

Education Achievements of Children of Employees Recipients of the Djarum Foundation Scholarship Primary Krapyak Kudus. A Case Study

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Abstract

The aims of this study are to explain the educational achievements of the children of employees who are recipients of the Djarum Foundation scholarship at Djarum Company Primary Krapyak Kudus and to explain the obstacles in providing Djarum foundation scholarship assistance. Achievement relates to the assessment of how a product meets certain criteria, standards or references. In the world of education, this standard can be formulated through learning outcomes of scholastic subjects that can be measured quantitatively, and qualitative observations, especially in the fields of social knowledge. Meanwhile, Corporate Social Responsibility (CSR) is a concept which means that companies must have responsibilities towards employees, the community, and the surrounding environment in every operational activity. This research is a type of qualitative descriptive research. Sources of data in this study are primary data and secondary data. Data collection techniques using interviews, observation and documentation studies. The data analysis used in this research is interactive qualitative data analysis, while the validity test uses participation extension, observation persistence and triangulation. The results showed that the granting of the Djarum scholarship was able to improve the academic achievement of the children of Djarum employees who received the Djarum scholarship. The obstacles faced in the implementation of the Djarum Scholarship Plus Program were the problem of scheduling soft skills activities and accommodation, this was resolved by carrying out training activities in several waves. In addition, there are logistical problems for the transfer of goods needed in the implementation of soft skills training activities. This can also be handled properly over time with a trial and error process and become a consideration in implementing the program in the following year.

Keywords: Scholarship, CSR, educational achievement

INTRODUCTION

The Indonesian constitution has mandated efforts to educate the nation's life. This shows that every school-age citizen from elementary to tertiary level must receive education. In fact, many school-age citizens cannot get an education, especially higher education. Many comments were made by the community about their powerlessness to send their children to school because they were constrained by the cost of education (Logli, 2016).

The government has made efforts to reduce the dropout rate for high-achieving students for economic reasons. To support this step, students as agents of national renewal need to receive continuous guidance. The fact shows that not all students follow the process and changes in learning linearly. There are times when students have high achievements, but their study process is hampered (Amin et al. 2021). On the other hand, there are students who drop out in the middle of their study trip

due to lack of funds. Realizing this, it is important to find a way out for students who have economic and/or geographical constraints.

To avoid the opportunity for students to withdraw from the study process, the right strategic step is to provide tuition assistance in the form of scholarships. Although this effort has not been able to reach every student, it is hoped that it will reduce the number of study failures for economic reasons. The success of scholarship assistance to students is not measured by the absorption of the allocated funds, but is seen from the achievement of study funding assistance for students who really need it. In turn, it can be seen that there are benefits from the provision of scholarships, so that academic achievement continues to increase.

Scholarships are generally the provision of funds for education for students who are still actively attending lectures at a university. According to Duran (2019), scholarships are defined as allowances given to students or students as aid for study costs.

Scholarships can also be interpreted differently, namely as student funds or student dharma. Scholarships are assistance to help people, especially those who are still in school or college so that they can complete their assignments in order to seek knowledge to completion. This assistance is usually in the form of funds to support the costs or expenses that must be incurred by school children or students during their education period at the desired place of study. According to Black (2018) the definition of scholarship is a provision in the form of financial assistance given to individuals that aims to be used for the continuation of the education taken. Scholarships can be awarded by government agencies, companies or foundations.

The source of scholarships in Indonesia is the Corporate Social Responsibility (CSR) program by the company. At first, the concept of CSR was motivated by the company's motivation in the nature of charity. The implementation is in the form of providing assistance to poor communities around the company in the form of money or making transportation facilities (Nayenggita et al., 2019). The company's goal is to avoid negative reputations that arise from society such as environmental destroyers and only pursue short-term profits without thinking about the impact in the future. Because it can affect the sustainability of their business.

Then the concept of CSR developed by prioritizing community empowerment programs or better known as community development (CD). In the context of CSR, the success of CD is measured by the increase in the quality of life of the surrounding community. One of the activities is to involve local people to work in the company or by creating a new business in accordance with the capacity of the local community (Disemadi & Prananingtyas, 2020). This concept raises debates including the purpose of companies seeking profit or paying attention to social interests, the broad scope of CSR, CSR arrangements in the form of obligations or voluntary, sources of financing for its implementation and tax issues for companies that implement CSR.

Corporate social responsibility or corporate social responsibility may still be less popular among national business actors. However, this does not apply to foreign business actors. Social activities that are carried out voluntarily, have been commonly carried out by multinational companies hundreds of years ago.

Regarding Corporate Social Responsibility, it is regulated in Law no. 40 of 2012 concerning Limited Liability Companies (UUPT) and Government Regulation No. 47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies (PP 47/2012). This arrangement applies to companies. Based on Article 1 point 1 of the Company Law, a Company (Limited Liability Company) is a legal entity which is a capital partnership, established based on an agreement, conducting business activities with authorized capital which is entirely divided into shares and fulfills the requirements stipulated in this Law and its implementing regulations.

According to Article 1 point 3 of the Company Law, Social and Environmental Responsibility is the company's commitment to participate in sustainable economic development in order to improve the quality of life and the environment that is beneficial, both for the company itself, the local community, and society in general. Article 74 of the Company Law basically regulates the following matters:

- a. Corporate Social Responsibility is mandatory for companies that carry out their business activities in the field and/or related to natural resources.
- b. Corporate Social Responsibility is a company obligation that is budgeted and calculated as company costs, the implementation of which is carried out with due regard to propriety and fairness.
- c. Regarding sanctions, it is said that companies that do not carry out their corporate social responsibility obligations will be subject to sanctions in accordance with the provisions of the relevant laws and regulations.

In Article 4 PP 47/2012, it is stated that corporate social responsibility is carried out by the Board of Directors based on the company's annual work plan after obtaining approval from the Board of Commissioners or the company's General Meeting of Shareholders. The company's annual work plan contains an activity plan and budget needed for the implementation of CSR. The implementation of TJSL is contained in the company's annual report and is accountable to the GMS (Article 6 PP 47/2012).

The sources of scholarships offered in Indonesia are very diverse, one of which comes from Djarum Company. Djarum Company is a cigarette company in Indonesia whose factory is based in Kudus, Central Java. The Djarum scholarship award is a CSR program called Djarum Educational Service. Initially this scholarship was given to the employee's family i.e sons and daughters, then it was given to outstanding students who were underprivileged Universities around the company, so that until this year the scholarships were given to students from state and private universities throughout Indonesia, in addition to being given scholarships in the form of money, students also given Soft skill training to shape student character (Ridluwan et al., 2021). So that it is more ready to be deployed in the community. This program is a scholarship award to outstanding students, who experience financial limitations.

Djarum realizes that education is one of the efforts to improve the welfare of society and the nation in realizing a better future. More than that, education is a long-term investment that will support the existence of a nation. This scholarship includes tuition fees, soft skills training and practical competencies for students spread across Indonesia. The scholarships are given to students at the end of the fourth semester who academically have a GPA 3 but have economic difficulties to complete the bachelor degree education program. The Djarum scholarship award lasts for one year starting from the beginning of the fifth semester to the end of the sixth semester (Sari, 2020).

Scholarships are always associated with student achievement, which is indicated by the achievement index. Academic achievement itself can be defined as the best gain in all academic disciplines, both in classroom learning and extracurricular activities. In addition, he is also concerned with being the best in the fields of sports, behavior, self-confidence, communication skills, discipline, art, culture and the like. Academic achievement is the fulfillment of all academic goals for a student. Besides that, it is also something that you want to achieve for yourself, not what other people want or in other words, succeed in class activities by overcoming various challenges and then producing profiles of people who have high achievement needs (Ramalingam et al., 2019).

The granting of Djarum scholarships includes tuition fees, soft skills training and practical competencies, basically aiming to spur achievement which is then represented as achievement index results. The desire for achievement does involve several important factors. One of them is the desire to earn money. Thus in general it can be emphasized that the granting of Djarum scholarships to students will have an effect on increasing academic achievement.

Research question

1. What is the educational achievement of the children of employees who are recipients of the Djarum Foundation scholarship at Djarum Company Primary Krapyak Kudus?
2. What are the obstacles in providing Djarum foundation scholarship assistance?

Theoretical framework

The theoretical framework is a description or plan which contains an explanation of all the things that are used as research material based on the results of the research carried out. The theoretical

framework is a description or plan which contains an explanation of all the things that are used as research material based on the results of the research carried out. In this study, analyzing the relationship between two variables, namely Djarum Foundation Scholarship and Employee's Child Education Achievement as shown in Figure 1.

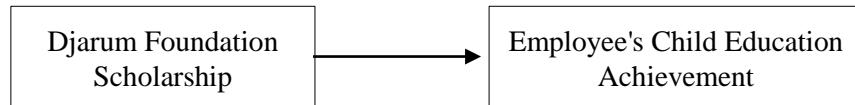


Figure 1. Theoretical framework

LITERATURE REVIEW

Company

Company is a legal entity which is a capital partnership, established based on an agreement, conducting business activities with authorized capital which is entirely divided into shares and fulfills the requirements stipulated in this law and its implementing regulations (Law Number 40 of 2012 concerning incorporate).

According to the formulation of Article 1 letter (b) of Law Number 3 of 1982 concerning Compulsory Registration of Companies, it is stated that a company is any form of business that runs every type of business domiciled within the territory of the Unitary State of the Republic of Indonesia, for the purpose of obtaining profits or profits.

Company elements

Based on the definitions of the company that have been stated above, Abdulkadir & Alifiah (2020) states that the elements in the company are:

1) Business entity

Business entities that carry out economic activities have certain legal forms, such as Trading Companies (PD), Firms (FA), Limited Liability Companies (PT), Public Companies (PERUM), Limited Liability Companies (PERSERO) and Cooperatives. This can be known through the deed of establishment of the company drawn up in front of a notary, except for cooperatives whose deed of establishment was drawn up by the founders and ratified by cooperative officials.

2) Activities in the economic field

According to Abdul Kadir et al. (2019) these activities include the fields of industry, trade, services, financing which can be detailed as follows:

- Industry includes activities, including oil exploration and drilling, fishing, timber business, handicrafts, food in cans, medicine, motor vehicles, recording and film, as well as printing and publishing.
- Trading includes activities, including buying and selling, export-import, stock exchange, restaurants, supermarkets, foreign exchange, and leasing.
- Services include activities, including transportation, banking, workshops, sewing clothes, consulting, and beauty.

3) Constantly

Activities in the economic sector are carried out continuously, meaning as a livelihood, not incidental, and not part-time jobs.

4) Fixed

Permanent means that the activity does not change or change in a short time, but for a long period of time. The period of time is determined in the deed of establishment of the company or business license, for example 5 (five) years, 10 (ten) years, or 20 (twenty) years.

5) Blatantly

Overt means addressed to and known by the public, free to relate to other parties, recognized and justified by the government based on the law. This explicit form can be seen from the company's deed of establishment, company name and brand, business license, business place permit, and company registration deed.

Corporate social responsibility (CSR)

According to Suharto (2021), CSR is a concept which means that companies must have responsibilities to employees, society, and the surrounding environment in every operational activity. According to Ali et al. (2017), the meaning of individual social based on ISO 26000 Guidance on Social Responsibility is the responsibility of a business entity as a result of the company's activities and decisions on society and the environment through an open and ethical action.

Corporate Social Responsibility (CSR) is the company's commitment to participate in sustainable economic development in order to improve the quality of life and the environment that is beneficial, both for the company itself, the local community, and society in general (Law Number 40 concerning Incorporate).

Principles of corporate social responsibility (CSR)

The principles of successful CSR according to Rahim (2014) are as follows:

1. Identify a long-term, durable mission
Companies make the greatest social contribution if they identify important and long-lasting policy challenges and participate in their solutions over the long term.
2. Contribute what has been done
A company maximizes its benefits and contributions if it can enhance its core capabilities and contribute products and services based on the expertise used in or resulting from its normal operations.
3. Contribute large-scale specialty services
Companies have the greatest social impact when they make a special contribution to large-scale cooperative ventures.
4. Considering the influence of the government
Government support for corporate participation in CSR or at least its willingness to remove barriers so that it can have an important positive impact.
5. Develop and assess the total benefit package
Companies get the most benefit from their social contributions if they put a price on the total benefit package. This assessment should include both the social contribution made and the reputational impact that strengthens or enriches the company's position.

Scholarship

Scholarships are assistance to help people, especially those who are still in school or college so that they can complete their assignments in order to seek knowledge to completion. This assistance is usually in the form of funds to support costs or fees that must be incurred by school children or students during their education period at the desired study place (Neck & Corbet, 2018).

Scholarships are grants in the form of financial assistance given to individuals that aim to be used for the continuation of the education taken. Scholarships can be awarded by government agencies, companies or foundations (Campbell, 2019). Scholarships can be categorized as free grants or giving with work ties (commonly called official bonds) after completing education. The length of this service bond varies, depending on the institution that provides the scholarship.

Types of scholarships

The types of scholarships according to Sliva et al. (2019) are as follows:

- a. Award Scholarship
These scholarships are usually awarded to candidates who have academic excellence. These scholarships are awarded based on their overall academic merit. For example, in the form of a Grade Point Average (GPA). Although highly competitive, these scholarships come in many forms.
- b. Scholarship Aid
This type of scholarship is to fund the academic activities of students who are less fortunate, but have merit. The scholarship committee usually gives several assessments on this difficulty, for example, such as parents' income, number of siblings who are both studying, expenses, living expenses, and others. Full Scholarships Many people think that scholarships are awarded to

recipients to cover their overall academic needs. If you are really lucky, surely you will get a scholarship like this. Scholarships will be awarded to cover living expenses, books and tuition fees. However, many other scholarships cover living expenses, books, or a portion of tuition.

Educational achievement

Achievement relates to the assessment of how a product meets certain criteria, standards or references. In the world of education, this standard according to the Broer et al. (2019) can be formulated through learning outcomes of scholastic subjects that can be measured quantitatively, and qualitative observations, especially in the fields of field of social knowledge. The formulation of the quality of education is dynamic and can be studied from various points of view. The agreement on the concept of quality is returned to the formulation of existing references or references such as educational policies, teaching and learning processes, curriculum, facilities and infrastructure, learning facilities and educational staff in accordance with the agreement of the interested parties.

Relevant research

Utomo (2011) conducted a research entitled Analysis of the contribution of Scholarship Awarding to Improving Academic Achievement. The results of the study indicate that the provision of scholarships in general has not been able to improve student academic achievement. Scholarship recipient students have not been able to improve their achievement after receiving the scholarship. The contribution of scholarships to students has not been used optimally. This can be seen from the use of scholarships that are not used for academic purposes.

According to Ramadhan (2019) in his research entitled The impact of using Bank X scholarships for students of the Faculty of Economics and Islamic Business in 2018. The results of this study indicate that students who receive scholarships and do not receive scholarships already have high learning motivation. Based on these results, the learning motivation of students who receive scholarships is higher than students who do not receive scholarships, so it can be concluded that there is an effect of scholarships on students' learning motivation.

Julianto (2014) conducted a research entitled The Effect of Scholarship Utilization on Student Learning Outcomes of Civil Engineering Department, Faculty of Engineering at Padang State University. The results of the research that has been done that there is an effect of providing scholarships on student learning outcomes then based on the results of descriptive analysis of the achievement of the scholarship utilization variable including the category of sufficient in its utilization and the average GPA of students after receiving a scholarship is higher than the average student who does not receive a scholarship.

Wea & Adiwijaya (2019) conducted a study entitled The Effect of Scholarships on Student Motivation and Learning Achievement. The results showed that scholarships had an effect on students' learning motivation with a correlation coefficient of 99.7%, meaning that scholarships had a very strong relationship with students' learning motivation. Scholarships have an effect on student achievement while the correlation coefficient is very small, only 39.8%, meaning that the relationship is weak. Learning motivation (X2) has no significant effect on student learning achievement (Y) with a regression determination coefficient of only 0.2% (0.002) on student learning achievement, while 99.8% is influenced by other variables not examined.

Ningsih et al. (2016) conducted a study entitled The Effect of Scholarship Provision on Student Learning Outcomes of the civic education Faculty of Teaching and Education Study Program. The result of his research is that there is a significant influence between the effect of providing scholarships on student learning outcomes of the civic education Faculty of Teaching and Education Study Program, Riau University. R Square of 0.57 or 57%. This means that the contribution of significant influence between scholarships on student learning outcomes is 57%, while 43% (100% - 57%) is influenced by other variables that are not included in this study.

RESEARCH METHODS

Research design

In this study, researchers used a qualitative approach. O'Donoghue (2018) defines qualitative research as research that does not use mathematical, statistical or computer models. The research process begins with developing basic assumptions and rules of thought that will be used in the research. The assumptions and rules of thinking are then applied systematically in data collection and processing to provide explanations and arguments. In qualitative research, the information collected and processed must remain objective and not influenced by the opinion of the researcher himself.

Data and data sources

The data used in this research is qualitative data. Qualitative data according to Teherani et al. (2015) is data in the form of words, schemes, and pictures. The qualitative data of this research are in the form of interview data, documentation and observation data. The data source consists of primary data and secondary data. Primary data is in the form of facts or information obtained directly from data sources for research purposes so that it is hoped that later the author can obtain actual results. The primary data in this study were obtained from interviews with the Djarum Manager and several of the employees' children who received scholarship assistance from Djarum. Whereas secondary data is data obtained by researchers from literature, documents, notes that mention the subject matter and then serve as a theoretical basis (Johnston, 2017).

Data collection technique

The data collection that the writer uses revolves around these two instruments: interviews, and literature study. To be able to obtain data in descriptive research, the following data collection techniques can be used:

- a. Interview
The author goes directly to the research location with the aim of obtaining valid and complete data by conducting interviews. Thus, the answers obtained can cover all variables, with complete and in-depth information. The researcher conducted interviews with the Djarum Manager and several of the employees' children who received scholarship assistance from Djarum.
- b. Observation
Morgan et al. (2017) suggests that observation is a data collection technique that is carried out through an observation, accompanied by notes on the state or behavior of the target object. In a broad sense, actual observation is not only limited to observations carried out either directly or indirectly. Observations were made at Djarum Company Primary Krapyak Kudus.
- c. Documentation Study
The documentation study in this research is about the educational achievements of the children of employees who are recipients of the Djarum Foundation scholarship with data, namely Djarum historical and Djarum CSR data.

Data analysis

Data analysis in qualitative research at Djarum Company Primary Krapyak Kudus was carried out before going into the field, observing, during the implementation of research in the field and after completing the research in the field. The data of this study were obtained from the results of interviews, observations and documentation. Data analysis was carried out by organizing the data obtained into a category, breaking down the data into units, analyzing important data, compiling or presenting data that were in accordance with the research problem in the form of reports and making conclusions so that they were easy to understand. Data analysis according to Van de Vijver & Leung (2021) is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials so that they can be easily understood and the findings can be informed to others.

In accordance with the type of research above, the researchers used an interactive model from Miles and Huberman to analyze the research data. Activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that the data is saturated.

Data validity

The validity of the data in qualitative research is only emphasized on validity and reliability, because in qualitative research the main criteria for research data are valid, reliable, and objective (Cohen et al., 2017). The technique of checking the validity of the data used in this study only used three techniques, including: 1) extended participation; 2) persistence of observation; and 3) triangulation.

RESULTS AND DISCUSSION

Educational achievement of children of employees of Djarum foundation scholarship recipients at primary Krapyak Kudus

Since 1984, thousands of students have received scholarships and character development programs. Character development in the form of providing scholarship recipients with various soft skills and emotional intelligence (Rachim & Majdji, 2021). Here, the personality qualities and interpersonal skills of students are improved to compensate for their hard skills. For the sake of giving birth to the next generation of qualified and intelligent whole nation.

However, each company has its own different view of the CSR program, while based on the informant's view, Djarum Company on CSR activities are:

"In our opinion, this activity is something that is common sense. If we live, we certainly have neighbors, right, and our neighbors who are closest are what we have to pay attention to, besides that, even if the neighbors are happy with our company, we will get positive results."

From these answers, it can be seen that there are at least three important reasons why the business community responds and develops social responsibility in line with the operation of its business, including:

1. The company is part of the community and therefore it is natural for the company to pay attention to the interests of the community. Where in this view it is shown that there is a contribution of attention from the company to the community.
2. Public relations and business circles should be a symbiotic relationship of mutualism. A symbiotic relationship of mutualism can be achieved if the company and the community are aware of and understand the mutual dependence relationship they have and there are efforts to make mutual understanding of both parties.

There is a program of service to the country carried out by the Djarum Foundation which includes social, sports, environmental, educational & cultural activities, which aim to work for independence. The 5 programs are social services that have been ongoing since 1951, the Djarum Foundation's Social Service activities are designed by involving residents as the motor of activities, which are directed at helping the community to be more prosperous. The nature of mutual cooperation and mutual assistance can finally be closely embedded in Indonesian society. As part of the community & follow the philosophy of the founder of Djarum "Grow from within, develop with the environment."

Furthermore, according to the researcher's research, the researcher tries to uncover 1 type of CSR, namely the Djarum Scholarship Plus. Djarum Company through its CSR activities in the education sector contributes to the advancement of the quality of the younger generation, especially students. The CSR program is now known as the Djarum Scholarship Plus program. The following is an interview with Manager Djarum.

Until this year, it has been 30 years since Djarum Company has made a real contribution to the development of education in Indonesia through the Educational Service CSR program in the Djarum Scholarship Plus program. Initially this program was a scholarship award to outstanding students, who experienced financial limitations. Djarum realizes that education is a social process and a long-term investment in human resources. Unfortunately, economic difficulties hinder the nation's children from developing themselves and achieving academic achievements."

From these answers, it can be seen that initially this scholarship was given to outstanding students who have social limitations, by giving a certain amount of money. However, the longer the Djarum Foundation continues to develop (survive) by providing outstanding students.

In fact, initially this scholarship was given to employees of Djarum Company in the form of educational scholarships for the children of its employees so that they could continue their education well. This is an implementation strategy for Djarum Company.

Djarum Company has a very high social responsibility for its employees and for the general public. Moreover, a company apart from depending on service to customers, the company must also be able to serve its employees well, without any employees working for the company it will not be able to run well. For employees, Djarum Company itself is very concerned about its employees by providing social security in the form of health insurance, annual gifts, benefits, accident insurance, pension benefits. The following is an interview with the Djarum Manager.

"In terms of social responsibility for employees, Djarum Company pays great attention to employees by providing social security in the form of health insurance, annual gifts, allowances, accident insurance and pension benefits. Djarum Company also provides educational scholarships to employees' children so they can continue their education well."

Based on data obtained from Djarum Comapany and questionnaires to respondents, it can be seen that the granting of Djarum scholarships in the form of education costs is Rp. 600.000,- per month. The following is an interview with an employee's child named Nela.

"Yes sir, I get Rp. 600.000.- per month from Djarum every month. I use the money for personal needs such as paying rent and living necessities."

It is different with the answer of a respondent named Andre who also received scholarship assistance from Djarum.

"I get Rp. 600.000,- per month, sir. I use it to pay for photocopies of college assignments, practicums, buying books and taking courses."

The results of the interview with Andre are supported by the interview conducted with Tika.

"I used Rp. 600.000,- from Djarum to buy a laptop, sir. I saved up until it was collected and then bought a laptop to do my assignments later."

Based on interviews with several respondents, it was shown that the use of education costs for students receiving Djarum scholarships for non-academic purposes revolved around fulfilling personal needs such as snacks, paying rent for boarding houses, and living necessities etc. On the other hand, only a few students use tuition fees for academic purposes such as accommodation for lectures, practicums, buying books, buying computers, internet fees, attending seminars, courses etc.

In addition to receiving a fee of Rp. 600.000,- they also received soft skills and practical competence training from Djarum. Soft skills and practical competence training is the provision of scholarships in the form of training activities which are an added value of the Djarum scholarship program in addition to tuition fees. The scholarships in the form of training and practical competencies last for one year with different forms and amounts for each generation according to the policies of Djarum Company.

The following is an interview with Andre, the son of a Djarum employee who received a Djarum Foundation scholarship related to the training and competencies provided by Djarum.

"Yes, sir, I participated in the training provided by Djarum. I attended entrepreneurship training where the training was a training to become an entrepreneur to create my own job."

However, it is different from the interviews conducted with Tika regarding the training and competencies.

"I did not attend the training, sir. The training collided with my class schedule, besides that there was also a schedule outside my lecture hours, but instead I was sick. So, I didn't participate."

Tika's statement is in accordance with Nela's statement where Nela cannot attend the training because there is a mandatory skills schedule from campus.

"Yes sir. Djarum held training but I couldn't take it because there were mandatory skills on campus."

Based on interviews with several respondents, it was shown that the soft skills and practical competency training activities provided by Djarum Company did not fully participate in these activities, this was because students had certain reasons so they did not participate in these activities.

The requirements for obtaining the Djarum foundation scholarship are as follows:

- a. Currently studying Strata 1/Diploma 4 in semester IV, from all disciplines;
- b. Minimum GPA of 3.20 in the third semester, and can maintain a minimum GPA of 3.20 until the end of the fourth semester;
- c. Actively participate in organizational activities both on and off campus;
- d. Not currently receiving scholarships from other parties.

The requirements for the Djarum scholarship above are in accordance with the interview conducted with the Djarum manager.

The requirements for getting the Djarum scholarship must be in the fourth semester, and in the third semester, a minimum GPA of 3.20 and must maintain it in the fourth semester. In addition, students must also actively participate in organizational activities.

Based on an interview with Tika regarding the Grade III and IV Semester Grade Point averages are as follows:

"When I applied for the scholarship, it was in the fourth semester, sir, at that time my GPA was 3.46, so I passed the GPA, sir, because the requirement was at least 3.20 in the third semester and my GPA in the third semester was 3.43. Then, in the fifth semester, my GPA went up to 3.50."

Tika's statement is in accordance with Andre's statement.

"I got a 3.55 GPA in the fourth semester, up from 3.42 in the third semester, bro. From this scholarship, I am motivated to improve my learning achievement. Who knows, I'll be recruited as a Djarum employee later. So, my GPA in semester V became 3.65, mas."

The interview with Nela corresponds to the interview conducted with Andre and Tika.

"In the fourth semester, my GPA was 3.50, up slightly from the third semester, which was originally 3.27. Because at that time it was triggered to take part in the scholarship program from Djarum to be able to maintain a 3.20 GPA in the third semester of at least 3.20. So, I worked hard to maintain and even increase my GPA."

Based on interviews that have been conducted with respondents, it shows that the Djarum Foundation scholarship program is able to trigger the learning level of the children of Djarum employees to improve their learning achievement.

Obstacles in providing Djarum foundation scholarship aid

Beswan Djarum's background, which is from a variety of diverse disciplines and comes from various regions, causes various problems in the implementation of activities. Beswan Djarum is required to actively participate in organizational activities outside and inside the campus, so he often has a busy schedule of activities and is unable to participate in training activities from the Djarum Foundation. Of course, this cannot be avoided, but Djarum Educational Service Foundation tries to minimize the existing problems. The following was conveyed by the Djarum Manager.

"Often in the implementation, there are Beswans whose schedules clash, so they can't participate in activities at the time we set. If there is a problem with permission for lectures to campus, we will definitely help communicate with the campus, even from the start there was cooperation with the campus, right, we have also socialized the programs to campus, right? But yes, the name Beswan must be busy with the organization, if it is not busy, we are confused about how come we can be accepted. To outsmart it, let's make several waves of activities."

In addition, the biggest problem faced is about accommodation. This is again due to the wide area of scholarship granting. The following is the narrative of the Djarum Manager.

"Logistics is the most difficult thing. Just imagine, if the event is in Semarang, we have to bring all the equipment there, if we move cities, we move things again. Then it's difficult for the children to go to take care of their accommodation needs.... but thankfully we can handle it by trial and error to get better..."

Based on the interview above, the obstacles in granting the Djarum scholarship are the tight schedule and accommodation.

The obstacles that arise in the implementation of the Djarum Scholarship Plus program are related to the location of the soft skills training which is different from one another which then causes the need to transfer the tools needed for the implementation of activities (Muis et al., 2021). In

addition, the wide distribution of scholarship grants has an impact on the diversity of backgrounds of Beswan Djarum itself which then makes it difficult to schedule arrangements. This is also because Beswan Djarum is required to actively participate in organizational activities so that they have a solid time. However, these problems were successfully resolved over time.

Djarum educational service also pays attention to three important aspects of Corporate Social Responsibility, namely profit, people, planet. These three aspects are continuously considered and used as guidelines in every step of the Djarum Foundation.

In general, it can be said that the Djarum Foundation's public relations strategy in implementing its Corporate Social Responsibility (Djarum Scholarship Plus Program) is going according to plan based on the findings of evidence found in the field. So, the strategy implemented in implementing Corporate Social Responsibility is to remain guided by the main aspects, namely profit, people and planet.

CONCLUSION

The granting of Djarum scholarships to children of Djarum employees includes education costs, soft skills training and practical competencies that can improve academic achievement. The results of the study show that the provision of Djarum scholarships is able to improve the academic achievement of children of Djarum employees who receive Djarum scholarships.

The obstacles faced in the implementation of the Djarum Scholarship Plus Program are the problem of scheduling soft skills activities and accommodation, this is resolved by carrying out training activities in several waves. In addition, there are logistical problems for the transfer of goods needed in the implementation of soft skills training activities. This can also be handled properly over time with a trial and error process and become a consideration in implementing the program in the following year.

SUGGESTION

The provision of Djarum scholarships to the children of Djarum employees in the form of education costs is still widely used for non-academic purposes. Therefore, education costs should be allocated for academic support purposes in the hope of increasing academic achievement. For the Education Service of Djarum Foundation to hold a Beswan Djarum alumni reunion activity which becomes a forum for alumni to stay in touch who can then broaden their horizons. This reunion activity can also be a forum for the emergence of ideas from alumni who have the same interests and goals to form positive activities for individual development and advancing the life of the nation. Thus, the impact of the implementation of the Djarum Scholarship Plus Program will be even greater on the reputation of companies and organizations as well as Indonesia.

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