

Intisari

Penelitian ini bertujuan untuk mengetahui bentuk, manfaat, dan dampak program *Corporate Social Responsibility* (CSR) yang dilakukan oleh Bank Indonesia Yogyakarta terhadap pendapatan usaha anggota Kelompok Pembudidaya Ikan (KPI) Mina Kepis Desa Sumberadi Kecamatan Mlati Kabupaten Sleman. Penelitian dilakukan pada bulan Januari sampai Maret 2015, dengan responden seluruh anggota KPI yang berjumlah 28 orang. Hasil penelitian menunjukkan bahwa program CSR di KPI Mina Kepis berupa pemberian bantuan fisik, antara lain sarana produksi utama (kolam dan *hatchery*) dan sarana pendukung (parkir dan fasilitas pasar ikan), pelatihan, pendampingan, dan kunjungan lapangan. Program tersebut telah memberikan berbagai manfaat positif dan dampak berupa peningkatan pengetahuan, volume produksi, dan pendapatan usaha anggota KPI Mina Kepis. Total pendapatan anggota sebelum program CSR sebesar Rp762.275.646 (2010), meningkat menjadi Rp1.981.690.942 setelah program CSR (2014). Kerjasama yang baik antara kelompok penerima dan mitra program CSR (Bank Indonesia Yogyakarta, pemerintah daerah Kabupaten Sleman, dan Jurusan Perikanan Fakultas Pertanian UGM) menjadi salah satu faktor capaian beberapa indikator keberhasilan program CSR di lokasi target.

Kata kunci: bentuk, CSR, dampak, KPI Mina Kepis, pendapatan, Sleman

Abstract

The objective of this research is to determine the type, benefits, and impact of *Corporate Social Responsibility* (CSR) programs of Bank Indonesia on income of fish farmer group (KPI) Mina Kepis at Sumberadi village, Sleman Regency. The study was conducted from January to March 2015. All member of KPI were selected as respondents, with total number of 28 persons. The study showed that CSR program in the form of physical infrastructure assistance such as major production facilities (pool and hatchery) and supporting infrastructure (parking facilities and a fish market), training, mentoring, and field visits. The programme has provided a range of benefits and positive impact including increasing in knowledge, production volume, and revenue KPI Mina Kepis members. Total member's income before programme was Rp762.275.646 (2010), raised to Rp1.981.690.942 after CSR programme (2014). Good cooperation between the target group (recipient) and CSR programme partners (Bank Indonesia Yogyakarta, Sleman government, and the Department of Fisheries, Faculty of Agriculture UGM) has become one of the success factors for better performance indicators of the CSR programme at the target location.

Keywords: CSR, impact, income, Mina Kepis Fish Farmers Group, type, Sleman