

Abstract

Partnership Program is a program to improve the ability of micro and small businesses in order to become strong and independent conducted by State-Owned Enterprises (SOEs) through the use of funds from the profits of state enterprises. As the SOE in Indonesia, PT. Telkom Indonesia implement PKBL in accordance with the Decree of the Minister No. 236 / MBU / 2003 on Partnership Program. The purpose of this study was to determine what factors are shaping the effectiveness of the partnership program Community Development Area (CDA) Telkom Central Jabar. This research is quantitative descriptive analysis. Respondents surveyed were trained partners CDA Telkom Middle Jabar totaling 66 people with side-probability sampling technique with the type of simple random sampling. The results of this study indicate that there are two factors that make up efektivitas namely Factor Survey and Collection, Marketing and Distribution Factor. Factor Survey and Collection has eigenvalue of 3.056 with variant percentage 50.929%, as well as Marketing and Distribution factors had eigenvalues of 1,046 with a percentage of 17.425%. It can be concluded, survey and billing factors are dominant factors that form the partnership program effectiveness CDA Telkom Middle Jabar, marketing and distribution factors are the dominant factors forming the partnership program effectiveness CDA Telkom Middle Jabar

.Keywords: Effectiveness, Partnership Program, Community Development