

Evaluasi program pemberdayaan penanaman tanaman hidroponik oleh PT. Hankook Tire Indonesia = Evaluation of the hydroponic plant empowerment program from PT. Hankook Tire Indonesia

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Abstrak

Penelitian ini bertujuan untuk melakukan evaluasi terhadap program pemberdayaan penanaman tanaman hidroponik yang dilakukan oleh PT. Hankook Indonesia untuk memajukan Desa Cicau dalam bidang lingkungan, serta menambah pemasukan ekonomi masyarakat desa dengan memberikan pelatihan dalam menanam, merawat, hingga mendistribusikan tanaman hidroponik. Metode penelitian menggunakan kerangka evaluasi berupa Main Analytical Categories dengan menggunakan empat variabel yaitu relevansi, efektivitas, dampak, serta keberlanjutan dan metode penelitian kualitatif, yaitu melalui wawancara mendalam dan observasi. Sebagai tambahan, peneliti juga menganalisis aspek partisipasi. Hasil Penelitian menunjukkan, pada aspek relevansi, program pelatihan penanaman tanaman hidroponik dianggap peneliti cukup relevan karena memberikan program lingkungan dan ekonomi berdasarkan karakteristik penerima program dan karakteristik geografis Desa Cicau. Dari aspek efektivitas, program dinilai kurang efektif karena belum mencapai salah satu tujuan program yang diharapkan yaitu memberdayakan masyarakat secara ekonomi. Dari aspek dampak, program dinilai mampu memberikan dampak kepada penerima program berupa peningkatan kesadaran lingkungan, perbaikan gizi dan peningkatan solidaritas kelompok. Selain itu, pihak perusahaan pun mendapatkan dampak berupa terciptanya hubungan yang baik dengan masyarakat setempat. Dari aspek keberlanjutan, program dinilai tidak berkelanjutan karena penerima program tidak dapat melanjutkan kegiatan pemberdayaan selepas tidak lagi dilakukan pembimbingan oleh pihak perusahaan yang diakibatkan oleh faktor eksternal yaitu adanya pandemi Covid-19.

.....This study aims to evaluate the assisted village program conducted by PT. Hankook Indonesia as a form of corporate social responsibility. The program provided is in the form of an environmental reforestation program which at the same time provides economic empowerment. This program aims to advance Cicau Village in the environmental field, as well as increase the economic income of the village community by providing training in processing manufactured goods. The research method uses an evaluation framework in the form of Main analytical categories and qualitative and qualitative research methods, namely through in-depth interviews and observations. Main Analytical Categories themselves are used to evaluate the program by looking at the suitability of the program's achievements and objectives on the variables of relevance, effectiveness, impact, and program sustainability. These four variables are used because they are considered to represent program performance to be assessed as a whole. In addition, researchers will also analyze the program using aspects of participation. The results showed that, in terms of relevance, the hydroponic plant planting training program was considered by researchers to be quite relevant because it provided environmental and economic programs based on the characteristics of the program recipients and the geographical characteristics of Cicau Village. From the aspect of effectiveness, the program is considered less effective because it has not achieved one of the expected program objectives, namely empowering the community economically. From the aspect of impact, the program is considered capable of having an impact on program recipients in the form of increasing environmental awareness, improving nutrition and

increasing group solidarity. In addition, the company also gets an impact in the form of establishing a good relationship with the local community. From the sustainability aspect, the program is considered unsustainable because program recipients cannot continue empowerment activities after no longer providing mentoring by the company. The discontinue itself, caused by Covid-19 Pandemic.