

**Evaluasi Program Kampung Berseri Astra (Studi pada Program Pilar Lingkungan Corporate Social Responsibility Kampung Berseri Astra Talagasari Kecamatan Balaraja Kabupaten Tangerang Banten) =
Evaluation of Kampung Berseri Astra Program (Study of Corporate Social Responsibility Environment Program in Kampung Berseri Astra Talagasari Balaraja Regency Tangerang District Banten)**

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Abstrak

Penelitian ini dilaksanakan bulan Maret – Juni 2021 dan membahas tentang evaluasi program pilar lingkungan Kampung Berseri Astra (KBA) Talagasari yang merupakan program corporate social responsibility (CSR) jangka panjang PT Marga Mandalasakti. Merupakan studi evaluatif dan bertujuan mengevaluasi kualitas pelaksanaan program pilar lingkungan KBA Talagasari serta mengetahui faktor pendorong dan penghambat jalannya program. Pengumpulan data dilakukan dengan metode studi literatur, observasi, wawancara dan mengutamakan document review sebagai metode utama. Enam informan dan berbagai dokumen serta laporan menjadi sumber atau bahan evaluasi. Berdasarkan analisis logic model diketahui bahwa selama tahun 2020 telah berjalan tiga program lingkungan, cakupan program mencapai 70 persen dari masyarakat Desa Talagasari, jumlah kader mencapai 4 orang, terdapat empat titik zona penghijauan, memperoleh juara 3 lomba bank sampah tingkat nasional, dan memiliki program bank sampah yang aktif dengan 121 nasabah. Terdapat beberapa kendala diantaranya adanya pandemi Covid-19, kebutuhan operasional KBA Talagasari, hubungan dengan pihak desa, dan sistem pelaporan Yayasan Peduli Lingkungan yang kurang memadai. Sementara faktor pendorong diantaranya adanya local champion dengan kepemimpinan yang baik dan adanya semangat kontribusi dan kerja sama antar pengurus KBA yang sangat baik.

.....This research was conducted in March – June 2021 and discussed the evaluation of the environmental pillar program of Kampung Berseri Astra (KBA) Talagasari, which is a long-term corporate social responsibility (CSR) program of PT Marga Mandalasakti. This is an evaluative study and aims to evaluate the quality of the implementation of the environmental pillar program of the Talagasari KBA as well as to identify the driving and hindering factors of the program. Data was collected by using literature study, observation, interviews, and prioritizing document review as the main method. Six informants and various documents and reports became the source or material for evaluation. Based on the analysis of the logic model, it is known that during 2020 there have been three environmental programs, the program coverage reaches 70 percent of the people of Talagasari Village, the number of cadres reaches four people, there are four reforestation zones, won third place in the national level waste bank competition, and has a bank program active waste with 121 customers. There are several obstacles, including the Covid-19 pandemic, the operational needs of the Talagasari KBA, relations with the village, and the inadequate reporting system of the Environmental Care Foundation. In comparison, the driving factors include local champions with good leadership and an excellent spirit of contribution and cooperation between KBA administrators.