

Pelaksanaan Program Daring Reach Independence & Sustainable Entrepreneurship 2.0 Sebagai Upaya Pemberdayaan Penyandang Disabilitas (Studi Deskriptif : Implementasi Program Corporate Social Responsibility PT. Bank Maybank Indonesia Tbk. = : Implementation of the online Reach Independence & Sustainable Entrepreneurship 2.0 Program as an Effort to Empower Persons with Disabilities (Descriptive Study: Implementation of PT. Bank Maybank Indonesia Tbk's Corporate Social Responsibility Program)

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Abstrak

Penelitian ini membahas tentang pelaksanaan program CSR Bank Maybank Indonesia yaitu program online Reach Independence & Sustainable Entrepreneurship (RISE) 2.0, yang berkaitan dengan pemberdayaan komunitas penyandang disabilitas melalui program kewirausahaan. Tujuan penelitian ini adalah untuk mendeskripsikan pelaksanaan dan faktor-faktor yang mempengaruhi pelaksanaan program RISE 2.0 sebagai upaya memberdayakan penyandang disabilitas. Penelitian ini merupakan penelitian kualitatif dengan studi deskriptif melalui studi literatur dan wawancara yang dilakukan secara daring pada tahun 2021. Penelitian ini melibatkan 8 orang informan yang terdiri dari pihak CSR Maybank Indonesia, pihak People Systems Consultancy Indonesia, dan peserta program. Hasil penelitian menunjukkan bahwa dalam menyelenggarakan CSR melalui program RISE 2.0 telah terjadi pemberdayaan bagi komunitas penyandang disabilitas sebagai penerima manfaat. Hal ini dilakukan melalui upaya perubahan mindset, pelatihan kewirausahaan, dan pendampingan kewirausahaan bagi komunitas penyandang disabilitas. Namun, penerima manfaat belum dilibatkan pada proses assessment serta perencanaan program dan program masih terbatas bagi penyandang disabilitas fisik. Faktor pendukung program RISE 2.0 adalah adanya pendekatan personal kepada peserta, pelatih dan mentor yang berpengalaman, adanya komunikasi dua arah, adanya partisipasi aktif peserta, dilakukan secara online, dan adanya komunitas penyandang disabilitas di media sosial. Sedangkan, faktor penghambatnya adalah adanya kesibukan lain peserta, pembatasan sosial karena pandemi COVID-19, kendala jaringan dan listrik, dan belum terbiasanya peserta dengan metode online.

.....This study discusses the implementation of Bank Maybank Indonesia's CSR program, namely the online program Reach Independence & Sustainable Entrepreneurship (RISE) 2.0, which is related to empowering communities with disabilities through entrepreneurship programs. The purpose of this study is to describe the implementation and the factors that influence the implementation of the RISE 2.0 program as an effort to empower people with disabilities. This research is a qualitative research with a descriptive study through literature studies and online interviews in 2021. This study involved 8 informants consisting of CSR Maybank Indonesia, People Systems Consultancy Indonesia, and program participants. The results of the study show that in carrying out CSR through the RISE 2.0 program there has been empowerment for communities with disabilities as beneficiaries. This is done through efforts to change mindsets, entrepreneurship training, and entrepreneurship assistance for communities with disabilities. However, beneficiaries have not been involved in the assessment process and program planning and programs are still limited to persons with physical disabilities. The supporting factors of program RISE 2.0 are personal

approach to participants, experienced trainers and mentors, two-way communication, active participation of participants, conducted online, and a community of people with disabilities on social media. Meanwhile, the inhibiting factors are the participants' other busyness, social restrictions due to the COVID-19 pandemic, network and electricity constraints, and participants' unfamiliarity with online methods.