

Proses perencanaan program pengembangan produk UMKM standar ekspor dalam CSR (Corporate Social Responsibility) PT. Karabha Digdaya di Kecamatan Tapos, Kota Depok = Planning process for export standard MSME product development program in the Corporate Social Responsibility (CSR) of PT. Karabha Digdaya in Tapos District, Depok City

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Abstrak

Usaha Mikro, Kecil, dan Menengah (UMKM) merupakan salah satu sektor yang penting bagi perekonomian negara. Mulai dari kontribusi terhadap PDB (Produk Domestik Bruto) hingga penyerapan tenaga kerja di Indonesia. Namun, masih banyak kendala, hambatan, serta masalah yang dihadapi pelaku UMKM di Indonesia. PT. Karabha Digdaya (PT KD) berupaya untuk mensejahterakan para pelaku UMKM melalui Corporate Social Responsibility (CSR), khususnya dalam program Pengembangan Produk UMKM Standar Ekspor. Dari perspektif ilmu kesejahteraan sosial (kesos), program ini tidak hanya memberdayakan pelaku UMKM, tetapi juga memperkuat modal sosial dan meningkatkan kapasitas ekonomi pelaku yang bermanfaat pada peningkatan taraf hidup masyarakat Kecamatan Tapos. Penelitian ini berusaha untuk menjelaskan proses perencanaan Program Pengembangan Produk UMKM Standar Ekspor dalam CSR PT. Karabha Digdaya yang akan dianalisis secara keseluruhan menggunakan tahapan proses perencanaan oleh Kettner. Teori Kettner diantaranya adalah defining programs, problem analysis, needs assessment, selecting a strategy and establishing objective, program design, data requirements for performance measurement, monitoring and using information technology, program evaluation, dan budgeting. Penelitian ini menggunakan pendekatan kualitatif dengan studi deskriptif melalui wawancara semi-struktur, studi literatur, dan observasi sebagai metode pengumpulan data. Metode sampling dalam penelitian ini menggunakan purposive sampling. Hasil temuan penelitian menunjukkan bahwa program ini didesain dengan tujuan untuk memperkenalkan produk UMKM Tapos ke pasar global dan mensejahterakan para pelaku UMKM. Proses perencanaan program melibatkan kerja sama antara PT KD dan pemerintah setempat, serta dilakukan melalui beberapa tahapan, yaitu penilaian produk UMKM, klasifikasi produk UMKM, dan kolaborasi dengan mitra. Adapun faktor-faktor yang mendukung program ini, antara lain adalah semangat kewirausahaan yang tinggi dari para pelaku UMKM, kemitraan kolaboratif dengan lembaga lain, dan dukungan dari karyawan PT KD serta pemerintah setempat. Namun, terdapat juga beberapa faktor penghambat, seperti mindset pelaku UMKM yang belum siap untuk bersaing di pasar global, kemampuan pemasaran yang minim, dan tingkat pendidikan masyarakat yang rendah.

.....Micro, Small and Medium Enterprises (MSMEs) are an important sector for the country's economy. Starting from contribution to GDP (Gross Domestic Product) to employment in Indonesia. However, there are still many obstacles and problems faced by MSMEs in Indonesia. PT. Karabha Digdaya (PT KD) strives to improve the welfare of MSME players through Corporate Social Responsibility (CSR), especially in the Export Standard MSME Product Development program. From a social welfare science perspective, this program not only empowers MSME actors, but also strengthens social capital and increases the economic capacity of actors which is beneficial in increasing the living standards of the people of Tapos District. This

research seeks to explain the planning process for the MSME Export Standard Product Development Program in PT's CSR. Karabha Digdaya which will be analyzed as a whole using the planning process stages by Kettner. Kettner's theories include defining programs, problem analysis, needs assessment, selecting a strategy and achieving objectives, program design, data requirements for performance measurement, monitoring and using information technology, program evaluation, and budgeting. This research uses a qualitative approach with a descriptive study through semi-structured interviews, literature study, and observation as data collection methods. The sampling method in this research uses purposive sampling. The research findings show that this program was designed with the aim of introducing Tapos MSME products to the global market and improving the welfare of their local MSMEs. The program planning process involves collaboration between PT KD and the local government, and is carried out through several stages, namely MSME product assessment, MSME product classification, and collaboration with partners. The factors that support this program include the high entrepreneurial spirit of their local MSMEs, collaborative partnerships with other institutions, and support from PT KD employees and the local government. However, there are also several inhibiting factors, such as the mindset of MSME players who are not ready to compete in the global market, minimal marketing capabilities, and low levels of public education.