

KOLABORASI LINTAS SEKTOR ANTARA BCA DAN BINAR ACADEMY MELALUI PROGRAM CSR DALAM PENGEMBANGAN TALENTA DIGITAL (STUDI KASUS SYNRGY ACADEMY)

SARTINAH

ABSTRAK

Penelitian ini bertujuan untuk menganalisis mekanisme kolaborasi lintas sektor antara PT Bank Central Asia Tbk (BCA) dan Binar Academy dalam pelaksanaan program CSR *Synrgy Academy* dengan menggunakan enam dimensi proses kolaborasi menurut Bryson et al. (2006). Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif dan desain studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi dokumentatif, dan studi pustaka. Hasil penelitian menunjukkan bahwa pertama, pada aspek *forging agreement*, kedua pihak berhasil merumuskan tujuan bersama untuk mencetak talenta digital siap kerja, disertai pembagian peran strategis yang dituangkan melalui perjanjian formal dan kesepakatan informal. Kedua, pada dimensi *building leadership*, kolaborasi ini memperlihatkan peran sponsor dari BCA yang memberikan pendanaan dan legitimasi, serta *champions* dari Binar Academy yang memimpin perancangan kurikulum dan koordinasi teknis. Ketiga, pada dimensi *building legitimacy*, reputasi BCA sebagai lembaga perbankan terkemuka dan Binar Academy sebagai penyedia pelatihan digital memperkuat legitimasi eksternal program. Keempat, pada dimensi *building trust*, praktik komunikasi terbuka, evaluasi berkala, dan transparansi peran membangun kepercayaan, sebagaimana diakui oleh alumni. Kelima, pada aspek *managing conflict*, perbedaan perspektif dan kendala teknis diatasi melalui pendekatan dialogis dan komunikasi konstruktif. Keenam, pada dimensi *planning*, kolaborasi diwujudkan melalui perencanaan strategis yang meliputi kurikulum komprehensif, tahapan seleksi, pendampingan mentor, hingga *monitoring* pasca-program untuk memperkuat *hard skill*, *soft skill*, dan kesiapan mental peserta. Penelitian ini merekomendasikan penerapan model pelatihan *hybrid* yang memadukan pembelajaran daring dan sesi praktik luring untuk meningkatkan keterlibatan peserta dan efektivitas pembelajaran program *Synrgy Academy*.

Kata Kunci: CSR, kolaborasi lintas sektor, Synrgy Academy, talenta digital.

CROSS-SECTORAL COLLABORATION BETWEEN BCA AND BINAR ACADEMY THROUGH CSR PROGRAM IN DEVELOPING DIGITAL TALENT (A CASE STUDY OF SYNRGY ACADEMY)

SARTINAH

ABSTRACT

This study aims to analyze the cross-sector collaboration mechanism between PT Bank Central Asia Tbk (BCA) and Binar Academy in implementing the CSR program Synrgy Academy using the six dimensions of the collaboration process proposed by Bryson et al. (2006). This research employs a descriptive method with a qualitative approach and a case study design. Data were collected through in-depth interviews, documentary observation, and literature review. The findings indicate that, first, in the aspect of forging agreement, both parties successfully formulated a shared goal to produce work-ready digital talent, accompanied by a strategic division of roles formalized through official agreements and informal understandings. Second, in the dimension of building leadership, the collaboration demonstrates the role of BCA as a sponsor providing funding and program legitimacy, alongside champions from Binar Academy who lead curriculum design and technical coordination. Third, in the dimension of building legitimacy, BCA's reputation as a leading financial institution and Binar Academy's recognition as a digital training provider enhance the program's external legitimacy. Fourth, in the dimension of building trust, open communication practices, regular evaluations, and role transparency foster trust between parties, as acknowledged by alumni. Fifth, in the aspect of managing conflict, differences in perspective and technical challenges are addressed through dialogical and constructive communication approaches. Sixth, in the dimension of planning, the collaboration is implemented through structured strategic planning covering a comprehensive curriculum, participant selection stages, mentoring, and post-program monitoring to strengthen participants' hard skills, soft skills, and mental readiness. This study recommends adopting a hybrid training model that combines online learning with offline practical sessions to enhance participant engagement and the effectiveness of the Synrgy Academy program.

Keywords : CSR, cross-sector collaboration, Synrgy Academy, digital talent