***COLLABORATIVE GOVERNANCE* SEBAGAI UPAYA PENGUATAN PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* BIDANG KESEHATANDI KOTA BANDUNG**

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***ABSTARCT***

*This study aims to determine the implementation of Corporate Social Responsibility (CSR) Program or Environmental Social Responsibility (TJSL) companies in the health sector in the city of Bandung which until now has not been running as expected.*

*The research method that the author uses in this study is descriptive analysis with a qualitative approach. Data was collected by means of observation, in-depth interviews and documentation studies. While the data analysis technique used was Analytical Hierarchy Process (AHP), with the aim of measuring the strength, priority, and consistency of various criteria and alternatives on each dimension, namely focusing on collaborative research. Governance determined by the system Context, Driver and Collaboration Dynamics.*

*The results of the study stated that the Corporate Social Responsibility Program in the health sector in the city of Bandung was running well. To make CSR programs more effective, it can be done by prioritizing the Collaborative Process factor which is supported by Drivers, which is also influenced by System Contexs. Collaborative Dynamics factor, an important aspect to prioritize is the increase in Capacity for Joint Action supported by Shared Motivation based on Principled Engagement, then Collaboration Dynamics itself is supported by the presence of Drivers that influence it. System Contex in this case affects all factors (collaboration dynamics and drivers). Referring to the findings, aspects that need to be emphasized are attention to Resource Conditions and Socio-economic/Cultural Health & Diversity. All of this can be realized well with the existence of Network Connectedness, Levels of Conflict/Trust, and Political Dynamics/Power Relations that are aligned.*

*The appropriate model related to Collaborative Governance as an effort to strengthen the Corporate Social Responsibility program in the health sector in Bandung City is to optimize and modify the model adopted from Emerson & Nabatchi (2015b) and Ansell & Gash (2008). The results of the adoption in turn can be used as an initial benchmark in implementing other CSR programs or other similar programs, both in the city of Bandung and in other areas.*

*Keywords: Collaborative Governance, Corporate Social Responsibility, Health Sector.*

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pelaksanaan Program Corporate Social Responsibility (CSR) atau Tanggung Jawab Sosial Lingkungan (TJSL) perusahaan di bidang kesehatan di Kota Bandung yang sampai saat ini belum berjalan sesuai dengan harapan.

Metode Penelitian yang penulis gunakan dalam penelitian ini adalah deskriptif analisis dengan pendekatan kualitatif dengan. Pengumpulan data dilakukan dengan cara observasi, wawancara mendalam dan studi dokumentasi.Sedangkan Teknik analisis data yang digunakan adalah *Analytical Hierachy Prosess* (AHP), dengan tujuan mengukur kekuatan, prioritas, dan konsistensi dari berbagai kriteria dan alternatif pada setiap dimensi, yaitu focus pada penelitian *Collaborative Governance* yang ditentukan oleh *system Context, Driver* dan *Collaboration Dynamics*.

Hasil penelitian menyatakan bahwa Program *Corporate Social Responsibility* bidang kesehatan di Kota Bandung sudah berjalan dengan baik. Untuk meningkatkan agar program CSR lebih efektif dapat dilakukan dengan memprioritaskan *factor Collaborative Process* yang di dukung oleh *Drivers*, yang juga dipengaruhi oleh *System Contexs.* faktor Collaborative Dynamics, aspek penting untuk diutamakan adalah peningkatan *Capacity for Joint Action* yang didukung oleh *Shared Motivation* berdasarkan pada *Principled Engagement*, selanjutnya *Collaboration Dynamics* itu sendiri didukung oleh keberadaan *Drivers* yang mempengaruhinya. *System Contexs* dalam hal ini mempengaruhi semua faktor (*collaboration dynamics dan drivers*). Mengacu pada hasil temuan, aspek yang perlu ditekankan adalah perhatian pada *Resource Conditions dan Socio-economic/Cultural Health & Diversity*. Itu semua dapat terwujud dengan baik dengan adanya *Network Connectedness, Levels of Conflict/Trust,* dan *Political Dynamics/Power Relations* yang selaras.

Model yang sesuai terkait dengan *Collaborative Governance* sebagai upaya penguatan program C*orporate Social Responsibility*bidang kesehatan di Kota Bandung adalah dengan mengoptimalkan dan memodifikasi model yang diadopsi dari *Emerson & Nabatchi (2015b)* dan *Ansell & Gash (2008).* Hasil dari adopsi tersebut pada gilirannya dapat menjadi patokan awal dalam melaksanakan program-program CSR lainnya atau program-program lain sejenis, baik di Kota Bandung maupun di wilayah lain.

Kata Kunci : *Collaborative Governance*, *Corporate Social Responsibility* , Bidang Kesehatan.

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