

INTISARI

Kerentanan anak jalanan bukanlah isu baru bagi pemerintah, seperti yang terjadi di Jakarta. Jumlah anak jalanan mengalami peningkatan yang cukup signifikan dari tahun ke tahun. Lingkungan anak jalanan tidak terlepas dari tindak eksploitasi dan kekerasan serta didukung ketidakpekaan masyarakat atas keberadaan mereka. Sejak tahun 2011, PHE ONWJ memiliki bentuk tanggung jawab perusahaan yang dikembangkan melalui pemanfaatan program berkelanjutan dan kemandirian dengan mengikuti realitas sosial yang ada bekerjasama dengan Yayasan Kumala untuk membantu pemerintah dalam mengentaskan permasalahan sosial anak jalanan.

Yayasan Kumala merupakan sebuah organisasi non-pemerintah dan non profit (nirbala) yang berkonsentrasi kepada isu-isu pembangunan dan melakukan pembinaan kepada anak jalanan untuk menghindari potensi masalah sosial melalui program pemberdayaan seni kertas daur ulang dan *handycraft* dengan bahan baku sampah. Berdasarkan kesamaan visi dalam melaksanakan pemberdayaan masyarakat terutama anak jalanan, maka PHE ONWJ bekerjasama dengan Yayasan Kumala melaksanakan program CSR yaitu Pembinaan dan Pemberdayaan Anak Jalanan dengan konsep 5R⁺⁺ (*Reuse, Recycle, Reduce, Resale and Reshare*)

Dalam penelitian ini, peneliti menggunakan penelitian deskriptif kualitatif dengan konsep institusi sosial yaitu kajian *institutional entrepreneurship* dan *Concept community relation* untuk menggambarkan pengembangan kapasitas kelembagaan serta relasi aktor dan struktur dalam pemberdayaan anak jalanan. Lokasi penelitian bertempat di Yayasan Kumala dan Perusahaan PHE ONWJ serta beberapa institusi pemerintah. Teknik pengumpulan data yang dipakai adalah observasi, wawancara dan dokumentasi.

Hasil penelitian menunjukkan bahwa terdapat intervensi perusahaan terhadap penguatan kapasitas anak jalanan selama 2 tahun sebelum dimasukkan ke dalam rencana CSR. Model pengembangan kapasitas anak jalanan meliputi: kegiatan ekonomi kreatif, *training for trainer* (ToT), pemberian *reward* dan *teaching by doing*. Posisi dari kelembagaan Kumala dalam model *Institutional Entrepreneurial Task* pada kapasitas wiralembagawan dalam menjaga visi dan misi kelembagaan terdapat pada Kuadran II. Posisi tersebut menginterpretasikan Abah Dindin sebagai aktor dalam kapasitas keagensiannya perlu melakukan modifikasi atau ide inovasi yang mengarah pada perubahan yaitu mengubah institusi dari yang berfokus pada bisnis dengan kembali berfokus pada anak jalanan. Mengartikulasikan sebuah visi dan memobilisasi sekutu untuk mendukungnya adalah kegiatan yang saling terkait. Untuk menjaga *sustainability* dalam suatu kelembagaan maka wiralembagawan dapat membangun tindakan baru, membangun konsensus dan menjalin hubungan baru untuk dapat melahirkan generasi penerus kelembagaan tersebut

Kata Kunci : Anak Jalanan, Yayasan Kumala, Kewirausahaan, Program CSR PHE ONWJ

ABSTRACT

The vulnerability of street children is no longer a new issue for Jakarta Government. The number of street children has increased significantly from year to year. The environment of street children is inseparable from acts of explanation and violence and is supported by people's insensitivity to their existence. Since 2011, PHE ONWJ has managed a form of corporate responsibility that was developed through the utilization of sustainable programs and independence by following the social reality in collaboration with the Kumala Foundation to assist the government in alleviating street children social problems.

Kumala Foundation is a non-profit government organization that concentrates on development issues and development support to street children to avoid potential social problems through the empowerment of recycled paper art and handicrafts with wasted materials. Based on a common vision in implementing community development especially street children, PHE ONWJ cooperates with Kumala Foundation implemented CSR programs that foster and Street Children Empowerment with 5R⁺⁺ concepts (Reuse, Recycle, Reduce, Resale and Reshare)

In this study, researcher used a qualitative descriptive study with social institutions concept namely the study of institutional entrepreneurship and the concept of community relations to describe the development of institutional capacity and relations between actors and structures in the empowerment of street children. The research location is at Kumala Foundation and PHE ONWJ company as well as several government agencies. The data collection techniques used were observation, interviews and documentations.

The results showed that there were interferences by the company toward strengthening the capacity of street children for 2 years before penetrated into the CSR strategic plan. Capacities development models of street children include creative economic activities, training programs for trainer (ToT), giving reward and teaching by doing approach. The position of institutional Kumala model Entrepreneurial Task Institutional capacity actor in maintaining the institutional mission and vision contained in Quadrant II. The Kumala organizational position in the Institutional Entrepreneurial Task Model for organizational capacities is in maintaining the vision and mission which already mentioned and found in quadrant II. That position interprets Abah Dindin as an actor in his agency's capacities for modify and innovate some ideas which led to the expected changes to change institution's focus from business purpose to become street children purpose. As an act of support, articulate the vision and partner mobilities is one integrated activities. To maintain one's organization sustainability in the institutional area, then they could build a new action, building the consensus and making new relations for the new legacy for the institute.

Keyword: *Street Children, Kumala Fondation, Institutional Entrepreneurship, CSR PHE ONWJ Program*