

Impact Analysis of Pt. X Scholarship Program to Improve the Quality of Students at State Universities

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ARTICLE INFO	ABSTRACT
Keywords: Impact, Scholarships, Human resources.	The purpose of this study is to analyze the impact of the scholarship program provided by PT X through the Corporate Social Responsibility program to students at 2 State Universities, in addition to its impact on student achievement, but also examines its relationship with Sustainable Development Goals No. 4 Quality Education. The subjects of this study were students who received PT. X scholarships at two state universities. This research is a qualitative research. The types of data used are primary and secondary data. Primary data was obtained from in-depth interviews and secondary data was obtained from Activity Reports related to the implementation of this program. Data collection techniques were carried out by observation, interview and documentation. The results of this study indicate that the PT. X Scholarship Program has a positive impact on its recipients and has an impact on the implementation of SDGs No. 4, but no impact and benefits have been found for the recipients after they graduate and are no longer part of the PT. X scholarship recipients.

INTRODUCTION

The superior and competitive quality of Human Resources (HR) is one of the main pillars in the wheel of national development in Indonesia. So that national education is the foundation of the government in striving to achieve sustainable development goals and targets in the era of Sustainable Development Goals (SDGs) until 2030. The quality of public education in Indonesia can be an effort to achieve the goals and objectives in the 17 SDGs points, especially in increasing the human development index in Indonesia. UNESCO's main issue related to the SDGs agenda is the field of education included in SDGs 4 related to quality education.

But on the other hand, the Central Statistics Agency (BPS) reported that the percentage of school dropouts in Indonesia increased in 2022. In detail, the percentage of dropouts at the Menengan Atas School level reached 1.38%, junior high school at 1.06%, elementary school at 0.13%. The high dropout rate certainly has an impact on the increasing number of unemployed. According to a BPS report, the percentage of open unemployment rate (TPT) in West Java Province reached 9.82% in 2021. Meanwhile, the Central Statistics Agency (2020) reported that 7,369,009 students took higher education levels in various institutions and this number will continue to grow (Sadya, 2022).

The scholarship program is one way that is believed to be effective in increasing educational opportunities. Assistance in the form of fees/scholarships is mostly intended for excellent students but economically disadvantaged (Ngopulae, 2022). The provision of scholarships is an effort in poverty alleviation. This can be interpreted that scholarships are a form of government program to form superior human resources so that later they can contribute to efforts to reduce poverty levels in order to realize a prosperous society. The provision of scholarships is an effort in poverty alleviation. This can be interpreted that scholarships are a form of government program to form superior human resources so that later they can contribute to efforts to reduce poverty levels in order to realize a prosperous society. This became the inspiration for Law No. 20 of 2003 which was adopted in the protection of Constitutional Amendment No. IV of 2002, which was later mandated by the 1945 Constitution.

Scholarships are included in the form of education financing in addition to the APBN and APBD in one of the provisions of this regulation (Kahar, 2021).

Quality education is the key goal of SDGs, so the implementation of the company's CSR program in the field of education is an effort to achieve these goals. As an effort to realize concern for the quality of human resources in Indonesia and the implementation of SDGs, PT. X launches CSR Program of PT. X through a scholarship program aimed at students as a form of support for tuition fees, study allowances, and living expenses.

Sustainability Development Goals (SDGs)

The Sustainability Development Goals (SDGs) were created to continue the work of the Millennium Development Goals (MDGs), which were supposed to be completed by the end of 2015. The SDGs serve as a global negotiation and development framework for countries (Wahyuningsih et al., 2022). SDGs are international initiatives with the long-term goal of maximizing each country's potential and resources. The United Nations (UN) itself is a member of this 'citizen'. The UN reintroduced the SDGs initiative in 2016 and is in place until 2030. Indonesia and 193 other UN member states have adopted the SDGs as national programs. The Sustainable Development Goals serve as a blue print for the next 15 years (TANTYO NANDI, 2023). The SDGs are part of the 2030 Agenda for Sustainable Development, an agreement based on respect for human rights and equality.

Corporate Social Responsibility (CSR)

CSR stands for Corporate Social Responsibility, corporate means a corporation in the form of a legal, social or social / community entity and responsibility is a responsibility. Thus, CSR means a form of responsibility carried out by the corporation (according to the ability of the corporation) with awareness for the social / environment in the area where the corporation operates (Mahyaruddin, 2020). The ultimate goal of CSR is to foster cooperative partnerships with local residents. In theory, corporate social responsibility (CSR) refers to an organization's attitude toward the strategic stakeholders it interacts with, such as local communities and employees.

Scholarship

A scholarship is a monetary award given to deserving individuals to help them complete their current course of study. Scholarships can be awarded by private, governmental, or philanthropic organizations. A scholarship is a kind of financial aid offered to students to help them complete their higher education (BOEDHY & REISSA, 2021). A scholarship is a kind of financial aid provided by governments, businesses, and other organizations to students from lower economic backgrounds in order to be able to complete higher education and improve their economic or academic status in society.

Evaluation Model CIPP Stufflebeam (Context, Input, Process, Product)

Program evaluation is the process of examining a program with certain assessment standards to make an appropriate decision. Program evaluation is also an activity to determine the success and achievement of the target of a program that is implemented based on its planning (Mahmudi, 2011). The evaluation of this program is the benchmark for assessing the success or failure of the program to be carried out. There are several types of evaluations that can be applied by an educator to find out and measure the success of a program. The evaluation model that can be applied in evaluating the Subject Teacher Deliberation (MGMP) program is the CIPP (Contexts, Input, Process, Product) model. CIPP provides a complete evaluation format at four core stages of context, input, process and product (DHARA & RAHAJU, 2020). Context, Input, Process, and Product were the first evaluation models aimed at education and were first introduced by Stufflebeam in 1965. CIPP is designed systematically as a guideline to evaluate the learning process, starting from the beginning to the end of the evaluation (context and input evaluation), the evaluation process (input and process evaluation), to the end of the evaluation (product evaluation).

Conceptual Framework

To better understand this research trajectory, a thinking scheme is developed based on the history of the problem and the theory chosen as the framework of research analysis. The conceptual framework is made as follows:

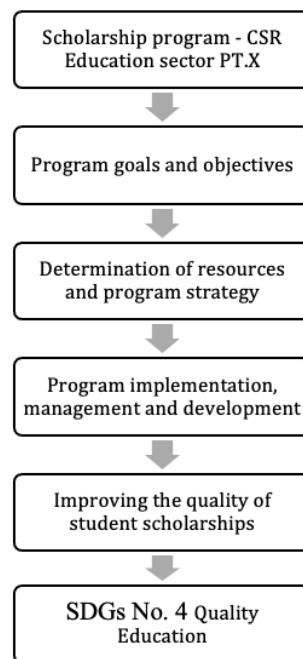


Figure 1. Conceptual Framework

METHOD

This type of research is qualitative research. Descriptive and analytical focused, qualitative research is part of research. In qualitative studies, the researcher focuses more on process and meaning (from the point of view of the subject). The breadth and depth of data collection is very important in qualitative studies. The strength of this qualitative study depends on how comprehensive and specific the information collected.

(Pahleviannur et al., 2022) Defining qualitative research as a process of collecting, analyzing, and interpreting visual and narrative data holistically to obtain views of certain phenomena. Researchers use the triangulation method, which includes comparing information obtained from several sources, such as in-depth interviews, surveys, and papers.

There are two types of data sources used in this study, namely Primary Data, which is information collected from primary sources, such as direct observations or conversations with key subjects and informants (Wahidmurni, 2017). Research informant interviews were the main method of data collection in this study. Secondary Data, namely existing data that can then be obtained through reading, visual and sound observation. The data is generally obtained through primary data that has previously been processed first (Sarah, 2021). In secondary data, this study uses reference data in the form of journal articles, books on CSR programs in the field of education, SDGs reports, company annual reports, research results of PT. X, provisions, ToR, and scholarship program reports, as well as materials related to the research theme.

In this study, the data collection method consisted of:

Observation Method according to (Sugiyono, 2017) Observational explanations have certain qualities that distinguish them from other data acquisition methods. People are not the only things that can be observed, other natural objects can also be researched. In this study, direct observation in the field was used to find out the actual conditions. The interview method is used as one method of obtaining data in a study. An interview is a two-way exchange of information with a related informant. According to (Yusuf et al., 2014), An interview is a situation or process in which the interviewer communicates directly with the informant who is the source of information, or asks directly about an object under study. According to (Arikunto, 1998), A guided free interview is one in which participants ask questions freely while still following the interview guidelines. During the interview, questions will arise. The purpose of this interview is to gather information for research purposes.

Literature study is a way of collecting secondary types of data from various books, documents and various sources of written information. At the stage of preparing a research proposal, a literature study is carried out to collect information or factual data needed to reveal the object or focus of research. Moreover, literature studies are also carried out to quote, describe and examine relevant theories. At the research stage, literature studies are

carried out to quote, describe and review various actual information related to the disclosure and discussion of objects and the focus of research related to the impact of CSR programs in the field of education on improving the quality of PT. X.

The sampling method is a technique used to select a sample from the population to be studied. Sampling is important in research to ensure that the information obtained is representative and generalizable to the wider population. In this study, researchers used the Purposive Sampling technique. Purposive sampling is considered appropriate because the sample is selected based on the research objective and characteristics to be researched and is considered relevant or representative of the research objective (Sugiyono, 2017).

The sample of this study consists of: PT. X as the organizer or implementer of the program, then with the university rectorate who is the most relevant party in the scholarship cooperation relationship or is a partner, as well as to students receiving PT. X as a beneficiary of two State Universities. Thus, triangulation of data sources will be obtained, so as to provide the level of accuracy of answers and the occurrence of information bias related to the impact of the scholarship program which is part of PT. X.

Finding and collecting data from sources including interviews, field notes, and written documentation is the first step in data analysis, followed by categorizing and summarizing data, identifying trends and outliers, selecting relevant information for further study, and drawing conclusions. Simple to understand for yourself and others (Sugiyono, 2017). (Moleong, 2007) Data analysis entails organizing and classifying data into patterns, categories, and basic descriptive units to find trends and generate workable hypotheses based on the data.

Researchers conducted data analysis using the Miles and Huberman model. Miles and Huberman's model suggests that data analysis in qualitative research occurs both simultaneously and immediately after data collection is complete (Sugiyono, 2017). The data analysis sequence of the Miles and Huberman model consists of:

1. Data Collection

Taken from full interviews, surveys, and other materials. Data collected through observation and recording are matched with the findings of interviews conducted on each component to ensure that all information is accurate and in accordance with reality.

2. Data Reduction

To better understand existing research subjects and make it easier to obtain more information, researchers should summarize and select the most relevant data first before looking for themes and patterns. The data reduction process is guided by the goals to be achieved and set. In addition to requiring high knowledge and understanding, data reduction is a critical thinking process.

3. Data Presentation

Data can be presented in a variety of visual formats, including tables, graphs, flow charts, pictograms, and more. Displaying data in meaningful ways, such as categories and connection patterns, can facilitate understanding. Narrative prose is the most popular type of data presentation in qualitative research, although other formats, such as charts, correlations between categories, flow charts, and the like, may also be used. With data visualization, information is presented in a way that facilitates understanding.

4. Conclusion Drawing

Drawing conclusions or verifying findings is the last stage in a data analysis. If more evidence is lacking to support the initial findings, the conclusions will be changed. In addition to providing answers to problem formulations that have been set at the beginning, data conclusions can also provide an overview or description of the topic under study.

RESULTS AND DISCUSSION

A. Findings in the Context of PT. X

1. Purpose of PT. X

Cost is one of the main barriers for students to improve their post-secondary degree attainment. Without the help and support of third-party funds, sometimes students have to try to find loan funds that increase the burden, work part-time, or reduce their study time. Each of those choices has a negative impact on educational attainment. PT. X is here to reduce the burden felt by students with the scholarship program. As revealed by Mulki, one of the scholarship recipients of PT. X follows: "I was helped by the PT. X because it really supports education and daily expenses. There are also no obstacles, I passed the final session before semester VIII and have achievements as a recipient of a PT scholarship. X".

The results of the study proved the suitability of the objectives of the PT. X is to support students in achieving high academic achievement and completing higher education successfully. The data presented

shows that through additional motivation, moral support, and confidence-building, scholarship programs can provide a significant boost for students to achieve higher academic achievement. In addition, improving the quality and productivity of studies resulting from scholarships also supports students in achieving successful graduation. Therefore, these results show that the PT. X effectively achieves its goal of supporting student academic achievement and graduation.

2. Target of PT. X

The scholarship program is certainly given with targets to be achieved, including in addition to scholarship students obtaining a good GPA, but also after graduation, the benefits felt are getting a job. PT. X also focuses on these goals through this program. As stated by Luthfi, as a student receiving the following Pt. X scholarship: "Because it can be included in the CV and be an added value during the job interview process, recruiters are more excited when I talk about during college being a recipient of a PT. X until I was successfully accepted".

Based on the results of the study, it was found that the Scholarship Program of PT. X has significant benefits in supporting student academic achievement. This program provides high-achieving students with the opportunity to focus on their studies with financial support. In addition, the program also involves mentoring and coaching programs, as well as providing opportunities to engage in extracurricular activities and cooperation with related industries. Through this support, students can develop a better understanding of the material, improve study skills and gain relevant practical experience. Program Beasiswa PT. X also helps students build a valuable professional network for their future careers. Overall, the program plays an important role in providing resources and opportunities for students to achieve optimal academic achievement.

B. Findings on PT. X Program Strategy

Good and structured program design becomes important in ensuring the effective and successful implementation of scholarship programs. A good and structured program design can increase public confidence in the scholarship program. With a transparent and accountable program design, the community believes that the scholarship program is well run and in accordance with the goals that have been set. A good and structured program design facilitates supervision and evaluation of the implementation of the scholarship program. With a clear and structured program design, monitoring and evaluation are carried out more easily and effectively. In the implementation of the PT. X, PT. X collaborates with related parties, such as universities, to support the management of scholarship programs. To answer this, Saras as a staff of PT. X conveyed as follows: "In the implementation of the program implementation, PT. X makes several specificities to reach some of the needs and expectations of prospective and student recipients of the scholarship. In addition, PT. X also formed a community of PT. X which in the community PT. X organizes various competency improvement activities".

Based on the results of the study, it was found that a good and structured scholarship program strategy is an important factor in ensuring effective and successful implementation. A clear and structured program design allows scholarship program management staff to carry out their duties more effectively and efficiently, as well as improving the accuracy of selection of prospective scholarship recipients. In addition, transparent and accountable program design can also increase public trust in scholarship programs. Cooperation with related parties, such as universities, provides important support in the management of scholarship programs. Adequate infrastructure and good supervision also play a role in ensuring the success of the scholarship program.

C. Findings on the Scholarship Program Process PT. X

1. Scholarship Program Management PT. X

In its implementation, the scholarship program also needs to be managed properly so that the program can run sustainably. PT. X implements this scholarship program by involving university parties so that the management of this scholarship can run well. Radiaz, one of the staff at PT. X as the program executor said: "PT. X also involves the university in the implementation, management and development of this scholarship program. Every policy, program implementation and development plan also involves the university to implement it".

Research findings show that PT. X has taken various steps to measure the effectiveness of budget use in the implementation of the Scholarship Program. Evaluation of budget expenditures, achievement of program objectives, student learning outcomes, student satisfaction surveys of scholarship recipients, and evaluation of community participation are important steps taken by PT. X. By making this measurement,

PT. X can evaluate and ensure that the budget allocated for the scholarship program is used efficiently and effectively in achieving program goals and having a positive impact on scholarship students.

2. Development of PT. X

Good program management will certainly make the program grow. PT. X certainly pays attention to this to be a priority in its implementation, so that the program not only runs continuously, but can also develop. As revealed by Erna, one of the Managers at PT. X: "PT. X has been running since 2011, starting with the number of recipients per year as many as 2,872 from 64 universities, then continuing to grow until in 2022 the number of scholarship recipients per year is 11,095 from 187 universities. This means that for more than 10 years, this beasiswa program has continued to develop and continue to survive, this is clear evidence that the scholarship program of PT. X can continue to evolve and sustain".

The results of the study proved that the PT. X continues to innovate in the development of its programs to face evolving challenges and needs. And PT. X is proven to be able to survive and develop in the implementation of its program.

D. Findings on Scholarship Program Products PT. X

1. Student Academic Contribution

Financial support from scholarships helps students to reduce financial burdens and workloads outside of study, such as working part-time. This allows them to focus fully on their studies, spending greater time and energy studying, completing assignments, and preparing for exams. With a greater focus on academics, students have a better chance of achieving excellent results in their studies, which has a positive impact on improving GPA. As revealed by Meyliana, as one of the scholarship recipients of PT. X: "The scholarship program helps recipients to feel financial peace of mind to move and progress in the learning process they go through".

The results of the study found that the PT. X has a significant positive contribution to the increase in the Grade Point Average (GPA) of beneficiary students. The financial support, access to academic resources, academic and coaching support, as well as the recognition and motivation provided by the program help students focus on their studies, increase their understanding and knowledge in their subject areas, overcome academic challenges, and achieve better study outcomes. With the existence of an environment that supports academic achievement, the PT. X provides opportunities for scholarship students to improve their GPA, positively impacting their educational continuity and academic achievement.

2. Student Social Contribution

In addition to focusing on improving academic competence, students also need to pay attention to the environment and surrounding community as a form of community service, so that students' social spirit can be formed. PT. X supports scholarship students to be able to actively contribute directly to society in various social activities. As revealed by Aryo, one of the scholarship recipients of PT. X: "Through the scholarship recipient community of PT. X in the Social Project and Environment Project division with community based projects. Community of scholarship recipients of PT. X provides a space for recipients to contribute to society."

The results of the study found that the PT. X has a significant positive impact on student participation in social activities. Financial support from scholarships allows students to reduce the financial burden and workload outside of study, so they can focus on their studies and participate in social activities. Program Beasiswa PT. X also provides opportunities for students to engage in social activities on and off campus, which helps them develop social skills and awareness of social issues. Thus, scholarships not only have an impact on students' participation in social activities, but also build their skills, awareness, and concern for relevant social issues.

3. Findings on the Impact of PT. X on SDGs 4

As an effort to support one of the SDGs goals, especially SDGs No. 4 Quality Education, of course, the implementation of the program also needs to be adjusted to existing indicators. PT. X does not directly make SDGs No. 4 as one of its goals, but the implementation of the program is relevant to existing indicators. As revealed by Saras, program executor of PT. X: "PT. X always provides equal opportunities to all scholarship recipients to obtain and participate in various activities of PT. X held for the scholarship recipient community of PT. X. Candidates receiving PT. X was given the same opportunity".

The results of the study proved that the PT. X has great relevance and contribution to the principle of equal rights and guaranteed access in higher education. The program provides financial access to economically disadvantaged students, allowing them to focus on their studies without worrying about

tuition fees. In addition, the program helps reduce inequality in access to education and plays a role in improving students' skills through support in the form of additional training and skills development. Through the PT. X, students also have the opportunity to engage in practical work and learn from fellow scholarship recipients, developing employability skills, time management, independence, and teamwork. With its significant contribution to the principles of equal access and improving the quality of education, the PT. X directly supports the achievement of Sustainable Development Goal number 4, namely Quality Education.

CONCLUSION

There is a conformity of the goals and objectives of the PT. X is to support students in achieving high academic achievement and completing higher education successfully. The data presented shows that through additional motivation, moral support, and confidence-building, scholarship programs can provide a significant boost for students to achieve higher academic achievement.

Program Beasiswa PT. X has a comprehensive program design, involves recipient universities, has a clear selection mechanism, and support from related parties such as the PT. X and college. A clear and structured program strategy allows scholarship program management staff to carry out their duties more effectively and efficiently, as well as improve the accuracy of selection of prospective scholarship recipients. PT. X has successfully implemented the PT. X well through structured program design, carrying out various steps to measure the effectiveness of budget use in the implementation of the Scholarship Program innovates in the development of its program to face the challenges and needs that develop in the world of education and industry in various sectors.

Program Beasiswa PT. X has a significant positive contribution to the increase in the Grade Point Average (GPA) of beneficiary students. The financial support of the scholarship allows students to reduce their financial burden and workload outside of study, allowing them to focus on their studies and participate in social activities. Program Beasiswa PT. X has great relevance and contribution to the principle of equal rights and guaranteed access in higher education. The programme provides financial access to economically disadvantaged students, reduces education access gaps and upskills students through additional training and skills development support. The study was based on an analysis of respondents' answers, which may have subjective biases. There may be differences in perception and experience between respondents, which can affect the validity and generalizability of research findings.

Further research can conduct research to thoroughly evaluate the effectiveness of the PT. X. This research may involve more in-depth data analysis, measurement of long-term impact on career and alumni contributions, and assessment of program satisfaction and sustainability.

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