

**THE EFFECTIVENESS OF UBER ESIA AS BAKRIE
TELECOM'S CORPORATE SOCIAL RESPONSIBILITY
PROGRAM**

FINAL ASSIGNMENT

**Proposed as one of the requirements to obtain
a degree in Economics**



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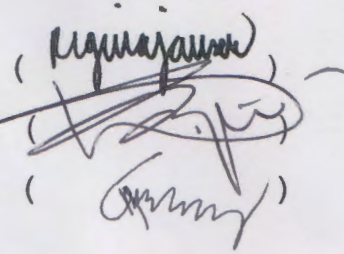
It has been successfully defended in front of the Board of Examiners and was accepted as part of the requirements necessary to obtain a Bachelor of Economics in Management Study Program, Bakrie University.

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PREFACE

Praise I prayed to God Almighty, because of Allah's blessings and mercy, I can finish this thesis. Writing this final assignment is one of the requirements to obtain a Bachelor degree in Economics at Bakrie University. I realize that without the help and guidance from various parties, ranging from lectures to the preparation of this final report, it is very difficult for me to finish it. Therefore, I extend thanks to:

- 1) Dr. Regina Jansen Arsjah, as a faculty counselor who has provided time, energy, and mind to direct me in the preparation of this paper.
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Finally, I hope that God Almighty is pleased to reply to all the good of all those who have helped. Hopefully this Final Assignment brings benefits to the development of science.

Jakarta, 8th February 2011

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**DECLARATION OF PUBLICATION APPROVAL PAGE
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THE EFFECTIVENESS OF UBER ESIA AS BAKRIE TELECOM'S CORPORATE SOCIAL RESPONSIBILITY PROGRAM

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ABSTRACT

Professor Muhammad Yunus developed Village Phone (VP) program which combined microfinance and access to communications through a mobile phone as one of the way to empower poor villagers, especially women. PT Bakrie Telecom (BTEL) is conducts Usaha Bersama Esia (Uber Esia), which is similar to VP program of Bangladesh and other countries. The program is intended as a CSR initiative of BTEL. This study is aimed to know whether the Uber Esia program really works well and suitable for Indonesia. Literature review from Dasgupta's journal and IFC replication model support the forming of questionnaire and data analysis. This study shows that the Village Phone Operators (VPOs) are dominated by the 20-29 years age group, on a High School level of education background, most of them unemployed, and have a daily activity as a house wife. It is proved that the VPOs who participate in Uber Esia program are reaching out to the marginalized communities with low purchasing power because the VPO's monthly income are still below the poverty line standard from World Bank Rp 750.000,00 per month. Uber Esia program is aimed to encourage entrepreneurs but not necessarily give a strong qualification for the VPOs to have a small scale business before starting the program. Most of the VPOs are women. but male VPOs are also could participate in the program. The VPOs join the Uber Esia program in order to get easier access to telecommunication. The Uber Esia program works quite well since most of the VPOs have a frequent phone credits transactions, sufficient knowledge of the VPOs, the subscribers are satisfied, the VPOs never loss, get additional income, and there is a highly needs of phone services in their area, the Uber Esia program is useful, easy to start, worth it, the capital is affordable. But the program does not provide any training, financial aids, and the VPOs are facing a high competition. The VPOs expectation towards Uber Esia program is quite optimistic and the program is potentially sustainable.

Keywords: ICT Corporate Social Responsibility program, Village Phone program, Uber ESIA.

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