

ABSTRACT

Partnership Program has been organized by state-owned companies since 1989 as a corporate social responsibility action. Partnership Program which is implemented nowadays applying moving fund mechanism and being one of the performance indicators in state-owned company performance appraisal. Based on that appraisal, much of public society stated that Partnership Program implementation during this time was not implemented effectively and efficiently. It was showed by effectiveness levels of partnership program which are still low.

Objectives of this research are to analyze effectiveness and efficiency of implementation of partnership programs from point of view in amount of distributed funds, effectiveness level, number of SME (small and medium enterprise) partners, and relative efficiency level of partnership program between state-owned companies. Using partnership and community development program (PKBL) reports from period 2004 until 2006, this research will doing descriptive analysis and calculating efficiency using Data Envelopment Analysis (DEA) approach. This approach always used in banking industry to evaluates efficiency level of banks.

Keywords: *corporate social responsibility, partnership program, effectiveness, efficiency, and Data Envelopment Analysis.*

ABSTRAKSI

Program Kemitraan telah dijalankan BUMN sejak tahun 1989 sebagai salah satu wujud tanggung jawab sosial perusahaan. Program Kemitraan yang dijalankan saat ini menerapkan mekanisme dana bergulir dan dijadikan sebagai salah satu indikator dalam penilaian kinerja BUMN. Berdasarkan penilaian tersebut, banyak kalangan yang berpendapat bahwa pelaksanaan Program Kemitraan selama ini kurang berjalan dengan efektif dan efisien. Hal ini terlihat dari tingkat efektivitas program kemitraan yang masih rendah.

Penelitian ini bertujuan menganalisis tingkat efektivitas dan efisiensi pelaksanaan program kemitraan dilihat dari segi besarnya dana yang disalurkan, tingkat efektivitas, jangkauan atau jumlah mitra binaan, dan tingkat efisiensi relatif antar BUMN. Dengan menggunakan data laporan PKBL selama periode 2004-2006, penelitian akan melakukan analisis deskriptif dan penghitungan efisiensi dengan menggunakan pendekatan *Data Envelopment Analysis* (DEA). Pendekatan ini banyak digunakan untuk menilai efisiensi kinerja perbankan.

Kata Kunci: tanggung jawab sosial perusahaan, program kemitraan, efektivitas, efisiensi dan *data envelopment analysis*.