

ABSTRAK

Inovasi sosial telah menjadi elemen penting dalam *Corporate Social Responsibility* (CSR) dalam beberapa tahun terakhir seiring pergeseran CSR dari pendekatan filantropi menuju strategi inti bisnis yang mendorong perusahaan untuk mencari solusi lebih efektif terhadap masalah sosial dan berperan sebagai katalisator perubahan sosial (Prabawani et al., 2023). Keberhasilan inovasi sosial sangat dipengaruhi oleh kondisi yang mendukung atau menghambatnya, yang dikenal sebagai ekosistem inovasi sosial (Domanski et al., 2020). Penelitian ini mengkaji ekosistem inovasi sosial dalam Program CSR “GEMAH KARSA” PT Pertamina Geothermal Energy (PGE) Area Kamojang dengan menganalisis dinamika interaksi antar aktor serta mengidentifikasi faktor pendukung dan penghambat inovasi sosial.

Penelitian menggunakan metode kualitatif dengan desain studi kasus. Pengumpulan data dilakukan melalui wawancara, observasi lapangan, dan dokumen sekunder. Kerangka konseptual penelitian mengintegrasikan tiga pendekatan: (1) model Quintuple Helix (Carayannis et al., 2012) yang melihat inovasi sebagai kolaborasi lima helix (perusahaan, pemerintah, universitas, masyarakat sipil, dan lingkungan alami); (2) Analisis Jaringan Nilai (Allee, 2008) untuk menelaah distribusi nilai *tangible* maupun *intangible* dalam interaksi aktor; dan (3) konteks kelembagaan aktor berupa Isomorfisme (Dimaggio & Powell, 2021) dan *Institutional Voids* dan *Institutional Supports* (Greenwood et al., 2012; Sotarauta et al., 2017) untuk melihat alasan keterlibatan aktor, serta faktor kelembagaan aktor yang mendukung atau menghambat inovasi sosial.

Hasil penelitian menunjukkan bahwa Inovasi Sosial GEMAH KARSA melibatkan 13 aktor utama yang terdiri dari PT PGE Area Kamojang (perusahaan), empat unsur pemerintah, dua universitas, tiga kelompok masyarakat sipil, serta lingkungan alami berupa energi panas bumi di Kamojang. Interaksi antar aktor menghasilkan pertukaran nilai finansial, teknologi, pengetahuan, dan praktik keberlanjutan. Keberhasilan program didukung oleh kolaborasi multipihak, regulasi PROPER, akses pengetahuan ilmiah, pemanfaatan energi terbarukan, dan kapasitas internal PGE. Sementara itu, hambatan utamanya meliputi koordinasi pemerintah lokal yang terbatas, dominasi perusahaan, ketidaksesuaian program antar aktor, rendahnya partisipasi masyarakat, resistensi terhadap perubahan, serta keterbatasan sumber daya dan kapasitas teknis di tingkat lokal.

Kata kunci: Ekosistem Inovasi Sosial, CSR, Quintuple Helix, Energi Panas Bumi

ABSTRACT

Social innovation has become an essential element in Corporate Social Responsibility (CSR) in recent years, as CSR shift from a philanthropic approach to a core business strategy that encourages companies to seek more effective solutions to social issues and act as catalysts for social change (Prabawani et al., 2023). The success of social innovation is highly influenced by conditions that either support or hinder it, known as the social innovation ecosystem (Domanski et al., 2020). This study examines the social innovation ecosystem within the GEMAH KARSA Program, a CSR initiative by PT Pertamina Geothermal Energy (PGE) Kamojang Area, by analyzing the dynamics of actor interactions and identifying the factors that support and hinder social innovation.

This study employs a qualitative case study design, with data collected through interviews, field observations, and secondary document analysis. The conceptual framework integrates three approaches: (1) the Quintuple Helix model (Carayannis et al., 2012), which conceptualizes innovation as the collaboration of five helices—industry, government, universities, civil society, and the natural environment; (2) the Value Network Analysis (Allee, 2008), which is used to analyze the distribution of both tangible and intangible values within actor interactions; and (3) the institutional context of actors, encompassing isomorphism (Dimaggio & Powell, 2021), as well as institutional voids and institutional supports (Greenwood et al., 2012; Sotarauta et al., 2017) to explain motivations for actor involvement and institutional factors that either facilitate or hinder social innovation.

The findings indicate that the GEMAH KARSA Social Innovation involves 13 main actors within the Quintuple Helix framework, consisting of PT PGE Kamojang Area (industry), four government entities, two universities, three civil society groups, and the natural environment represented by geothermal energy in Kamojang. Interactions among these actors generate exchanges of financial, technological, and knowledge-based values as well as sustainable practices. Program success is supported by cross-sectoral collaboration, the PROPER regulation, access to scientific knowledge, the utilization of renewable energy, and PGE's internal capacity, while the main constraints include limited coordination with local government, corporate dominance, misalignment of programs among actors, low community participation, resistance to change, and limited local resources and technical capacity.

Keywords: Social Innovation Ecosystem, CSR, Quintuple Helix, Geothermal