

## ABSTRAK

**Syahda Adi Ratna:** Implementasi Program (*Corporate Social Responsibility*) dalam *Non-Governmental Organization* melalui NGO Go Digital (Studi Kasus pada PT. Cloud Hosting Indonesia)

Penelitian ini berfokus pada implementasi program *Corporate Social Responsibility* (CSR) oleh PT. Cloud Hosting Indonesia yang dikenal dengan nama IDCloudHost, pada program NGO Go Digital. Berdiri sejak tahun 2015, IDCloudHost telah menjadi salah satu penyedia layanan *web hosting* terkemuka di Indonesia, dengan berbagai penghargaan yang mencakup aspek *uptime*, *load time*, fitur, dan harga. Program NGO Go Digital, diluncurkan pada tahun 2016, bertujuan untuk mendukung organisasi *non-profit* (NGO) dalam memanfaatkan teknologi digital guna meningkatkan kapasitas dan efektivitas mereka.

Penelitian ini menggunakan metode studi kasus dengan teknik pengumpulan data melalui wawancara mendalam dengan pihak internal IDCloudHost. Tujuan dari penelitian ini yaitu untuk mengkaji proses implementasi program NGO Go Digital berpedoman pada landasan konseptual dari Yusuf Wibisono yaitu terkait Implementasi CSR yang relevan dengan fenomena penelitian.

Hasil penelitian menjelaskan program NGO Go Digital telah sesuai dengan konsep implementasi CSR yang mencakup (1) *Tahap Awareness Building*, melibatkan identifikasi kebutuhan dan kepentingan, membangun kesadaran dari pemangku kepentingan terhadap digitalisasi NGO di Indonesia serta melalui prinsip dasar CSR *Tripple bottom line*; (2) Tahap pelaksanaan mencakup pengelolaan sumber daya, verifikasi penerima manfaat, pengembangan *website*, pemberian layanan digital, waktu pelaksanaan serta tantangan teknis; (3) Tahap pelaporan, fokus pada frekuensi dan fleksibilitas pelaporan, transparansi dan manajemen isu; (4) Tahap Evaluasi mencakup strategi adaptasi, efek positif pada kapasitas NGO, serta mekanisme pemantauan dan penilaian program juga pendekatan IDCloudHost pada peningkatan *brand awareness* mereka melalui program CSR NGO Go Digital.

**Kata Kunci:** Implementasi CSR, Digitalisasi NGO, Transformasi Digital.

## ABSTRACT

**Syahda Adi Ratna:** *Implementation of Corporate Social Responsibility in Non-Governmental Organizations through NGO Go Digital (Case Study at PT. Cloud Hosting Indonesia)*

*This research focuses on the implementation of the Corporate Social Responsibility (CSR) program by PT Cloud Hosting Indonesia, known as IDCloudHost, on the NGO Go Digital program. Established in 2015, IDCloudHost has become one of the leading web hosting service providers in Indonesia, with numerous awards covering aspects of uptime, load time, features, and pricing. The NGO Go Digital program, launched in 2016, aims to support non-profit organizations (NGOs) in utilizing digital technology to increase their capacity and effectiveness.*

*This research uses a case study method with data collection techniques through in-depth interviews with IDCloudHost internal parties. The purpose of this research is to examine the implementation process of the NGO Go Digital program based on Yusuf Wibisono's conceptual foundation related to CSR Implementation which is relevant to the research phenomenon.*

*The results of the study explain that the NGO Go Digital program has been in accordance with the concept of CSR implementation which includes (1) Awareness Building Stage, involving the identification of needs and interests, building awareness from stakeholders towards the digitalization of NGOs in Indonesia as well as through the basic principles of CSR Tripple bottom line; (2) Implementation stage includes resource management, beneficiary verification, website development, digital service delivery, implementation time and technical challenges; (3) Reporting phase, focusing on frequency and flexibility of reporting, transparency and issue management; (4) Evaluation phase covering adaptation strategies, positive effects on NGO capacity, and program monitoring and assessment mechanisms as well as IDCloudHost's approach on increasing their brand awareness through the CSR NGO Go Digital program.*

**Keywords:** *Corporate Social Responsibility Implementation, Non-Governmental Organization Digitalization, Digital Transformation.*