

Evaluasi Fungsi Community Development dan Community Relation pada Program Pariwisata Berbasis Komunitas. (Studi Kasus: Program CSR Wisata Alam Papalidan River Tubing) = Evaluation of Community Development and Community Relations Functions in Community-Based Tourism Programs. (Case Study: Papalidan River Tubing Nature Tourism CSR Program)

Muhammad Andhika Prayugha, author

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Abstrak

Studi evaluasi ini bertujuan memberikan model evaluasi program CSR yang lebih komprehensif mengukur capaian fungsi community development dan community relation secara seimbang. Literatur dalam evaluasi program CSR lebih cenderung fokus pada aspek Community Development dan kurang melihat dampak program pada aspek relasi antara perusahaan dengan komunitas. Program pemberdayaan pariwisata berbasis komunitas ini merupakan CSR PT Tirta Investama-Lido di Desa Ciburuy yang mulai dilaksanakan pada 2019 lalu. Studi ini menggunakan metode kualitatif dengan teknik pengumpulan data wawancara mendalam, observasi, dan survei sebagai data pelengkap. Metode evaluasi yang digunakan adalah kombinasi metode Main Analytical Categories, SWOT untuk mengukur capaian fungsi Community Development, dan pengukuran relasi untuk menilai capaian fungsi Community Relation. Hasil studi ini menunjukkan bahwa aspek relevansi lebih menonjol dibandingkan aspek lainnya seperti efektivitas, dampak, dan keberlanjutan. Analisis SWOT memperlihatkan kekuatan pada SDA dan SDM yang cukup banyak dan menghimpuni, akan tetapi masih perlu dioptimalkan dari segi kualitas sungai dan SDM yang perlu di kembangkan. Kinerja program yang cukup baik berdampak pada relasi yang cukup harmonis antara perusahaan dengan komunitas. Hal ini bisa dilihat dari komunikasi, kerjasama, dan pengakuan dari masyarakat/komunitas yang berujung positif. Dengan demikian kinerja dan dampak program pada aspek Community Development terlihat sejalan dengan dampak program pada aspek Community Relation.

.....This evaluation study aims to provide a more comprehensive CSR program evaluation model to measure the achievement of the community development and community relations functions in a balanced way. The literature in the evaluation of CSR programs tends to more focus on aspects of Community Development and less on the impact of programs on aspects of the relationship between the company and the community. This community-based tourism empowerment program is a CSR of PT Tirta Investama-Lido in Ciburuy Village which was started in 2019. This study uses a qualitative method with data collection techniques in-depth interviews, observations, and surveys as complementary data. The evaluation method used is a combination of the Main Analytical Categories, SWOT is to measure the achievement of the Community Development, and relationship measurement is to assess the achievement of the Community Relations. The results of this study indicate that the relevance aspect is more prominent than other aspects such as effectiveness, impact, and sustainability. The SWOT analysis shows that the strength of natural resources and human resources is quite large and adequate, but still needs to be optimized in terms of river quality and human resources that need to be developed. The program's good performance has an impact on quite harmonious relations between the company and the community. This can be seen from the communication, cooperation, and recognition from the community/community that lead to positive results. Thus the

performance and impact of the program on the Community Development are seen to be in line with the program's impact on the Community Relations.