

ABSTRACT

One form of CSR implementation frequently carried out by companies in Indonesia is community development. PT Telkom Indonesia is one of the companies that conducts community development programs through capital loans and SME mentoring. This study discusses the analysis of Asset-Based Community Development (ABCD) in the implementation of the SME digital cluster CSR partnership at PT Telkom Indonesia. The aim of this research is to understand how the ABCD approach is applied in CSR partnership programs. This study employs a qualitative approach with a case study method. The research findings are analyzed using the stages of the Asset-Based Community Development (ABCD) approach as proposed by Mathie & Cunningham (2002), which include Collecting Stories, Forming a Core Group of Organizers, Mapping The Capacities and Assets, Mobilizing Assets for Community Development, and Leveraging Activities and Resources. The research reveals differences in the stages, where in the first stage, the core group of organizers is already formed before collecting stories. Furthermore, the company needs to conduct measurements to assess the program's effectiveness. This is because many of the mentoring programs do not align with the needs and expectations of their partner beneficiaries.

Keyword: *Asset Based Community Development, Micro Small And Medium Enterprises, Corporate Social Responsibility Partnerships*