

INTISARI

Program Beasiswa Pra-Sejahtera Berprestasi (BEST) merupakan salah satu program *Corporate Social Responsibility* (CSR) PT. Semen Indonesia (Persero), Tbk. Pabrik Tuban yang bertujuan untuk mengembangkan kapasitas pendidikan pelajar area pengembangan masyarakat. Program ini terdiri dari dua sub program yaitu Bimbingan Belajar Kelas Khusus Semen Gresik (KKSG) dan Beasiswa Perguruan Tinggi Negeri (PTN). Program KKSG merupakan kegiatan bimbingan belajar intensif selama enam bulan untuk menyiapkan siswa-siswi area pengembangan dalam menghadapi Seleksi Bersama Masuk Perguruan Tinggi Negeri (SBMPTN). Bagi siswa yang diterima di 10 PTN terbaik dan jurusan yang ditentukan PTSI Tuban akan mendapatkan Beasiswa PTN selama 4 tahun. Tujuan dari penelitian adalah untuk melihat proses pengembangan kapasitas pendidikan pelajar di area pengembangan masyarakat melalui program CSR Beasiswa Pra-Sejahtera Berprestasi (BEST). Konsep yang digunakan sebagai kerangka berpikir adalah konsep pengembangan kapasitas dan CSR.

Penelitian ini menggunakan metode observasi partisipatoris melalui proses pemagangan di Seksi Bina Lingkungan dan CSR selama tiga bulan. Proses pengambilan data dilakukan melalui observasi, wawancara, kuesioner, studi pustaka, dan dokumentasi. Informasi diperoleh dari beberapa aktor yang terlibat langsung dalam Program BEST, yaitu konseptor program, penanggung jawab program, tim pendamping, dan penerima manfaat.

Hasil dari penelitian ini menunjukkan bahwa proses pengembangan kapasitas pada Program BEST terdapat kekurangan dan kelebihan dalam pelaksanaan tahapan prosedur UNDP. Tahapan pertama yaitu partisipasi pemangku kepentingan tidak dijalankan di awal program melainkan pasca perumusan program pengembangan kapasitas. Proses pada tahapan identifikasi aset dan kebutuhan telah menggunakan basis data pemetaan sosial, RPJMD, dan survei lapangan. Tahap perumusan program tidak melibatkan seluruh pemangku kepentingan, melainkan hanya CDO dan PIC program. Tahap implementasi program berjalan dengan baik meskipun terjadi ketidaksesuaian dengan waktu yang telah direncanakan. Hasil evaluasi membuktikan bahwa Program BEST mampu mengembangkan kapasitas pengetahuan, keahlian dan perilaku siswa-siswi area pengembangan, terbukti dari keberhasilan program mencapai seluruh target evaluasi program, yaitu 40 siswa mengikuti Program KKSG, 2 siswa dari KKSG lulus dalam tes SBMPTN, 10 siswa area pengembangan mendapatkan Beasiswa PTN dan berhasil menjadi kader CDO melalui program *Scholarship Engagement Program*.

Kata kunci: Pengembangan Kapasitas, Beasiswa Pendidikan, CSR

ABSTRACT

Program Beasiswa Pra-Sejahtera Berprestasi (BEST) is one of Corporate Social Responsibility (CSR) programs of PT. Semen Indonesia (Persero), Tbk. which its purpose is to develop the community development area capacity in education for students. This program consists of two sub-programs which are Bimbingan Belajar Kelas Khusus Semen Gresik (KKSG) and Beasiswa Perguruan Tinggi Negeri (PTN). KKSG program is an intensive tuition class for six months. The aim of this program is to prepare the students for taking Seleksi Bersama Masuk Perguruan Tinggi Negeri (SBMPTN) examination. The students who successfully enter 10 best state universities with particular majors which are determined by PTSI Tuban will receive a-four-year scholarship. The purpose of this research is to explore the process of developing educational capacity in the community development area through the CSR Programs which are Program Beasiswa Pra-Sejahtera Berprestasi (BEST). The concept used in this study as a framework is the concept of capacity development and CSR.

This research uses the participatory observation methods through the process of internship program in the Bina Lingkungan and CSR for three months. The process of retrieving data is done through observation, interview, questionnaire, literature study, and documentation. The information obtained from several actors who are directly involved in the BEST Program which are the conceptor, person in charge of the program, and its beneficiaries.

The results of this study indicate that the capacity development process in the BEST Program has weaknesses and strengths in the implementation of the UNDP procedure stages. The first stage named engage stakeholder is not carried out at the beginning of the program but rather after the formulation of the capacity development program. The process at the stage of assess capacity assets and needs has used social mapping, RPJMD, and field surveys. The program formulation stage does not involve all stakeholders, but only the CDO and PIC program. The implementation phase of the program ran well despite a mismatch with the planned time. The evaluation results prove that the BEST Program is able to develop the capacity of knowledge, skills, and behavior of students in the development area, as evidenced by the program's success in achieving all program evaluation targets, namely 40 students participating in the KKSG Program, 2 students from KKSG passed the SBMPTN test, 10 students in the development area get a PTN Scholarship and successfully become cadre of CDO through the Scholarship Engagement Program

Key words: Capacity Development, Educational Scholarship, CSR