

ABSTRAK

REPOSISI PERAN PENDAMPING Menelisik Agency Pendamping Lapangan dalam Proses *Corporate - Society Engagement* (Studi Kasus Implementasi CSR JOB Pertamina-Medco E&P Tomori Sulawesi)

Y u l i k a

Pendamping memiliki peran signifikan dalam pelaksanaan program-program CSR melalui *community development* yang dilakukan oleh JOB Pertamina-Medco E&P Tomori. Riset ini berusaha memproblematisasi *agency* (keagenan) pendamping dalam konteks *corporate - society engagement*, dimana pendamping menjadi medioker sekaligus fasilitator antara perusahaan dan masyarakat. Keagenan ini penting untuk ditelisik karena berkorelasi dengan proses fasilitasi dan efektivitas program-program yang telah dirumuskan. Relasi perusahaan dan masyarakat dapat menemukan formasi ideal jika antar aktor mampu membangun sinergitas secara dialektik. Sinergitas yang dialektik ini mampu dimainkan oleh kehadiran pendamping sebagai fasilitator diantara kedua aktor.

Melihat peran dan *agency* pendamping dalam pelaksanaan ComDev oleh JOB Tomori di Desa Sinorang, peneliti menggunakan pendekatan kualitatif yang dikuatkan dengan data kuantitatif untuk menggambarkan secara holistik bagaimana pendamping memainkan peran dan keagensianya. Analisis kualitatif ini didasarkan atas data-data hasil observasi, wawancara mendalam, *Focus Group Discussion* (FGD), dokumentasi, studi pustaka dan analisis hasil indeks kepuasan masyarakat. Penelitian ini juga menggunakan teknik analisa data yang meliputi: reduksi data, penyajian data, dan penarikan kesimpulan.

Peneliti menemukan beberapa kekhasan yang muncul dalam proses pendampingan di JOB Tomori. Secara garis besar peran pendamping dalam implementasi program-program CSR di Desa Sinorang dapat terpetakan sebagai berikut: terdapat respon masyarakat terhadap perusahaan dari resisten ke penerimaan sejak adanya pendamping lapangan. Keagenan pendamping bisa dilihat dari strategi pendampingan yang menunjukkan pergeseran posisi (reposisi) peran, di mana pendamping tidak hanya berperan sebagai penyambung lidah perusahaan (representasi), tapi memiliki otoritas untuk merumuskan sendiri strategi-strategi pendekatan terhadap masyarakat (*agency*). Peneliti juga menemukan posisi pendamping yang berperan sebagai medioker dalam relasi perusahaan-masyarakat. Posisi ini mengimplikasikan pendamping memiliki peran “dua kaki”, sebagai unsur dalam perusahaan sekaligus menyatu dengan realitas masyarakat. Dengan melihat potensi *agency* yang dimiliki pendamping sebagai medioker dan fasilitator antara perusahaan dan masyarakat, orientasi CSR tidak lagi sekedar menjadi “tameng” perusahaan dalam melindungi area produksinya, sekedar melaksanakan tuntutan regulasi, atau orientasi pada penghargaan, melainkan sebuah usaha untuk berkontribusi dalam melakukan pembangunan kesejahteraan masyarakat (*Community Development*).

Keyword : Pendamping, Agency, CSR, Corporate-Society Engagement, Community Development

ABSTRACT

*Repositioning the Role of the Community Development Officer
Exploring the Agency of Community Development Officer in the Process of
Corporate-Society Engagement
(Case Study: Implementation of CSR JOB Pertamina-Medco E&P Tomori Sulawesi)*

Yulika

The Community Development Officer (CDO) has a significant role in the implementation of the CSR programs through community development by JOB Pertamina-Medco E & P Tomori. This research tried to explore the problems found by the CDO in the context of corporate-society engagement, in which the CDO will be the facilitator to mediate between the company and the community. This agency is important to be examined because it is correlated with the facilitation process and the effectiveness of the programs that have been formulated. The company relation can meet the ideal formation if the actor is able to build a dialectical synergy to the public. This dialectical synergy can be played by the presence of the CDO as a facilitator between the two actors.

To see the role of the CDO in the implementation of ComDev by JOB Tomori Sinorang Village, the researcher used a qualitative approach with the quantitative data to describe holistically how the CDO played a role as an agency. Qualitative analysis is based on data of the observation, in-depth interviews, focus group discussions (FGD), documentation, literature study, and analysis of the results of customer satisfaction index. This study also used data analysis techniques which include: data reduction, data presentation, and conclusion.

The researcher found some peculiarities in the mediating process done by the CDO in JOB Tomori. The CDO broadly roled in the implementation of several CSR programs in Sinorang Village and it can be mapped as follows: public response ranged from resistant to assertive regarding with the entry of CDO. The CDO roles can be seen from the mentoring strategies that indicate a repositioning role, in which the CDO did not only serve as a representation of the company, rather it had the authority to formulate their own strategies for community approach (agency). The researcher also found the CDO position as medium in company-community relations. This position implied that the CDO had the role of standing inside and outside the agency, seen as an element in the company to respond the reality in the society. By looking at the CDO potential as a media and facilitator between the company and the community, CSR orientation is no longer simply be a “shield” to protect the company in the production area, whether just implementing regulatory demands or be an orientation on the award, but rather it becomes an attempt to contribute to a development of the community development in the region.

Keyword: Community Development Officer (CDO), Agency, CSR, Corporate-Society Engagement, Community Development