

ABSTRAK

Penelitian ini merupakan penelitian deskriptif kualitatif untuk menggambarkan konsep pengelolaan dana *Corporate Social Responsibility* (CSR) BUMN melalui mekanisme *civic crowdfunding*. Penelitian ini bertujuan untuk mengeksplorasi, memahami, dan menganalisis pelaksanaan CSR pada perusahaan BUMN di Indonesia, menganalisis hambatan yang dihadapi, menganalisis metode alternatif yang digunakan, memahami tanggapan partisipan mengenai kemungkinan penerapan konsep pengelolaan dana CSR BUMN di Indonesia melalui mekanisme *civic crowdfunding*, serta menjelaskan penerapan konsep ini. Hasil penelitian menunjukkan bahwa pelaksanaan CSR di perusahaan BUMN belum efektif. Hambatan utama yang terjadi dalam pelaksanaan CSR di perusahaan BUMN adalah adanya *asymmetric information* dari pihak perusahaan BUMN dan masyarakat umum yang membuat permasalahan semakin kompleks. Adapun beberapa metode alternatif yang telah dilakukan masih mengalami kendala. Berdasarkan pendapat partisipan, konsep pengelolaan dana CSR BUMN melalui mekanisme *civic crowdfunding* memungkinkan untuk dilakukan. Konsep pengelolaan dana CSR BUMN melalui mekanisme *civic crowdfunding* dibentuk berdasarkan skema *multi-stakeholder* dari konsep *Quadruple Helix* yang menghubungkan antara universitas, organisasi bisnis, pemerintah, publik, dan media. Model mekanisme *civic crowdfunding* dalam konsep ini dibagi menjadi tiga berdasarkan jenis peruntukkan dananya yaitu *Crowd-donation* untuk Program Bina Lingkungan dan Program CSR, *Crowd-sponsoring* untuk Program CSR berupa *sponsorship*, dan *Crowd-lending* untuk Program Kemitraan.

Kata Kunci: *Civic Crowdfunding*, *Crowdfunding*, *Corporate Social Responsibility* (CSR), *Multi-stakeholder*, *Quadruple Helix*, Pengelolaan Dana.

ABSTRACT

This research is a qualitative descriptive study to illustrate the concept of managing State-Owned Enterprise (SOE) 's Corporate Social Responsibility (CSR) funds through civic crowdfunding mechanisms. This study aims to explore, understand, and analyze the implementation of CSR in state-owned companies in Indonesia, analyze its obstacles, analyze alternative methods used, understand participant responses regarding the possibility of applying the concept of managing CSR funds in SOE's in Indonesia through civic crowdfunding mechanisms, and explain the application of this concept. The results showed that the implementation of CSR in state-owned companies has not been effective. The main obstacle that occurs in the implementation of CSR in state-owned companies is the existence of asymmetric information from between the state-owned companies and public which makes the complexity of the problems. Some alternative methods that have been done are still experiencing problems. Based on the opinion of the participants, the concept of managing SOE's CSR funds through a civic crowdfunding mechanism is possible. The concept of managing SOE's CSR funds through a civic crowdfunding mechanism was formed based on a multi-stakeholder scheme of the Quadruple Helix concept that links universities, business organizations, government, public and media. The civic crowdfunding mechanism model in this concept is divided into three based on the type of allocation of funds, namely Crowd-donation for Community Development Program and CSR Program, Crowd-sponsoring for CSR Program in the form of sponsorship, and Crowd-lending for the Partnership Program.

Keywords: Civic Crowdfunding, Crowdfunding, Corporate Social Responsibility (CSR), Multi-stakeholder, Quadruple Helix, Fund Management.