in the decision-making process of the program they want to run.