

ABSTRAK

Ahmad Hamdan (2015), Pendampingan Dengan Pendekatan Andragogi Dalam Meningkatkan Perilaku Berwirausaha Mitra Binaan (Studi Deskriptif Tentang Pendampingan Program Lembaga Keuangan Mikro Kewirausahaan Pada CSR Shafira Foundation).

Kemiskinan merupakan permasalahan yang sangat kompleks, sehingga diperlukan penanganan dengan solusi yang tepat dan terintegrasi melalui berbagai pihak dari berbagai komponen yang sifatnya berkelanjutan. Salah satu cara pengentasan kemiskinan, yaitu melalui CSR yang memiliki tanggung jawab sosial dalam memberdayakan masyarakat. CSR Shafira Foundation memiliki program pemberdayaan masyarakat di bidang ekonomi melalui kegiatan Lembaga Keuangan Mikro Kewirausahaan dalam rangka mengentaskan kemiskinan.

Tujuan dari penelitian ini adalah (1) Memperoleh data tentang langkah-langkah pendampingan dengan pendekatan andragogi dalam meningkatkan perilaku berwirausaha mitra binaan; (2) Memperoleh data tentang penerapan prinsip andragogi dalam meningkatkan perilaku berwirausaha mitra binaan melalui pendampingan; dan (3) Memperoleh data tentang perubahan perilaku berwirausaha mitra binaan melalui pendampingan dengan pendekatan andragogi. Teori yang digunakan dalam penelitian ini adalah teori tentang pendampingan, andragogi dan kewirausahaan.

Penelitian ini menggunakan pendekatan kualitatif yaitu menggali kondisi di lapangan melalui pengamatan yang akurat. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah wawancara, observasi, dan dokumentasi. Responden penelitian ini berjumlah 6 orang yaitu 2 orang pegawai Shafira Foundation, 3 orang mitra binaan, dan 1 orang keluarga dari mitra binaan. Lokasi penelitian ini bertempat di CSR Shafira Foundation yang memiliki mitra binaan di beberapa lokasi di kabupaten Bandung.

Hasil penelitian menunjukkan bahwa pembinaan yang dilakukan kepada para mitra binaan dalam rangka membentuk perilaku berwirausaha mitra binaan yang memiliki usaha kecil dengan pengelolaan bisnis yang sederhana menuju modern dilakukan dalam bentuk pendampingan yang terprogram dan berkelanjutan. Pembinaan berupa pendampingan dilakukan dengan pendekatan andragogi dengan sifat pembelajaran untuk menumbuhkan kemampuan dan potensi yang dimiliki oleh masing-masing mitra binaan dari usaha yang berbeda-beda untuk mencapai tujuan belajar lanjutan secara mandiri. Pertemuan dilakukan dengan santai dan tidak terlalu kaku dengan cara saling bertukar pengalaman usaha agar dapat saling membelajarkan baik itu antara *field officer* dengan mitra binaan ataupun antar sesama mitra binaan itu sendiri. Hasil pendampingan dengan pendekatan andragogi menunjukkan adanya peningkatan perubahan perilaku berwirausaha serta peningkatan pendapatan mitra binaan.

ABSTRACT

Ahmad Hamdan (2015), The Study of Counseling with the Andragogy Approach in Increasing Entrepreneurship Behavior of Coaching Partner.

Poverty is a very complex problem, requiring treatment with appropriate solutions and integrated through various parties of various components that are sustainable. One way to alleviate poverty, through CSR (Corporate Social Responsibility) that have social responsibility in empowering the community. CSR Shafira Corporation has programs of society empowerment in the economy field through an activity called "Lembaga Keuangan Mikro Kewirausahaan" (Financial Association of Micro Entrepreneurship) to deal with poverty eradication.

This research is aimed at (1) Obtaining data on assistance measures with andragogy approach in enhancing entrepreneurship behavior trained partners; (2) Obtain data on the application of the principle of andragogy in improving the behavior of the partners entrepreneurship through mentoring; and (3) Obtaining data on entrepreneurial behavior change through mentoring with trained partners andragogy approach. The theory used in this research is the theory of the mentoring, andragogy and entrepreneurship.

The research uses the theory of counseling theory, according to Kamil, it is an activity conducted by a person in the consultative, interactive, and motivating ways to solve a problem, grow self-confidence and motivation into the counseled partner. The next theory is Andragogy theory, in which learning produces students to be able to develop their skills, enrich their knowledge, and grow their self-capacity. The last theory is theory of entrepreneurship, it is the ability of managers in optimizing all possible resources to create a product that is valuable for themselves and others.

The research employs qualitative approach to find conditions of the field though an accurate observation. Data collection techniques employed in the research are interview, observation, and documentation. The respondents are six people; they are two staffs of Shafira Foundation, three coaching partners, and one husband of the coaching partner. The research location is at CSR Shafira Foundation which has several coaching partners in Bandung regency.

The results showed that the coaching is done to its established partners in order to establish the behavior of entrepreneurial partners who have a small business with a simple management towards modern business is done in the form of programmed and ongoing mentoring. Guidance in the form of assistance was done with andragogy approach to the nature of learning to grow the capabilities and potential of each of the partners of different efforts to achieve the goal of an advanced study independently. Meetings were held with the relaxed and not too rigid a way to exchange business experiences that can benefit both the learner between field officer with the partners or between the members of the partners themselves. Assistance with andragogy approach results showed an increase in entrepreneurial behavior changes as well as increased revenue trained partners.