

# The Perception of Generation Z towards Corporate Social Responsibility Plus Scholarship Program of PT. Djarum Indonesia

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## ABSTRACT

The role of Public Relations in a company or organization is crucial in building a good relation with society. PT. Djarum Indonesia with their Corporate Social Responsibility Program demonstrates their concerns towards environment by holding some useful programs; one of the programs is Djarum Plus Scholarship for undergraduates from several provinces who perform excellent academic achievements. This research aims to obtain information and to describe the perception of gen Z towards Corporate Social Responsibility Program of PT. Djarum Indonesia in education field. The theories used in this research are public relation, Corporate Social Responsibility, perception and Generation Z. This research utilizes qualitative descriptive method. The population in this study is Generation Z in DKI Jakarta. The sample studied was 130 respondents. The sampling technique used is probability sampling with simple random sampling technique. The data is collected online by spreading Google Form questionnaire. This research concludes that the perception of Generation Z towards Corporate Social Responsibility Program of PT. Djarum Indonesia is a good program now that this program helps society to get education. Therefore, Gen Z positively accept this program.

**Keywords:** *Corporate Social Responsibility, Gen Z, Perception, Public Relations*

## 1. INTRODUCTION

The role of Public Relations of an organization is very important in fostering good relations with the society. If the company can balance its activities, the public will see that the company does not only want to earn profit but also has a sense of caring for the environment around the company. Scoot M. Cutip, Allen H. Center, and Glen M. Broom in the sixth edition of the book entitled *Effective Public Relations* states that, Public Relations is a function in management for the process of identifying, establishing and maintaining mutual relations between organizations and society that determines the success or failure of public relations (in Nurjaman and Umam, 2012) [1].

PT. Djarum Indonesia is one of the oldest and largest pioneer cigarette companies in Indonesia. Apart from cigarettes, there are many businesses that are managed by Djarum Group which is a subsidiary of PT. Djarum. PT. Djarum Indonesia carries out Corporate Social

Responsibility activities which are divided into five parts namely human resources, education, health or sports, culture and environment. In this paper, the author focuses on the Corporate Social Responsibility activities of PT. Djarum Indonesia in the field of education (Source: [www.djarumbeasiswaplus.org/](http://www.djarumbeasiswaplus.org/)) [2].

In order to help education in Indonesia, PT. Djarum Indonesia provides its salience educational scholarships for outstanding children by providing various soft skills trainings and character development. The program certainly has a positive impact on the development of the investment and business world in Indonesia while increasing the welfare of the Indonesian people (Source: [www.djarumbeasiswaplus.org/](http://www.djarumbeasiswaplus.org/)) [2].

One of Public Relations' ways in maintaining good relations with the society is by conducting Corporate Social Responsibility activities. According to the World Business Council on Sustainable Development (in the book Nurjaman and Umam, 2012) [1], Corporate Social Responsibility is a commitment of a sustainable business or

company to behave ethically and contribute to building the economy, so as to improve the quality of life of employees and their families, local community, and society.

The existence of Corporate Social Responsibility activities will bring out society's perception about the company. According to Suryani, perception is a process in which a person can choose, classify and interpret stimuli into something meaningful (in Nugroho, Widayatmoko, and Pribadi, 2019) [3].

Meanwhile, according to Joseph A. DeVito (2013) [4], perception is a process of awareness of someone about an object or event, especially towards others that is felt through the five senses. Perception can be concluded into two types namely the perception of objects and the perception of humans. Perception is not just a realization, but also a process of identifying in order to understand what has been seen or felt.

Therefore, researchers conducted some research on Generation Z. According to the FourHooks article on The Generation Guide - Millennials, Gen X, Y, Z and Baby Boomers, generation Z or commonly referred as internet generation or Igeneration born after 1995 is the youngest generation who has just stepped into the world of work. Generation Z is also categorized as a creative generation that has more online social interaction and has been early introduced to technology and is very good at using smartphones [5].

The main question in this research is how good is the perception of Generation Z towards the Corporate Social Responsibility activities in the field of education? This study also has the aim of knowing and describing the perception of Generation Z of the Corporate Social Responsibility activities of PT. Djarum in the field of education.

### **1.1. Research Method**

In this study, the author chose a quantitative - descriptive approach. Quantitative approach is used because this research required taking a large amount of subject data to see perceptions from generation Z towards Corporate Social Responsibility activities of PT. Djarum Indonesia. Sugiyono (2011) defines quantitative research as a method based on positivism philosophy. This research was chosen to study a particular sample or population using research instruments as well as quantitative or statistical data analysis aimed at testing predetermined hypotheses [6].

Therefore, this method is also called the positivistic method. This method has met scientific guidelines that is real or empirical, measurable, objective, systematic and rational so that it is classified as a scientific method. This method is called quantitative because the research uses data in the form of numbers and analyzed using statistics.

Descriptive understanding according to Sugiyono (2013) is a method that describes the object studied through data or samples that have been obtained without conducting analysis and general inference [7].

Based on the above understanding, it is concluded that through this descriptive - quantitative research the researcher will explain the current conditions that are being studied and this is the right method for research that aims to see the perceptions of Generation Z towards Corporate Social Responsibility activities of PT. Djarum Indonesia in the field of education.

In addition to using descriptive methods, this study uses survey methods as well. Sugiyono explained that this survey method collects data from certain natural places such as collecting data by distributing questionnaires, tests and interviews (in Febrida and Oktavianti, 2020) [8].

This data collection uses a questionnaire through Google Form and distributed via Instagram. The population in this study is the generation Z who live in DKI Jakarta. Due to time constraints and the number of generation Z that is more easily accessible in the city of Jakarta, this research is limited to the Jakarta area.

This study uses a sampling technique that is probability sampling with a simple random sampling technique. Sugiyono (2014) states that simple random sampling is called simple because samples from the population are taken randomly regardless of the status in the population [9]. This method is applied if the population members are homogeneous. So that this Simple Random Sampling technique was chosen because members of the population generation Z in the city of Jakarta have the same opportunity to be sampled.

In measuring this study, researchers used a Likert scale. The research design is determined based on the concept of the test to be carried out as well as the whereabouts of the research needed. The research design that will be used in this study is One Group Pretest and Posttest Design. In this study, pretest and posttest to test the validity and reliability of the questionnaire. A pretest will be given to 30 respondents. The goal is if the respondent gives a similar answer between the pretest and posttest, then the statement can be said to be valid and reliable. If the results of the pretest are valid and reliable, there is no need for treatment in the questionnaire and can be continued to distribute to 100 respondents. If the statement items are invalid and reliable, then the questionnaire needs to be given treatment in the form of the deletion of statement items.

## 2. BACKGROUND

### 2.1. Findings and Discussion Results

In this study, researchers distributed questionnaires to 130 respondents and researchers will explain the data that describe and classify the characteristics of respondents whose results are obtained from filling out the questionnaire. The following will describe the characteristics of respondents in this study:

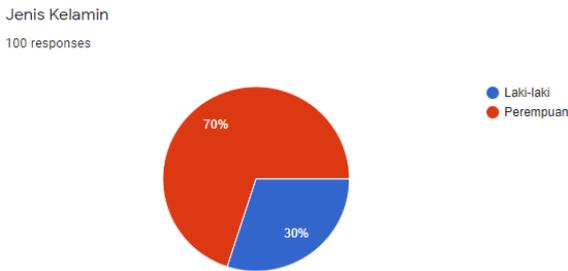


Figure 1. Gender of Respondents

Based on Figure 1 which illustrates that of the 100 respondents in this study 70% or 70 respondents were women, while male respondents were 30% or 30 respondents. This certainly affects the research respondents who are mostly women. Those who are difficult to escape from technology will be more easily accessible by information, including online questionnaires distributed by researchers to Instagram social media. Other research conducted by NapoleonCat also reinforces the above statement that women dominate the population. Noted the number reached 51.1 percent, ahead of male sex users who amounted to 48.9 percent.

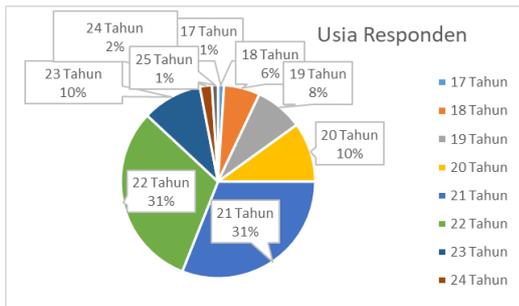


Figure 2. Age Diagram of Respondents

Table 1 Mean Score Results

No.	Dimension	Mean Score
<b>Corporate Social Responsibility (CSR)</b>		
1.	Collection of Facts	2.76

Based on Figure 2 which illustrates that the age group of respondents in this study is 17 years old 1% or 1 respondent, 18 years 6% or 6 respondents, 19 years 8% or 8 respondents, 20 years 10% or 10 respondents, age 21 years 31% or 31 respondents and 22 years by 31% or 31 respondents, 23 years 10% or 10 respondents, 24 years 2% or 2 respondents, and 25 years 1% or 1 respondent. By the criteria population of researchers, namely generation Z or born in 1995-2010.

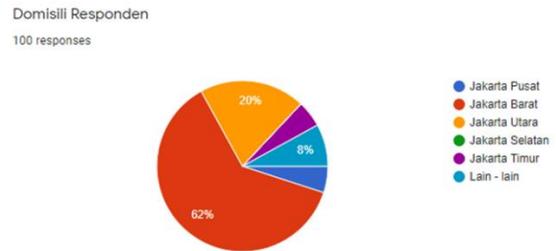


Figure 3. Respondents' domicile

Based on Figure 3 which illustrates that the majority of respondents' domiciles are in West Jakarta at 62% or as many as 62 respondents, then North Jakarta 20% or as many as 20 respondents, Central Jakarta and East Jakarta each at 5% or 5 respondents, and others - others which means from outside Jakarta by 8% or 8 respondents.

Furthermore, to conduct this descriptive analysis, researchers used Mean Scores. Mean Score can calculate the average value of a variable. According to Sugiyono (2011) the calculation of the formula from the Weight Means Score (WMS) is as follows:

$$x = \frac{X}{n}$$

Information:

x = Average score of respondents

X = Total Score of Respondents' Answers

n = Number of respondents

2.	Formulation of the problem	3.34
3.	Planning and Programming	3.15
4.	Action and Communication	3.37
5.	Evaluation	3.16
	Average Total	3.15
<b>Perception</b>		
1.	Stimulation	3.44
2.	Organization	2.37
3.	Interpretation and Evaluation	3.26
4.	Memory	3.10
5.	Reminder	2.94
	Average Total	3.02

Based on Table 1 that the results of data analysis of a total of 130 respondents namely 30 respondents for the pretest and 100 respondents for the posttest, the average value (mean) on the variable Corporate Social Responsibility (CSR) is equal to 3.15 which means that the overall respondents rate Good on the Corporate Social Responsibility activities of PT. Djarum Indonesia. Then, the results of data analysis on the perception variable are 3.02, which means that respondents have a good perception of the Corporate Social Responsibility activities of PT. Djarum Indonesia in the field of education.

Therefore, the role of Public Relations in a company or organization is very important aims to obtain good faith, use public opinion as user input and improve good relations between the company and the public or society. The role of Public Relations in the company PT. Djarum Indonesia, namely by organizing Corporate Social Responsibility activities to bring out positive perceptions before the public or the public.

One of the Corporate Social Responsibility activities of PT. Djarum Indonesia is through the Djarum plus scholarship program which is given to high achieving university students. This activity is the responsibility of the company

### 3. CONCLUSION

Based on the results of research and discussion about the perception of Generation Z of the Corporate Social Responsibility program activities of PT. Djarum

for the whole community because this activity concerns human rights to obtain an education.

The existence of Corporate Social Responsibility activities will bring up views or perceptions that are influenced by the thoughts and environment around the community about the company. Perception can also be felt through a person's five senses by summarizing information from sensing to form a response.

In this program, PT. Djarum Indonesia only provides scholarships for those who are undertaking undergraduate study programs (S1). Therefore, the researchers made observations on generation Z who were born in 1995-2010. From the results of the study, respondent data that filled out the research questionnaire were in the age range of Generation Z, with the results obtained by researchers namely aged 17 years to 25 years.

This is what supports Generation Z in shaping perceptions regarding PT. Djarum Indonesia is a good company and wants to help the community to get an education. Therefore, the Corporate Social Responsibility activities of scholarships plus PT. Djarum Indonesia was welcomed positively by generation Z.

Indonesia which the author has described in chapter IV, it can be concluded as follows: first, from the results of research on the perception of Generation Z of the Corporate Social Responsibility activities of PT. Djarum Indonesia in the field of education is considered good. Second, generation Z considers that Corporate Social

Responsibility activities in a company are important activities to do. Third, Corporate Social Responsibility

Fourth, the Corporate Social Responsibility program of PT. Djarum Indonesia is one of the activities that are needed by the community, especially generation Z in advancing education in Indonesia.

activities in a company or organization can build a positive perception in front of generation Z.

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