

Intisari

Penelitian ini bertujuan mengevaluasi dan menjelaskan penyebab keberhasilan dan kegagalan realisasi *Corporate Social Responsibility* PT. Bank Rakyat Indonesia kepada petani kopi arabika di Kampung Hubikosi pada tahun 2017 dan Kampung Perabaga pada tahun 2018. Kedua Kampung berada di Kabupaten Jayawijaya, Papua. Penelitian mengacu pada enam indikator evaluasi kebijakan menurut William Dunn. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data observasi, wawancara mendalam dan dokumentasi. Untuk menjamin validitas data menggunakan triangulasi data dan triangulasi sumber. Hasil penelitian menunjukkan bahwa CSR PT. Bank Rakyat Indonesia gagal di Kampung Hubikosi karena hanya ada satu indikator yang tercapai, sementara CSR berhasil di Kampung Perabaga karena semua indikator tercapai. Ketidaksesuaian bantuan yang diterima dengan harapan petani kopi menyebabkan petani kopi arabika di Kampung Hubikosi tidak puas terhadap CSR dan menjadi penyebab CSR gagal. Sementara kesesuaian bantuan yang diterima dengan harapan petani kopi arabika di Kampung Perabaga menyebabkan petani kopi arabika di Kampung Perabaga puas terhadap CSR dan menjadi penyebab keberhasilan CSR PT. Bank Rakyat Indonesia di Kampung Perabaga. Tokoh yang memotivasi petani kopi arabika untuk mengolah kebun di Kampung Perabaga juga menjadi faktor menarik yang menjadi dasar keberhasilan CSR di Kampung Perabaga, di mana tidak ada tokoh seperti itu di Kampung Hubikosi.

Kata kunci: Evaluasi kebijakan, *Corporate Social Responsibility*, PT. Bank Rakyat Indonesia, petani kopi arabika.

Abstract

This study aims to evaluate and explain the causes of success and failure of the realization of Corporate Social Responsibility of PT. Bank Rakyat Indonesia to arabica coffee farmers in Hubikosi Village in 2017 and Perabaga Village in 2018. Both villages are located in Jayawijaya Regency, Papua. The study refers to six indicators of policy evaluation according to William Dunn. This research uses descriptive qualitative method with observation data collection techniques, in-depth interviews and documentation. To guarantee the validity of the data using data triangulation and source triangulation. The results showed that the CSR of PT. Bank Rakyat Indonesia failed in Hubikosi Village because only one indicator was achieved, while CSR succeeded in Perabaga Village because all indicators were achieved. The incompatibility of assistance received with the hope of coffee farmers caused arabica coffee farmers in Hubikosi Village to be dissatisfied with CSR and cause CSR to fail. While the suitability of the assistance received with the expectation of arabica coffee farmers in Perabaga Village caused arabica coffee farmers in Perabaga Village to be satisfied with CSR and become the cause of the success of CSR of PT. Bank Rakyat Indonesia in Perabaga Village. The figure who motivated arabica coffee farmers to cultivate gardens in Perabaga Village was also an interesting factor that became the basis for the success of CSR in Perabaga Village, where there were no such figures in Hubikosi Village.

Keywords: Policy evaluation, Corporate Social Responsibility, PT. Bank Rakyat Indonesia, arabica coffee farmer