

BAB IV

KESIMPULAN

Penelitian ini bertujuan untuk menggambarkan implementasi CSR Microsoft melalui 4Afrika Initiative pada sektor agrikultur di Kenya pada tahun 2013-2021. Penelitian ini dimulai dari latar belakang masalah yakni semakin rendahnya hambatan perdagangan akibat terjadinya globalisasi dan munculnya aktor non-negara seperti perusahaan multinasional. Keberadaan perusahaan multinasional dianggap menguntungkan bagi negara berkembang karena membuka lapangan pekerjaan baru, melakukan transfer teknologi, meningkatkan produktivitas dan teknologi sehingga meningkatkan perekonomian negara berkembang. Namun di sisi lain, perusahaan multinasional seringkali dikritik karena melakukan aktivitas yang merugikan masyarakat sekitar. Oleh karena itu, perusahaan perlu melakukan *Corporate Social Responsibility* (CSR).

Dalam penelitian ini, penulis mengidentifikasi beberapa masalah. Kehadiran perusahaan multinasional di Kenya masih menimbulkan berbagai kerugian. Akan tetapi, implementasi CSR di Kenya juga belum berjalan dengan baik karena pemerintah Kenya belum memiliki regulasi dan penegakan hukum yang tegas terhadap perusahaan yang melakukan praktik bisnis yang tidak baik. Kemudian sebagai sektor yang vital bagi perekonomian Kenya, sektor agrikultur masih menghadapi berbagai masalah yakni masalah ketahanan pangan, hama dan penyakit, terbatasnya jumlah

lahan pertanian yang berpotensi tinggi, masalah perubahan iklim, sulitnya akses terhadap air, sulitnya akses terhadap teknologi pertanian, serta masalah pembiayaan dan investasi. Oleh karena itu, Microsoft sebagai perusahaan teknologi melakukan CSR melalui 4Afrika Initiative untuk membantu menangani masalah pada sektor agrikultur di Kenya dan mendukung pertanian yang berkelanjutan di Kenya.

Sejalan dengan misi Microsoft yakni “memberdayakan setiap orang dan organisasi di planet ini untuk meraih lebih banyak hal”, Microsoft telah melakukan berbagai aksi nyata seperti melakukan inovasi, menjunjung keberagaman dan penyertaan, melakukan *corporate social responsibility*, mengembangkan *artificial intelligence*, melakukan komputasi terpercaya, dan menanggapi COVID-19 bersama. Misalnya, Microsoft proyek FarmBeats dalam inisiatif AI for Earth dimana Microsoft melakukan pertanian berbasis data sehingga meningkatkan produktivitas pertanian, serta membantu petani untuk mengetahui kondisi lahan pertaniannya secara *real time*. Komitmen Microsoft dalam melakukan CSR juga dibuktikan melalui Microsoft Airband Initiative di India dan 4Afrika Initiative di Nigeria.

Dengan ini, penulis memiliki pertanyaan penelitian yakni “Bagaimana implementasi CSR Microsoft melalui 4Afrika Initiative pada sektor agrikultur di Kenya pada tahun 2013-2021 ?” Penulis menggunakan 2 kerangka pemikiran yakni teori *Corporate Social Responsibility* (CSR) dan teori pertanian berkelanjutan. CSR merupakan ekspektasi masyarakat terhadap perusahaan dalam bidang ekonomi, hukum, etika, dan filantropis. Berdasarkan Carroll’s Pyramid of CSR, terdapat 4 tanggung jawab yang perlu dipenuhi oleh bisnis kepada masyarakat yakni *economic*

responsibility, legal responsibility, ethical responsibility, dan philanthropic responsibility. Sementara, pertanian berkelanjutan merupakan usaha pertanian yang memanfaatkan dan melestarikan sumberdaya secara optimal, menghasilkan produk pertanian secara optimal, serta memenuhi kriteria sosial, ekonomi, lingkungan. Salah satu upaya untuk mencapai pertanian berkelanjutan adalah dengan melakukan pertanian presisi.

Melalui penelitian yang telah dilakukan, penulis mendapatkan 2 temuan penelitian. Pertama, implementasi CSR Microsoft melalui 4Afrika Initiative pada sektor agrikultur di Kenya pada tahun 2013-2021 dibuktikan dengan Microsoft yang bekerjasama dengan 3 aktor lokal yakni Twiga Foods, SunCulture, dan AGRA dalam mengembangkan teknologi pertanian presisi di Kenya untuk membantu Kenya mencapai pertanian berkelanjutan. Bantuan yang diberikan oleh Microsoft melalui 4Afrika Initiative pada sektor agrikultur di Kenya adalah hibah, bantuan teknis, dan memberikan akses layanan Microsoft bagi ketiga perusahaan tersebut. Dari bantuan ini, Twiga Foods, SunCulture, dan AGRA dapat mengembangkan teknologi pertanian presisinya, memberikan layanan pertanian yang berkelanjutan dan lebih menguntungkan bagi para petani, serta meningkatkan produktivitas pertanian.

Contohnya adalah Microsoft membantu memodernisasi teknologi informasi Twiga Foods dan memberikan akses terhadap layanan Microsoft Intune, Azure, Forms dan Power BI, dimana hal ini menguntungkan Twiga Foods karena dalam hal efisiensi biaya dan menguntungkan 17.000 petani karena terhubung dengan platform TwigaFoods yang lebih canggih untuk menjual produk pertanian. Tidak hanya itu,

Twiga Foods juga memberikan pelatihan kepada petani sebagai pengguna layanannya dalam menggunakan layanan Microsoft, seperti Microsoft OneDrive dan Microsoft Teams. Microsoft juga membantu SunCulture dalam mengembangkan aplikasi AgOptimized yang terkoneksi dengan IoT, memberikan akses terhadap layanan Microsoft Azure IoT Hub untuk menganalisis data sehingga SunCulture bisa memberikan rekomendasi yang dipersonalisasi bagi para petani Kenya. Hal ini menyebabkan peningkatan hasil pertanian dan pendapatan petani Kenya. Dan Microsoft membantu AGRA dalam mengembangkan Agbot yang dapat mendukung penggunaan bahasa pemrograman VBA dan terhubung dengan Microsoft Azure FarmBeats sehingga bisa memberikan rekomendasi dan informasi seperti prakiraan cuaca dan solusi perawatan hama kepada petani Kenya. Maka Microsoft tidak hanya membantu ketiga perusahaan tersebut, namun CSR Microsoft juga membantu dan menguntungkan para petani Kenya.

Kedua, implementasi CSR Microsoft melalui 4Afrika Initiative di Kenya sejalan dengan aksi nyata Microsoft yakni melakukan *corporate social responsibility* dan mengembangkan *artificial intelligence*, yang sejalan dengan misi Microsoft. CSR Microsoft melalui 4Afrika Initiative di Kenya sejalan dengan inisiatif AI for Earth yang menggunakan Microsoft FarmBeats untuk membantu petani mengetahui kondisi lahan pertaniannya secara *real time*. Selain itu, CSR Microsoft melalui 4Afrika Initiative juga sejalan dengan salah satu komitmen CSR Microsoft yakni berkomitmen untuk masa depan yang berkelanjutan. Oleh karena itu, Microsoft sebagai perusahaan teknologi menggunakan kapabilitasnya untuk membantu mengembangkan teknologi pertanian

presisi di Kenya sehingga Kenya diharapkan bisa mencapai pertanian berkelanjutan. Dengan melihat bahwa CSR Microsoft Melalui 4Afrika Initiative pada sektor agrikultur di Kenya baru dilakukan sejak tahun 2013, pertanian berkelanjutan baru berada di tahap awal. Kemudian berdasarkan Carroll's Pyramid of CSR, CSR Microsoft melalui 4Afrika Initiative di Kenya termasuk dalam tanggung jawab filantropis.

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