

Riset Evaluasi Program Young Changemaker Social Enterprise Academy (YCSEA) 2.0 = Evaluation Research of Young Changemaker Social Enterprise Academy (YCSEA) 2.0 Program

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Abstrak

Studi ini merupakan evaluasi terhadap pelaksanaan program Young Changemaker Social Enterprise Academy YCESA 2.0 sebagai program pengembangan kapasitas Sociopreneur di Indonesia. Penelitian dilakukan dengan menggunakan model evaluasi CIPP (Context, Input, Process, Product) sebagai kerangka pengumpulan data dan analisis dalam lingkup yang lebih strategis dan aplikatif. Hasil temuan CIPP kemudian dikaitkan dengan Konsep Capacity Building dan Sustainability sebagai dua aspek penting untuk melihat efektivitas program YCSEA 2.0. Hasil temuan CIPP menunjukkan bahwa aspek input dan proses menunjukkan permasalahan paling dominan, sedangkan aspek konteks dan produk menunjukkan permasalahan yang paling minim. Pada aspek konteks, temuan menunjukkan bahwa esensi hadirnya program sangat relevan dengan kebutuhan peserta, namun kriteria penerimaan peserta belum tertulis secara spesifik dan resmi. Pada aspek input ditemukan bahwa konten kegiatan pembinaan, kurikulum, serta fasilitas dan bantuan dana yang diberikan sangat relevan dengan kebutuhan peserta, tetapi sesi Product Launching dan Mentorship secara teknis belum optimal memberikan manfaat sesuai kebutuhan peserta. Aspek proses menunjukkan bahwa mulai dari kegiatan Pra Launching (Survey & FGD), Pembinaan (Coaching Class & Bootcamp) dapat berjalan sesuai rencana tanpa hambatan yang berarti, namun kegiatan setelahnya seperti Mentorship dan Product Launching harus dilaksanakan diluar rencana karena kendala pandemi COVID-19. Lebih lanjut, analisis capacity building menunjukkan bahwa program ini sudah mewujudkan aspek pengembangan kapasitas pada tahapan perencanaan serta implementasi tetapi tidak dalam tahapan monitoring evaluasi program. Analisis sustainability menunjukkan bahwa keberlanjutan program baru terlihat dari segi organisasi tetapi belum dapat terlihat dari implementasi program dan kebermanfaatannya karena jangka waktunya yang masih relatif sebentar.

.....This study is an evaluation of the Young Changemaker Social Enterprise Academy (YCSEA 2.0) as a Sociopreneur capacity building program in Indonesia. This reasearch uses the CIPP (Context, Input, Process, Product) evaluation model as a framework for data collecting, analysis in strategic and applicable scope. The findings of CIPP are linked to the concepts of Capacity Building and Sustainability as two important aspects to see the effectiveness of the YCSEA 2.0 program. The findings of CIPP shows that the input and process aspects show the most dominant problems, while the context and product aspects show the least problems. In the aspect context, it is found that the essence of the program's presence is very relevant to the participant target needs, but the criteria for acceptance of participants have not been written specifically and officially. In the input aspect, it is found that the content of the Coaching Classes activities, curriculum, facilities, and financial assistance provided were relevant to the participants needs. However, the Product Launching and Mentorship activities were technically not optimal in providing benefits according to the participants needs. The process aspect shows that starting from Pre-Launching activities (Survey & FGD), Coaching Classes & Bootcamp has well implemented without significant obstacles. but the activities after that such as Mentorship and Product Launching, didn't go according to the plan technically due to the constraints of the

COVID-19 pandemic. Furthermore, the capacity building analysis shows that this program has realized the aspect of capacity development at the planning and implementation stages but not in the program evaluation monitoring stage. Sustainability analysis shows that the sustainability of this program can be seen from the organizational side but has not been seen from the implementation and usability sides because the period is still relatively short.