ABSTRACT

Implementation Effectiveness Analysis of Fund Distribution Strategies and the Community Development Partnership Program PT. Perkebunan Mitra Ogan of South Sumatra Province

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The purposes of this study are: (1) to determine the effectiveness of the implementation of the Partnership Program, for distribution of funds and the collectibility of the loan repayment program partners and the implementation of Community Development, (2) to determine the implementation effectiveness of the distribution fund and collectibility Partnership Program and Community Development Programs, (3) to formulate the best fund distribution strategy is to increase the effectiveness of fund utilization Partnership Program.

This research used descriptive survey approach with purposive sampling, interviews using a questionnaire to obtain information from respondents. The data consists of primary data and secondary data that are quantitative and qualitative. This research will go through 2 stages, first stage of analyzing the effectiveness of the distribution of funds and the collectibility of loan repayment and Community Development program effectiveness using the method of SOE Ministerial Decree No: KEP-100/MBU/2002 about coaching performance of SMEs and cooperatives, and to identify factors that cause constraints loan repayment by partners using descriptive methods of analysis and alternative solutions cause problems with Exponential Comparative Method analysis. The second phase is to analyze the strengths, weaknesses, opportunities and threats in implementing the program with the SWOT matrix and to obtain priority strategies with methods of Analysis Hierarchy Process.

Result analysis of effectiveness: (1) in 2007 94.46% effectiveness indicator score is 3, (2) in 2008 the effectiveness of 92.92%, the indicator score is 3, (3) in 2009 the effectiveness of 91.43%, the indicator score is 3, and (4) as of 30 November 2010 83.06% effectiveness, the indicator score is 2. Analysis of collectability; (1) in 2007 the collectability of 77.79%, a score indicator 3, (2) in 2008 the collectability of 86.22%, a score indicator 3, (3) in 2009 the collectability of 87.18%, a score indicator 3, and (4) as of 30 November 2010 collectability of 86.50%, a score indicator collectability 3.

Community Development activity program implementation was effective and well with the realization of 98.66% of the allocation of available funds. Activities include the following activities: (1) education and training 40.62%, (2) improvements in equipment and 32.06%, (3) improving the health of 6.92%, (4) repair and improvement of religious facilities 8.56%, (5) preservation or 7.82% of natural disaster relief.

Strategic priorities with the AHP method are: (1) lending is focused on prospective businesses with credit for larger loans, (2) mapping of prospective SMEs per region, (3) involve local government as a reference, (4) to reduce risk, a business form partners should be linked and associated with the company’s business, and (5) to increase the competitiveness of SMEs should help companies market their products through exhibitions or information on-line. Related to it all is to anticipate the limitations of the allocation of funds compared to the needs of SMEs.

Key words; Partnership Program and Community Development, PT. Perkebunan Mitra Ogan, Management Strategy, SWOT Method, Analytical Hierarchy Process.