

Efektivitas program kemitraan pada implementasi CSR PT Jamsostek kantor cabang Depok : studi kasus pengusaha kecil penerima program pada KSU Busra = The effectiveness of the partnership program on the implementation of the CSR of PT Jamsotek branch office depok : case study of small entrepreneurs receiver the program at KSU Busra / Ambar Arbaatun

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menggambarkan bentuk program kemitraan bagi mitra binaan, mengukur efektivitas program kemitraan bagi usaha kecil mitra binaan. Serta menggambarkan faktor yang mendukung tercapainya efektivitas program CSR PT. Jamsostek Kacab Depok melalui program kemitraan. Penelitian ini merupakan penelitian kualitatif. Hasil dari penelitian ini menunjukkan bahwa program kemitraan bersifat mandatory dan minim dalam segi pendampingan. Dengan metode executing dalam pelaksanaan kemitran memberikan manfaat bagi pihak perusahaan, koperasi dan mitra binaan. Diantaranya penilaian positif terkait kinerja perusahaan, kemudahan mengontrol angsuran, kredibilitas koperasi dan dana stimulan bagi usaha mitra binaan. Dari segi efektivitas program kemitraan, dapat dikatakan efektif karena mitra binaan mengalami peningkatan usaha. Sedangkan faktor yang mendukung tercapainya efektivitas program diantaranya terdapat faktor pendidikan, lama menjalankan usaha, keterlibatan pada usaha sejenis, jaringan sosial serta pengorganisasian program kemitraan.

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ABSTRACT

This research aims to describe a form of partnership program for assisted partner, to measure the effectiveness of partnership program for small businesses assisted partner, and also to describe the factors that support the achievement of the effectiveness of CSR program at PT. Jamsostek branch office Depok through partnership programs. This research is qualitative research. The result of this research indicates that partnership program is mandatory and scanty in terms of mentoring. With executing method in the implementation of partnership program give the benefit for companies, cooperatives and assisted partner. Such as positive assessment regarding the company's performance, the ease of installment control, the credibility of the cooperatives and funds to provide stimulation for assisted business partners. In terms of the effectiveness of the partnership program, it can be said to be effective because there is a business improvement of the assisted business partner. Meanwhile, the supporting factors of program effectiveness are education, the age of doing business, engagement in similar business, social

networks and organizing of the partnership program.