

# **The Correlation Between PT. Djarum's Corporate Social Responsibility Program with The Empowerment of Program Recipients (Case of Djarum Beasiswa Plus Program)**

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**Abstract.** As a form of a company's responsibility to the community which are affected by the production process. As a way of a company's responsibility toward the community, a company usually initiates a program called Corporate Social Responsibility (CSR) which aims to develop areas, so that the development could be sustained on the national scale. Through observations, this study aims to analyze the success of the PT. Djarum CSR Program, the empowerment of program recipients, and the relationship between the success of the program and the empowerment of program recipients. This study uses a quantitative approach supported by qualitative. Quantitative data obtained through surveys to 35 respondents, who were registered as Beswan Djarum Beasiswa Plus. Qualitative data obtained through interviews with key informants. The results showed that the success of the program and the empowerment of program recipients were in the high category. The relationship between program success and the empowerment of program recipients has a strong and significant relationship. The conclusion of this research is the success of the CSR program of PT. Djarum is proven to have a significant correlation with the empowerment of program recipients.

**Keywords:** corporate social responsibility, empowerment, scholarship

## **1 Introduction**

The business sector plays a crucial role in national development. The process of this business activity often takes place in the middle of a community, which creates an interdependent relationship between the company and the surrounding community who are affected by the production process. It has become a separate demand from the community to the company for its social responsibility in the form of community development and empowerment. This form of corporate responsibility is often known as Corporate Social Responsibility (CSR). This is in line with Behringer and Szegedi (2016) who said that the business world plays a vital role in achieving sustainable development, and it is reflected in corporate social responsibility (CSR)

contribution to achieve sustainable development goals. The implementation of corporate social responsibility is a tangible form of the company to provide social responsibility to the community. The CSR program has also become a company's commitment to support sustainable development (Hadi 2011). The definition of CSR by ARCHIE B. Carroll in the late 1970s explained that business organizations need to pay attention to four areas of strategic responsibility, in the fields of economics, law, philanthropist, and ethical (Carr 2004).

The implementation of the CSR program has been regulated in Article 74 Paragraph 1 concerning the obligations of social and environmental responsibility for companies that handle the fields or related to natural resources. Then, in Law No. 40 concerning limited liability companies, it is stated that CSR must be carried out by companies who are related to natural resources. This is supported by Law No. 25 of 2007 concerning Investment, Article 15(b) states that "Every investor is obliged to carry out corporate social responsibility." It can be concluded that every company related to utilization is obliged to provide social and environmental responsibility, where there will be sanctions for those who do not fulfill the regulations.

The CSR program itself according to Crowther and Aras (2010) has three principles in its implementation, namely, sustainability, accountability, and transparency. These three principles are always related to the social responsibility actions taken by the company towards the social conditions of the community. Currently, the purpose of CSR is no longer solely for corporate profits. The CSR program should view that the needs of a company and the needs of a community are an inseparable unit of production, and aim to build society, the social environment, and the nation. The CSR program will also have a significant influence on community empowerment if it is implemented properly and is able to bring benefit to the people who receive it.

This research discusses the relationship between the success of the corporate social responsibility program conducted by PT. Djarum with the empowerment of the recipients of the Djarum Beasiswa Plus program. There are three phenomenons that underlie this research. First, there is a relationship between the company or the business sector with the condition of the community which is manifested in corporate social responsibility. Currently, several companies' CSR activities are still involved as philanthropist activities, for example, the CSR program of PT. Telkomsel Ambon, which is still aiming for corporate philanthropy and even more towards charity donations (charity) (Latuheru 2021). A similar study by Nugroho *et al.* (2016) also stated that the company is currently aware of the CSR program, but still sees it as a mere obligation. Whereas CSR programs should focus on community development and sustainable development.

One of the CSR programs on a national scale is the Djarum Beasiswa Plus Program from Djarum Foundation, PT. Djarum. As a capital-intensive and labor-intensive business sector, the cigarette industry is able to contribute to the country's economic growth. This is because the production chain involves a lot of human resources as labor and utilization of natural resources into finished products. The Djarum Beasiswa Plus Program is an achievement scholarship program for high-achieving students in the 4th semester at the S1/D4 level in universities that partner with the Djarum Foundation. PT Djarum's CSR activities are a tangible manifestation that currently the business world is not only focused on profit and production, but also its impact on society, nation, and state.

The second phenomenon is the problem of education that has always been a crucial issue for the people of Indonesia. Ahmad Furqon (2012) in his research states that the high cost of school and textbooks adds to the burden on parents and students to acquire knowledge. Various efforts have been made by the government but not all students have received

assistance in terms of education costs. This is obviously seen, especially in the conditions of education in rural areas, Vito (2015) shows in his research how education in rural areas is still so unequal, which is caused by health insurance factors, facilities, infrastructure, and also educators. This fact is also supported by various studies that have been carried out in the border areas of Kayan Hulu Malinau (A'ing 2015) and Bintan Pesisir Riau Islands (Auldina 2018), in remote areas of Loru Sigi Biromaru (Imran 2014) and Buntu Mondong Enrekang (Suardi *et al.* 2016), as well as in the islands of Nasi Island, Aceh Besar (Adlim *et al.* 2016) and the Talaud islands of North Sulawesi (Londa 2016) which revealed that the conditions and development of education in the regions were still very limited, and even tended to be discriminated against and marginalized. Therefore, support from companies is needed to help the community which can be realized in the form of social responsibility. This is because education is related to human empowerment (Pamungkas 2015).

PT Djarum fulfills its responsibilities with the support of scholarships to selected students from all over Indonesia. Since 1984, Djarum Foundation has been consistent in contributing to education in Indonesia. This step begins with the realization that education is one of the efforts to improve the welfare of the community and nation in realizing a better future. There are already more than 12,360 outstanding students who have become program recipients. They come from various educational backgrounds in more than 123 universities in 34 provinces in Indonesia. A testament to the seriousness of the Djarum Foundation in its commitment to building the nation through education. In addition, PT Djarum's CSR activities in the form of Djarum Beasiswa Plus are not just grants or educational funding assistance, but also provide training that are able to empower scholarship recipients for their future.

The third phenomenon is the aspect of soft skills and hard skills training that are needed for the nation's generation to support self-development and its future. Several studies conducted by Harvard University, the Carnegie Foundation and the Stanford Research Center, United States, say that 85% of a person's career is determined by his soft skills, while the remaining 15% is obtained from his hard skills. This is also in line with the Ministry of National Education of the Republic of Indonesia (2009) which states that a person's education is largely influenced by soft skills which play an 85% role in career success. The success of a youth as a generation of the nation, clearly has a significant influence on Indonesia's national development later. Haryati *et al.* (2016) said that the spirit of youth based on responsibility is a form of strength possessed by youth and can play an active role as moral reinforcement, social control, agent and change in national development.

The Djarum Beasiswa Plus program is crucial because this program is a form of social responsibility for PT. Djarum in the field of education where the recipients of this scholarship program do not only come from urban areas, but also from rural areas. Based on BPS (2021), currently the number of villages in Indonesia is 83,381 villages, where villages have a crucial impact on the development and progress of the nation. Village development should be the concern of various parties, both the government, the private business sector, and the community. The community as one of the development actors plays an important role, because the community is also the target of empowerment and development.

As part of society, youth are the future of the nation's development and progress. Based on BPS 2021 data, the number of youths in Indonesia reaches 64.19 million people, which means that 24.02 percent of the population, or one of four Indonesians are youth. This is a potential for Indonesia, where youth empowerment can empower the surrounding community. Satrias (2012) said that there are two roles of youth in community development according to the United Nations. First, youth as the initiator of a group of people to work together with them to improve conditions within the community itself. Second, youth act as facilitators of programs launched by the government in terms of community development.

This study looks at the relationship between the success of the Djarum Beasiswa Plus program as a form of social responsibility for PT. Djarum with the empowerment of program recipients who are youth, where in this study focused on students who come from several villages located on several islands of Indonesia. This is because as the nation's next generation, youth have potential that can be processed into actual competencies. Youth have moral potential that can be developed into positive morals so that they can actively participate in nation building (Oktavijani 2013). This is supported by the Minister of Home Affairs Regulation Number 114 of 2014 concerning Village Development Guidelines Article 6 which mandates increasing community capacity, including youth groups. The active participation of youth as the locomotive of regional development is very much needed, so that the development movement can run rapidly (Toputiri 2004). Therefore, it is important to examine the relationship between the success of the CSR program of PT. Djarum with the level of empowerment of the recipients of the Djarum Scholarship Plus program.

This research will look at the relationship between the success of the Djarum Beasiswa Plus program as a form of social responsibility of PT. Djarum with the empowerment of program recipients who are youth, which in this study focused on youth from several villages located on several Indonesian islands. This is because as the nation's next generation, youth have potential that can be processed into actual competencies. Youth has moral potential that can be developed into positive morals so that they can actively participate in nation building (Oktavijany 2013). This is supported by the Minister of Home Affairs Regulation Number 114 of 2014 concerning Village Development Guidelines, Article 6 mandates increasing community capacity, including youth groups. The active participation of youth as the locomotive of regional development is very necessary, so that the development movement can run rapidly (Toputiri 2004).

Based on these research backgrounds, several research questions appear, (1) How is the success of the scholarship program that has been done by PT. Djarum CSR? (2) How is the empowerment of Djarum Beasiswa Plus program recipients? and (3) How is the relation between the success of PT. Djarum's corporate social responsibility program with the empowerment of program recipients? This research aims to (1) Analyzing the success of scholarship programs that has been done by PT.Djarum CSR, (2) Analyzing the empowerment of Djarum Beasiswa Plus program recipients, and (3) Analyzing the relation between the success of PT. Djarum's corporate social responsibility program with the empowerment of program recipients.

This study aims to (i) analyze the success of scholarship programs that has been done by PT.Djarum CSR, (ii) analyze the empowerment of Djarum Beasiswa Plus program recipients, (iii) analyze the relation between the success of PT. Djarum's corporate social responsibility program with the empowerment of program recipients.

## **2 Methods**

The research is quantitative research supported by qualitative research conducted from March 2022 to May 2022. Research with a quantitative approach is carried out through a survey method to 35 respondents who meet the sampling requirements, with the unit of analysis used is the individual. The population of this study is the recipients of the Djarum Beasiswa Plus 2018-2020, totaling 1500 people. Determination of the sample in this study using a purposive sampling technique because the respondents taken are respondents who meet the gender characteristics of male or female, age 21-23 years, and have graduated no more than 3 years with restrictions coming from rural areas of Sumatra Island, Java-Bali Island, Kalimantan

Island, Sulawesi Island, and Papua Island with a composition of 10, 15, 4, 4, and 2, this proportion is taken by considering the number of different distributions of Beswan Djarum in various islands and is a rural area that requires educational assistance.

The qualitative approach was carried out through in-depth interviews with key informants. The selection of informants was carried out using a purposive sampling technique, namely the acquisition of information obtained through two key informants who were able to describe the events studied. The informants taken include the Associate Program Djarum Beasiswa Plus and the Beswan Djarum Supervisor. The selection of informants was purposive because it was considered that the informants knew more clearly and with certainty about how the form and role of CSR felt by members.

Quantitative data will be processed using Microsoft Excel 2016 and the SPSS version 28 application with codes to provide values for the answers contained in the questionnaire. Microsoft Excel 2016 is used to process frequency table data and cross tabulations to see the initial data of respondents for each variable individually. Qualitative data were analyzed in three stages, namely data reduction, data presentation, and verification. This research is explanatory research, where this research is used to explain the relationship between the variables through testing the formulated hypothesis. The correlation test was conducted between the variables of the program's success rate and the level of individual empowerment, using the Spearman Rank correlation test to measure correlations on an ordinal-ordinal scale. Test the validity and reliability of this research questionnaire through a trial on 10 different respondents from the original respondents. The validity test shows that the question is valid and the reliability test shows the number 0.890 for the CSR variable and 0.947 for the program recipient empowerment variable which shows that the question is reliable.

### 3 Results and Discussions

#### 3.1. Respondents' Characteristics

Respondents in this study are 35 respondents, who are recipients of the Djarum Beasiswa Plus program known as Beswan Djarum obtained from the primary data survey method. The population of this study is the recipient of the Djarum Beasiswa Plus. The characteristic of the selected samples are a male or female, aged 21- 23 years, areas of Sumatra, Java-Bali, Kalimantan, Sulawesi, and Papua, and did not graduate more than three years from Beswan Djarum, as stated in the table 1.

**Table 1.** Distribution of Characteristics of Respondents Beswan Djarum

Individual Characteristic		Amount (n)	Percentage (%)
Sex	Male	18	51.43
	Female	17	48.57
Age (years)	21	17	48.57
	22	14	40.00
	23	4	11.43
Region	Sumatera	10	28.57

	Jawa-Bali	15	42.86
	Kalimantan	4	11.43
	Sulawesi	4	11.43
	Papua	2	5.71
<b>Batch (years)</b>	34-35	6	17.14
	36	29	82.86

Based on Table 1, the respondents in this study consisted of 51.4 percent male and 48.6 percent female. The data explains that the respondents in this study who became recipients of the program were quite balanced between men and women. The age of the respondents in this study was classified according to the characteristics of the respondents who wanted to be studied, namely Beswan Djarum in the age range of 21-23 years. Referring to Table 1, it can be seen that the age of the respondents in this study is quite diverse. Most respondents came from the age of 21 years, which amounted to 48.57 percent of the total respondents. Then followed by respondents aged 22 years, which is 40 percent of the total respondents and respondents aged 23 years, which is 11.43 percent of the total respondents.

In Table 1, it is known that most of the respondents came from the island of Java-Bali, as many as 15 people or 42.86 percent. This is because the distribution of Beswan Djarum is indeed the largest on the island of Java-Bali. Then followed by Beswan Djarum from Sumatra Island as many as 10 people, or 28.57 percent, Beswan Djarum from Kalimantan as many as 4 people or 11.43 percent, Beswan Djarum from Sulawesi as many as 4 people or 11.43 percent, and Beswan Djarum 2 people from Papua or 5.71 percent. Respondents in this study included the Beswan Djarum Force 34, namely the Beswan Djarum Force in the 2018/2019 period, the Beswan Djarum Force 35, namely the Beswan Djarum Force in the 2019/2020 period, and the Beswan Djarum Force 36, namely the Beswan Djarum Force in the 2020/2021 period. In Table 1 it can be seen that the majority of respondents from this study came from Beswan Djarum 36, which were 29 people or 82.86 percent. Then followed by Beswan Djarum 34-35 as many as 6 people or 17.14 percent.

### 3.2. The Success CSR Program

The success of a CSR program is a condition in which a program implemented is able to have an impact and benefit for program recipients. The success of the program in this study using measurement indicators according to Dewantara et al. (2017) which includes three indicators, namely indicators of community participation, target accuracy, and the level of program success carried out in the CSR program.

Program participation shows the activeness of program recipients in participating in Djarum Beasiswa Plus activities, which can be seen from program participation in the implementation of scholarship activities to program evaluations carried out. Target accuracy is a condition where the CSR program is carried out in accordance with the criteria that have been made or planned. Program suitability is a condition where the CSR program is able to make a real contribution to meeting the needs and increasing the capacity of program recipients. The success of the CSR program shows how a CSR program is truly able to provide benefits and also have an impact on program recipients. The participation of program recipients, targeting

accuracy, and program suitability will affect the success of the CSR program, the higher the success rate in each aspect, the higher the success rate of the CSR program, as listed in Table 2.

**Table 2.** Distribution of Beswan Djarum Respondents based on the aspects of the success of the CSR program

The Success of CSR	Amount (n)	Percentage (%)
Participation		
Low	2	5.71
Middle	7	20.00
High	26	74.29
Target Accuracy		
Low	3	8.57
Middle	10	28.57
High	22	62.86
Program Suitability		
Low	0	0.00
Middle	4	11.40
High	31	88.60
The Success Of CSR Program		
Low	0	0.00
Middle	2	5.71
High	33	94.29

The analysis phase of the participation aspect of program recipients is measured by looking at the involvement and presence of program participants in program implementation activities, whether program participants get program implementation facilities and program participants' participation in implementing collaboration with other program participants. The evaluation stage can be measured by looking at the involvement of program participants in attending program evaluation meetings, providing criticism of the implementation of previous programs and suggestions for future programs.

Based on Table 2, it can be seen that it is known that the level of participation of respondents in CSR programs is quite high, which is 74.29 percent. Then it is known that the respondents are in the category of moderate participation rate of 20 percent and low of 5.71 percent. This participation is assessed from the presence and activity of program recipients in implementing the Djarum Scholarship Plus program and also evaluating the program. The Djarum Scholarship Plus activities studied in this study include Leadership Development and Nation Building which have a high participation category. This is because the Djarum Foundation continues to be committed to bringing great speakers from various fields packaged in interesting events, as shown in the following quote.

“... the materials and speakers are a comprehensive package in the implementation of the training, the material presented must be good, and the presenter or speaker must be interesting, so that participants do not feel bored,

especially when online, the absorption of participants will definitely decrease...” (SYN, Associate Program Djarum Foundations)

The high level of participation was also supported by the warm and comfortable atmosphere built in Beswan Djarum, so that the participants were full of enthusiasm. Program recipients in the low participation category are generally because they still feel less confident in expressing their opinions or responses during the program. However, most of Beswan Djarum participated actively because of the environment that had been formed as stated in the following quote.

“...I think the Djarum Scholarship recipients are very active and really participate in every activity. Because the environment that has been formed from the beginning becomes Beswan. which makes me comfortable being the recipient of this scholarship and does not mind participating in all kinds of programs provided...” (AAY, Beswan Djarum 2020/2021)

The participation of program recipients begins with an invitation or direction from parties involved in scholarship activities, including speakers who provide material on Gritty Leadership, Design Thinking, Public Speaking, and Motivating and Inspiring Others on Leadership Development and also national insight on Nation Building. The nature and invitation of these speakers has made the program recipients actively participate. Beswan Djarum were compete to get the opportunity to ask questions, as stated in the following quote.

"... Beswan Djarum is so active, when there is question and answer session during training, we will definitely compete to get a chance to ask questions..." (ATT, Beswan Djarum 2020/2021)

Participation of program recipients includes actively asking questions, providing feedback, providing ideas, and also taking the initiative to provide responses in the activities carried out. Beswan Djarum's participation in this program was able to have a significant impact on the absorption of the knowledge gained, thus helping Beswan Djarum become the best generation for his success, as stated in the following quote.

“...I feel the impact of this program has really helped me in my path to success because the training provided by Djarum is also very useful for future needs such as in education and career...” (AAY, Beswan Djarum 2020/2021)

Djarum Foundation Associate Program always strives to provide the best program for program recipients. Monitoring and evaluation of the implementation of the empowerment program is carried out by involving program recipients, one of which is through a microsite form at the end of each session of the Djarum Scholarship Plus activity. It is intended that the program implemented will be better in the future as stated in the following quote.

“...for the evaluation, the Beswans were involved because it was the Beswans themselves who experienced the activity themselves. Therefore, for evaluation, it must also be requested so that future programs can be much more organized and improved...” (AAY, Beswan Djarum 2020/2021)

The supervisor of Beswan Djarum is also open to listening to direct feedback regarding the program being implemented. This input will be a consideration for the associate program of the Djarum Foundation to implement CSR programs in the future. The atmosphere of openness between the coach and Beswan Djarum will indirectly create a family relationship that can increase the activity of Beswan Djarum itself, as stated in the following quote.

“... from the Djarum Foundation itself, it always coordinates and communicates with Djarum Beswans in a formal or informal context in order



to form optimal bonding between fellow Djarum Beswans, thus Beswan Djarum is expected to be more active in program implementation...” (SYN, Associate Program Djarum Foundation)

More than 12,360 outstanding students have become program recipients. Of course, it is necessary to measure the accuracy of the program with the expected goals where measurements can be made by looking at the accuracy of the target recipients of the program on the implementation of the program. The purpose of the Djarum Beasiswa Plus program itself is for Beswan Djarum to become future leaders of the nation who are both intelligently and emotionally capable, so that they are more prepared to commit and be consistent for their future goals, as stated in the following quote.

“... the goal of the Djarum Scholarship Plus program for program recipients is that they are much more prepared to be committed and consistent in achieving the goals that have been set...” (SYN, Djarum Foundation Associate Program)

Based on Table 2, it can be seen that most of the respondents rated the accuracy of the target for the implementation of the Djarum Beasiswa Plus program in the high category, namely 62.86 percent. This is because the program implemented is in accordance with the objectives of Beswan Djarum in participating in this activity, as stated in the quote below. Then followed by the assessment of other respondents at a medium level of 28.57 percent and a low level of 8.57 percent. The tendency of program recipients to state that the Djarum Scholarship Plus program is appropriate. However, some respondents felt that the accuracy of the program was still moderate or low because it still needed further adjustments and needed to be improved in terms of facilities and activities.

“...my motivation for joining this scholarship is related to the training provided, which I personally am very interested in personal development training, and also my motivation is the relationship that I can build because it is certain that Beswan Djarum is the best person in his field who is chosen to get the scholarship...” (AAY, Beswan Djarum 2020/2021)

As a program that aims to help increase the capacity of program recipients, especially in the field of education, Djarum Beasiswa Plus is certainly designed to suit the needs of program recipients. The program implemented can help improve the hard skills and soft skills possessed by program recipients, as stated in the following quote.

“...for the program, we (Djarum Foundation) have prepared many things so that the program implemented is in accordance with the needs of Beswan Djarum. The things we have prepared include the appropriateness of the timing of the Djarum Beasiswa Plus program, content that is in accordance with today's developments that Beswan Djarum needs at this time and ensuring that the material delivered is optimal and not boring...” (SYN, Associate Program Djarum Foundation)

Based on Table 2, it can be seen that 88.6 percent of respondents gave a high assessment of the suitability of the program. Then 11.4 percent gave a moderate rating for the suitability of the CSR program. This is because some respondents feel that the program needs to be adjusted again to the current real needs. Most program recipients rate the suitability of the program high because they feel very helpful with the program provided and according to their needs, as stated in the following quote.

“...I was greatly helped by participating in this scholarship program, such as public speaking and teamwork where these skills are needed...” (AAY, Beswan Djarum 2020/2021)

The success of Djarum Beasiswa Plus can be said in a high category. This is proven by several aspects of the analysis of the success of the Djarum Beasiswa Plus program, the percentage of program suitability is 88.6 percent, the participation of program recipients is in the high category, which is 62.86 percent and the accuracy of the program is in the high category, which is 62.86 percent. Table 2 shows that the success rate of the Djarum Beasiswa Plus program in the high category is 94.29 percent. Then continued with a moderate success rate of 5.71 percent. The high success of the Djarum Beasiswa Plus program indicates that this program is successful in implementing its program, so that the participation of program recipients is high, the program is implemented according to the needs of the program recipient, and the program is made right on target, where the goals achieved are as expected.

### 3.3. The Empowerment of Program Recipient

Empowerment can be measured by looking at the knowledge and skills of program recipients, which in this study are hard skills with aspects of writing ability analysis, and soft skills with aspects of analyzing leadership skills, public speaking, and building cooperation, as set out in Table 3.

**Table 3.** Distribution of Respondents based on the empowerment aspect of program recipients

The Empowerment of Program Recipient	Amount (n)	Percentage (%)
Writing Capability		
Low	3	8.57
Middle	9	25.71
High	23	65.72
Leadership Capability		
Low	0	0.00
Middle	9	25.71
High	26	74.29
Public Speaking Capability		
Low	2	5.71
Middle	10	28.57
High	23	65.72
Teamwork Capability		
Low	0	0.00
Middle	12	34.28
High	23	65.72
The Empowerment of Program Recipient		
Low	0	0.00
Middle	5	14.29
High	30	85.71

Hard skills are specific skills or certain technical skills obtained from formal training or

education. Hard skills are important to be developed to enter the world of work. This study analyzes the hard skills of the recipients of the Djarum Beasiswa Plus program through aspects of writing ability analysis.

The ability to write is an important aspect for program recipients. Djarum Beasiswa Plus shows its commitment by providing Design Thinking for Writing training and also providing a platform for Writing Competition for Beswan Djarum as program recipient. Based on the research, which can be seen in Table 3, it is known that the hard skills of writing for program recipients are in the high category, namely 65.72 percent. Then, as many as 25.7 percent of respondents rated it in the medium category, and 8.57 percent of respondents rated it in the low category. This is because some respondents are still not fully interested in the field of writing and they still need encouragement to be able to be brave in writing activities, especially in competing or other scientific writings, as stated in the following quote.

“...for writing I only feel a slight improvement in writing articles but not yet in scientific writings or maybe my passion is not in writing scientific papers...”  
(AAY, Beswan Djarum 2020/2021)

Soft skills are soft skills possessed by someone as an ability that is able to support hard skills. Soft skills include various abilities other than technical mastery or proficiency in a certain level of intelligence. The soft skills analyzed in this study include leadership skills, public speaking, and also the ability to build groups, where each skill is analyzed through several aspects.

Leadership is one of the soft skills honed in the implementation of the Djarum Beasiswa Plus program. This activity is part of the Beswan Djarum Leadership Development Program. Based on the research, it can be seen in Table 3 that as many as 74.29 percent of respondents are at a high level of leadership ability. Then, 25.71 percent of the other respondents were at a moderate level of leadership ability.

Public Speaking is a soft skill that is slowly honed in the Djarum Beasiswa Plus program in the Beswan Djarum Leadership Development Program. This activity received a fairly high rating, based on Table 3 it can be seen that the number of respondents' assessments of public speaking skills at a high level was 65.72 percent. Then, there are 28.57 percent of respondents at the medium rating level and 5.71 percent of the other respondents are at the low rating level. This is because some respondents are still not sure of themselves and more encouragement is needed to increase the courage and public speaking ability of program recipients. However, most of the respondents considered the Djarum Scholarship Plus program very helpful for them in the aspects of leadership and public speaking as stated in the following quote.

“... the skills training provided really helped me, especially in leadership and public speaking, I have improved in these fields, I feel much more confident and brave to express my opinion...” (AAY, Beswan Djarum 2020/2021)

The ability to build cooperation is the ability of individuals to network and move together. The ability to work together is honed in the Leadership Development Program through group project activities. The ability to cooperate as seen in Table 3 is at a high level, which is 65.72 percent. This is because in the program, Beswan Djarum is given projects in the form of groups, so that they are able to learn to work together in teams and build their groups. Then 34.28 percent of the other respondents were at the moderate level. This is because some respondents require a more level of adaptation in building networks with Beswan Djarum who come from various regions and backgrounds.

The empowerment level of program recipients can be said in a high category. This is based on the results of the analysis of two indicators, namely the ability of hard skills with aspects of

writing ability analysis, and soft skills with aspects of analysis of leadership skills, public speaking, and building cooperation. This can be evidenced by the large percentage of each indicator such as the ability to write in the high category, which is 65.72 percent, the leadership ability at a high level, which is 74.29 percent, the ability to speak at a high level, which is 65.72 percent, and the ability to build cooperation at the top level. high level that is 65.72 percent. Table 3 shows that the empowerment level of program beneficiaries is in the high category, which is 85.71 percent. Then the level of empowerment of program recipients, which is at a moderate level, is 14.29 percent. Program recipients tend to feel empowered and helped by the presence of this program, as stated in the following quote.

“... I feel very helpful with the Djarum Scholarship Plus program, because what I didn't know before, I know, those who already know know more...”  
(ATT, Beswan Djarum 2020/2021)

### 3.4. The Relationship between the Success of CSR Program and the Empowerment of Program Recipients

The measurement of the relationship between CSR program success and community empowerment was analyzed using cross tabulation and strengthened by non-parametric statistical test of Spearman Rank correlation because the data for both variables is an ordinal scale. Variables that have a relationship significantly, it can be seen from the value of Sig-(2-tiled) which is smaller than the real level ( $\alpha$ ) = 0.05.

The results of the quantitative data in the crosstabulation table in Table 4 can be seen that there is a relationship between the level of success of the CSR program and the level of community empowerment. The results of the measurement of the relationship between the two are presented in the cross tabulation in Table 4.

**Table 4.** Cross tabulation of the success of CSR programs with the empowerment of program recipients

The Success of CSR Program	The Empowerment of Program Recipient						Total	
	Low		Middle		High		n	%
	n	%	n	%	n	%		
<b>Low</b>	0	0	0	0	0	0	0	0
<b>Middle</b>	0	0	1	2.9	1	2.9	2	5.8
<b>High</b>	0	0	4	11.4	29	82.8	33	94.2
<b>Total</b>	0	0	5	14.2	30	85.8	35	100.0

Based on Table 4, it can be seen that 82.9 percent of respondents stated that the success of CSR in the high category is related to empowerment in the high category. Then it was found that 11.4 percent of respondents stated that the success of CSR in the high category was related to the empowerment of program recipients in the medium category. Then 2.9 percent of respondents stated that success in the medium category had a relationship with the empowerment of program recipients in the medium category, and 2.9 percent of respondents stated that the success of CSR in the medium category had a relationship with the empowerment of program recipients in the high category. This distribution shows that there is a relationship between the success of the CSR program and the empowerment of program recipients.

**Table 5.** The relationship between the success of CSR programs and the empowerment of program recipients

		<b>The Empowerment of Program Recipient</b>			
<b>CSR</b>		Writing	Leadership	Public Speaking	Team Work
<b>Participant</b>	rs	.378*	.540**	.504**	.679**
<b>Target Accuracy</b>	rs	.499**	.563**	.518**	.743**
<b>Program Sustainability</b>	rs	.578**	.402*	.573**	.658**

Note:

\*Significant Correlation at  $p \leq 0,05$

\*\* Strong Significant Correlation at  $p \leq 0,01$

rs = Coefficient correlation  
rank Spearman

Based on Table 5 it can be seen that the indicators of the success of the CSR program, namely participation, target accuracy, and program suitability with empowerment indicators which include hard skills (writing) and soft skills (leadership, public speaking, and group building) have a very real correlation level. This can be seen from the results of the significance value of participation, target accuracy, and program suitability at 0.01. Then the relationship between the suitability of the program and the ability to write has a real relationship, this is because the writing ability of the recipients of the program is relatively high, which is related to the program run by Djarum Scholarship Plus. Then the relationship between program suitability and leadership ability also has a real relationship, this is because the leadership program implemented is designed in such a way as to be able to meet the needs of program recipients.

The two variables were then tested with Spearman Rank statistics using SPSS Statistics 28 with the initial hypothesis which stated that there was a significant relationship between the success rate of the CSR program and the level of empowerment of program recipients in the Djarum Scholarship Plus program. The rules for coefficient values in the Spearman Rank test are 0.00-0.199 (very weak relationship), 0.20-0.399 (weak relationship), 0.40-0.599 (moderate relationship), 0.60-0.799 (strong relationship), 0.80-1.00 (very strong relationship). The measurement of the correlation test uses a two-tailed significance with a confidence interval of 0.05 or 95 percent. The results of the Spearman Rank statistical test show that the correlation coefficient value is 0.738, which means that there is a strong relationship between the success of the CSR program and the empowerment of program recipients. It can be seen that the significance value is  $0.001 < 0.05$  where the value is smaller than the real level or of 0.05. This shows that there is a very significant relationship between the success variables of the CSR program and community empowerment. A positive or unidirectional relationship illustrates that the higher the success rate of the CSR program, the higher the empowerment of the recipients of the Djarum Scholarship Plus program. Based on these results, it is hoped that the Djarum Scholarship Plus program can empower the recipients of the program.

The success of CSR programs related to the empowerment of program recipients indirectly has an impact on sustainable development. Empowered program recipients will empower their regions and support the progress of the nation, as stated in the following quote.

“...I will use the skills I have to develop my area now, even more so, this is where I need it and in the period of developing systems and technology, I think the skills I have can be useful for my area now...”(AAY, Beswan Djarum 2020/2021 )

CSR Program of PT. Djarum, one of which is Djarum Scholarship Plus, has a strong

connection between the success of CSR and the empowerment of program recipients. The Djarum Beasiswa Plus program is also able to have an impact and have sustainability to contribute in empowering the nation's generation for Indonesia in the future.

## 4 Conclusion

Based on the results of research on the relationship between the success of CSR programs and the empowerment of program recipients, the following conclusions are obtained:

1. The success rate of CSR programs is in the high category. This means that the CSR program carried out by PT Djarum has been successful. This success is supported by three indicators, namely: targeting accuracy, participation, and program suitability. Respondents from the Djarum Scholarship Plus Program assessed that the running program was good and successful.
2. The level of empowerment of the community receiving CSR programs is in the high category. The empowerment of the community receiving the CSR program is supported by two indicators, namely the ability of hard skills with aspects of writing ability analysis, and soft skills with aspects of analyzing leadership skills, public speaking, and building collaboration. This can be proven by the large percentage of each indicator such as writing ability in the high category, leadership ability at a high level, public speaking ability at a high level, and the ability to build cooperation at a high level.
3. The success of the CSR program has a strong and significant relationship with the level of empowerment of the community receiving the CSR program.

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