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MANAJEMEN DAN DAMPAK PROGRAM CORPORATE SOCIAL RESPONSIBILITY (CSR) PT UNITED TRACTORS TBK: STUDI KASUS SOBAT COMPETITION
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INTISARI

Program Corporate Social Responsibility (CSR) dapat memberikan dampak pada dimensi ekonomi, sosial, dan lingkungan. Penelitian ini bertujuan menganalisis dampak Program SOBAT Competition PT United Tractors Tbk pada ketiga dimensi tersebut serta keterkaitannya dengan manajemen program.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara mendalam dengan empat penerima manfaat dan satu informan penyelenggara serta telaah dokumen. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara mendalam dengan empat penerima manfaat dan satu informan penyelenggara serta telaah dokumen. Manajemen program dianalisis melalui empat aspek fungsi manajemen, yaitu perencanaan; pengorganisasian; pelaksanaan dan pengawasan. Dampak dianalisis menggunakan perspektif *Triple Bottom Line* (TBL), yang mencakup dimensi ekonomi, sosial, dan lingkungan.

Hasil penelitian menunjukkan bahwa manajemen SOBAT Competition telah terstruktur, tetapi pemantauan dan tindak lanjut pascaprogram masih terbatas. Secara ekonomi, peserta memperoleh uang pembinaan dan peluang kolaborasi, tetapi prototipe belum menghasilkan pendapatan komersial. Secara sosial, program mendukung kapasitas dan jejaring peserta, tetapi bukti dampak pada pihak eksternal masih terbatas. Secara lingkungan, prototipe berpotensi mengatasi masalah lingkungan, tetapi penerapan dan dampaknya belum teridentifikasi secara memadai. Temuan ini menegaskan pentingnya pemantauan dan pendampingan pascaprogram.

Kata Kunci: CSR, dampak program, POAC, Triple Bottom Line.

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ABSTRACT

Corporate Social Responsibility (CSR) programs can generate impacts across economic, social, and environmental dimensions. This study examines the impacts of PT United Tractors Tbk's SOBAT Competition Program across these three dimensions and their relationship to program management.

This study employs a qualitative case study approach. Data were collected through in-depth interviews with four beneficiaries and one program organizer, complemented by document analysis. Program management is analyzed using four management functions: planning, organizing, actuating, and controlling. Program impacts are examined through the *Triple Bottom Line* (TBL) framework, encompassing the economic, social, and environmental dimensions.

The findings indicate that SOBAT Competition has a structured planning and implementation process, although monitoring and post-program follow-up remain limited. Economically, participants received monetary awards and collaboration opportunities; however, the prototypes had not generated commercial revenue. Socially, the program facilitated capacity development and networking among participants, although evidence of impacts on external stakeholders remained limited. Environmentally, the prototypes demonstrated potential to address environmental challenges, but their implementation and resulting impacts could not be sufficiently established. These findings underscore the importance of post-program monitoring and mentoring in tracking innovation development and identifying program impacts.

Keywords: CSR, program impact, POAC, Triple Bottom Line.