

Evaluasi Dampak Sosial Program Konservasi Air dan Tanah Pada Program CSR Danone Aqua Klaten = The Social Impact Evaluation of Water and Soil Conservation Program at CSR Program Danone Aqua Klaten

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Abstrak

Riset evaluasi ini bertujuan menemukan model evaluasi yang dapat mengukur keberhasilan dari program CSR bidang lingkungan berkarakteristik CSV (Creating Shared Value). Studi terdahulu menunjukkan bahwa evaluasi dampak program lingkungan banyak berfokus pada environmental policies, environmental spending, dan environmental performance. Sementara untuk program CSR bidang lingkungan dengan karakter CSV seperti pada kasus ini masih relatif minim dibahas karena model evaluasi CSV yang belum memiliki model memadai, dan minimnya program CSV di bidang lingkungan. Riset evaluasi ini juga bertujuan untuk mengukur keberhasilan program Konservasi Air dan Tanah dari sisi penerima manfaat dengan menggunakan metode CIPP (Context, Input, Process, dan Product) dan pembuktian dampak yang dilakukan secara partisipatif menggunakan SROI (Social Return on Investment). Hasil evaluasi menunjukkan bahwa program sudah cukup berhasil dan mengarah ke capaian yang sangat baik berdasarkan matriks parameter analisis dan indikator analisis relevansi, efektivitas, dan hasilnya. Namun, masih perlu dilakukan perbaikan untuk meningkatkan efektivitas dan hasil yang maksimal. Sementara program Konservasi Air dan Tanah berhasil menciptakan dampak berupa peningkatan kemampuan dan keberlanjutan melalui pengukuran rasio nilai dampak SROI sebesar Rp 21.05 : 1. Angka SROI yang besar ini terjadi karena komoditas yang dipilih bernilai tinggi, capacity building terjadi karena keterlibatan aktif beneficiaries, dan dampak yang diterima secara merata oleh seluruh beneficiaries. Program memberikan timbal balik positif sebagai investasi dampak akibat bentuk program yang berupaya untuk menciptakan nilai melalui pemilihan tanaman konservasi yang dapat memberikan tambahan pendapatan bagi komunitas lokal penerima manfaat. Secara keseluruhan, menunjukkan bahwa keberhasilan program berkarakteristik CSV lebih dominan dipengaruhi oleh karakteristik penerima manfaat dengan partisipasi, kesadaran, dan inisiatif secara kolektif yang tinggi untuk menciptakan perubahan positif. Institusionalisasi program pada kelembagaan masyarakat menjadi faktor kunci dampak dan potensi keberlanjutan program bagi beneficiaries, yang sejalan dengan keberlanjutan sumber daya air bagi bisnis Danone Aqua Klaten.

.....This evaluation research aims to find an evaluation model that can measure the success of CSR programs in the environmental field with CSV (Creating Shared Value) characteristics. Previous studies have shown that the impact evaluation of environmental programs focuses a lot on environmental policies, environmental spending, and environmental performance. Meanwhile, CSR programs in the environmental field with CSV characters like in this case are still relatively minimally discussed because the CSV evaluation model does not yet have an adequate model, and the lack of CSV programs in the environmental sector. This evaluation research also aims to measure the success of the Water and Soil Conservation program from the beneficiary side using the CIPP (Context, Input, Process, and Product) method and proof of impact which is carried out in a participatory manner using SROI (Social Return on Investment). The results of the evaluation show that the program has been quite successful and has led to very good results

based on the analysis parameter matrix and analysis indicators of relevance, effectiveness and results. However, improvements still need to be made to increase effectiveness and maximum results. Meanwhile the Water and Soil Conservation program succeeded in creating an impact in the form of capacity building and sustainability through measuring the ratio of the value of the SROI impact of IDR 21.05: 1. This large SROI number occurs because the selected commodities are of high value, capacity building occurs due to the active involvement of beneficiaries, and the impact received equally by all beneficiaries. The program provides positive feedback as an impact investment due to the form of the program which seeks to create value through the selection of conservation plants that can provide additional income for the beneficiary local communities. Overall, it shows that the success of programs with CSV characteristics is more dominantly influenced by the characteristics of beneficiaries with high collective participation, awareness and initiative to create positive change. Program institutionalization in community institutions is a key factor in the impact and potential for program sustainability for beneficiaries, which is in line with the sustainability of water resources for the Danone Aqua Klaten business.