

EMPOWERMENT OF INDONESIAN STUDENTS THROUGH SCHOLARSHIP PROGRAM: IMPLEMENTATION OF TRIPLE BOTTOM LINE (TBL) CONCEPT IN COMMUNITY SERVICE

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Abstrak

Konsep Triple Bottom Line (TBL) atau 3BL yang terdiri dari People, Planet, dan Profit semakin mengemuka dalam diskusi mengenai dampak organisasi terhadap aspek sosial, lingkungan, dan ekonomi. Artikel ini mengupas unsur-unsur 3BL dan mengaitkannya dengan aspek sosial, lingkungan, dan ekonomi. Program beasiswa IPMI International Business School tahun ajaran 2023/2024 menunjukkan komitmen kuat dalam mendukung pendidikan tinggi di Indonesia. Program ini menunjukkan perhatian terhadap pengembangan sumber daya manusia yang berkualitas dengan memberikan kesempatan kepada sepuluh lulusan SMA. Hal ini juga merupakan langkah nyata untuk meningkatkan akses pendidikan bagi mereka yang berpotensi tinggi namun memiliki kendala keuangan. Program beasiswa ini sebagian besar diciptakan oleh Ibu Julie SutrisnoLaiskodat, anggota DPR, yang memberikan bantuan penting kepada calon mahasiswa yang memenuhi persyaratan administrasi. Keputusan ini akan menciptakan institusi pendidikan tinggi yang berkomitmen terhadap kualitas akademik dan mendorong perubahan dengan memberikan kesempatan yang sama kepada generasi muda untuk memasuki pendidikan tinggi. IPMI International Business School memberikan kontribusi positif yang dapat meningkatkan daya saing negara di tingkat global. Program ini dimaksudkan untuk membentuk pemimpin masa depan yang kompeten dan jujur.

Kata Kunci : 3BL,TBL, 3Ps, IPMI International Business School.

Abstract

The concept of the Triple Bottom Line (TBL) or 3BL, consisting of People, Planet, and Profit, is gaining prominence in discussions about an organization's impact on social, environmental, and economic aspects. This article explores the elements of 3BL and relates them to social, environmental and economic aspects. IPMI International Business School's scholarship program for the 2023/2024 academic year demonstrates a strong commitment to supporting higher education in Indonesia. This program shows attention to the development of high-quality human resources by providing opportunities to ten high school graduates. It is also a concrete step to improve access to education for those who have high potential but have financial problems. This scholarship program was created in large part by Mrs. Julie SutrisnoLaiskodat, a member of the House of Representatives, who provides essential assistance to prospective students who meet the administrative requirements. This decision will create a higher education institution committed to academic quality and drive change by giving the younger generation an equal opportunity to enter into higher education. IPMI International Business School makes positive contributions that can enhance the country's competitiveness at the global level. The program is intended to shape competent and honest future leaders.

Keywords: 3BL,TBL, 3Ps, IPMI International Business School's.

INTRODUCTION

About more than 25 years, John Elkington had introduced the 3BL, or TBL, or 3Ps¹ – People, Planet and Profit, and today, it is gaining remarkable placement in the discussion about the overall environment (Kulkarni et al., 2020). For one side, it is apparent that the 3BL is directly extracted out of the world of accounting and finance. The recording in accounting and finance become the focal point in analyzing some trends and historical background. For the other reason, it still is becoming the central point of discussions, that is profit. This is the last resort that people will not ignore. The 3Ps, as

it is known for, has becoming the new source of insight for the “environmentalist”-based accounting and finance toward return on investment(Majid, Izaidin Abdul ; & Koe, 2012), the framework on environment, social dan government (ESG) that it takes into a holistic view onto sustainability(Księżak & Fischbach, 2018), and the trucost approach(Janet et al., 2018). Further, it analyzes that the TBL, or triple-bottom-line, is more than just about accounting tool as 3BL seeks for truth on transformations of capitalism. It is about the creation of triple helix by initiating mentality changes in the market, any potential distractions, or asymmetric growth (Księżak & Fischbach, 2018).

The 3BL, TBL, or 3Ps, it consists of the people, planet dan profit, and they are all inter-related to the social, environment, and economic aspects(Ashby, 2024). The “people” simply state about the customers, communities, suppliers, families and anybody who are affected by organization, both positive and negative aspects of the human nature. The “planet” has its sides onto the environment, such as; usage of natural resources, wastes, reforestation, restoration, and carbon footprint. The “profit” has its impact into localities, regional, and international economy that it promotes development such as; innovation, taxes, wealth, and employment.However, it is rather confusing. It is a requirement that notion in profit, in this case, it becomes a much wider idea than it was originally thought, a mere only a financial aspect(Majid, Izaidin Abdul ; & Koe, 2012). Also, the term “profit” involves a lot more than just an organizational bottom-line. It includes the society aspect, or it is called as “societal profit”. The societal profit covers the organizational profit and beyond – it directs the overall organizational values by initiating constant employment, innovation, taxes, and further development(Lee et al., 2012); (Sánchez-Chaparro et al., 2022).

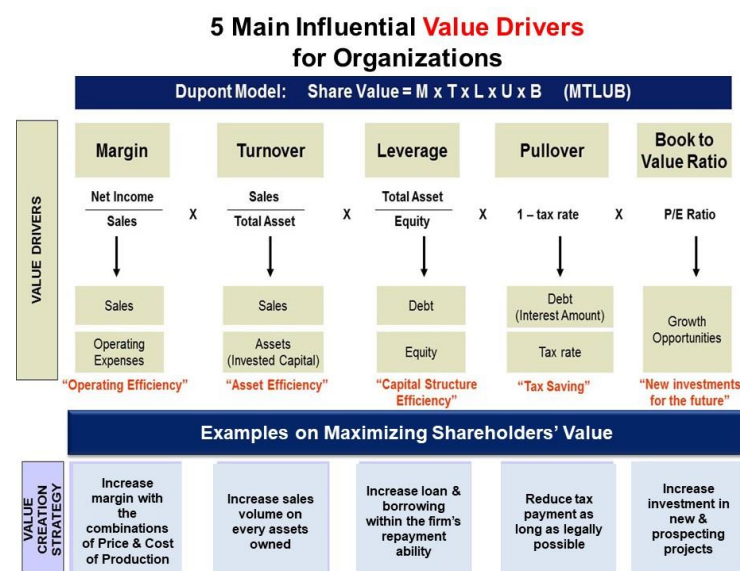


Figure 1: Value Drivers – DuPont Analysis

Source:(Lee et al., 2012); (Majid, Izaidin Abdul ; & Koe, 2012) and (Kulkarni et al.,2020).

This TBL refers to the same thing as DuPont Analysis(Belotti Pedroso et al., 2021), particularly in terms of operating efficiency, asset efficiency, capital structure efficiency, tax saving, and growth opportunities, as follows;

1. In terms of the operating efficiency, this discusses the margin-ability, where the differences between net income and sales, this simply means that organization will have to reduce effort, materials, and time due to committing the highest quality of products and services, are counted to represent the more efficient (or not) the operations(Kulkarni et al., 2020). It describes the ratio between input, as business to operate properly, and output, as gains as to organizations – as it becomes efficient with the highest margin and investors pay the lowest rate to generate profit, or it is an economy of scales since purchases a lot more reduces the costs of handling(Elo, 2023).
2. The term “turnover”, it simply means that the value of assets growing together with the total revenues, or the higher turnover leads to a better number for efficiency(Amrah & Elwisam, 2019). The assets are mirroring for any changes which can make sales are growing or slowing, for

example, a retailer can receive lots of revenue, just with a minimal margin, but it turns out the asset turnover ratio is abundantly large.

3. The capital structure efficiency refers to the organizational combination of debt (issuance of loans) and equity (issuance of common stock, preferred stock and retained earnings) to finance its overall operations and growth(Wang & Liu, 2009).This is the action on increasing loan and borrowing those loans as if the organization agree to pay and/or willing to make repayment ability(Saravani & Abbasi, 2013).
4. Tax saving theory is a term that refers to tax savings. In this case, tax saving involves the transfer of land and building rights into a partial transfer of tax or reduction of tax revenue(Egger et al., 2010).Some ways to save tax are(Jaafar & Thornton, 2015):Reducing taxable income: You can do this by reducing unnecessary expenses or by investing money into assets that will generate a steady income.Transfer of land and building rights: When the rights are sold or applied by someone else, the transfer of rights can reduce the tax income you have to pay in some countries. Using a 529 Plan: A 529 Plan is a forfeit account that allows you to invest money for your children's future. The benefits of this program can reduce your tax burden.To make tax savings, you should consider the impact of government policies and tax provisions in your country. Some countries may offer tax-saving programs, such as 529 plans in the United States. In addition, some companies may have tax-advantaged programs, such as 529 plans in many developed countries.
5. Growth opportunity shows that as organizations need to expand its current investment capabilities, such as; property, plants and equipment, to support expansion. This is to allow selling more (of the same products). In order to be growing, organizations need to structure in organic vs mechanistic, for the people, they need to open-minded and close mentality, and the culture sides, they need to take risk taking vs risk averse.

METHODS

IPMI International Business School committed to extend 10 high school graduates to study in the academic year 2023/2024 and this was confirmed by Ms. Julie SutrisnoLaiskodat, as the East Nusa Tenggara (NTT) member of the Parliament to also initiate the program with the chances to provide clearance and administrative requirements for the students to go for admission. The total of Rp. 600 million of the scholarship was provided by Ms. Julie SutrisnoLaiskodat, for a maximum of 4-year of study over in IPMI. The agenda was covered interaction of IPMI to local community figures, including the partnership opportunities with Universitas Nusa Cendana and NTT Business Community (KADIN & HIPMI).

Based on information which was received, there were students of SMA Negeri 6 in the city of Kupang, and there were students from surrounding campuses in NTT, who have graduated from the university. There were 5 scholarships are for the Bachelor of Business Administration program, that is for 4 year, or 8 semesters of study, and with an additional 1 scholarship is for the MBA, that is run for 4 semesters, or about 18-months studying in IPMI International Business School. There were 327 students of SMA Negeri 6 in the city of Kupang, NTT, who were the final grade of their school year. Five were going to be selected in IPMI International Business School. The were provided the time to present their paper in English and its findings on entrepreneurship in the presence of Ms. Julie SutrisnoLaiskodat, the Parliament member and the wife of Governor of NTT, Dr. Viktor BungtiluLaiskodat, the Rector of IPMI International Business School, Prof. M. Aman Wirakartakusumah, PhD, Drs. Linus Lusi, MSi, as the Department Head in NTT of the Ministry of Education and Culture, the Principals of High School in the city of Kupang, NTT, teachers of SMA Negeri 6 Kupang, and parents/guardians of students in early June 2023. This selection was a portion of English BootCamp for NTT Future Entrepreneur, of EduKitaprogram, which was conducted in April to May 2023. These are targeted as the scholarship program for the academic year 2023/2024 as a way to spread the education, research, and community involvement and initiatives of IPMI International Business School to the people of NTT, and they are all will be equipping themselves with experience and share the knowledge in the world.

RESULT AND DISCUSSION

As a way of demonstrating its strong commitment in supporting higher education, IPMI International Business School will award scholarships to ten high school graduates in the 2023/2024

academic year. This initiative not only demonstrates their attention to the development of high-quality human resources, but is also a concrete step to improve access to education for those who have high potential but are constrained by funds. Member of the House of Representatives from East Nusa Tenggara (NTT), Mrs. Julie SutrisnoLaiskodat, played an important role in creating this scholarship program. With her support, Ms. Julie is giving prospective students who meet the administrative requirements a tremendous opportunity to realize their dreams through higher education. Moreover, her actions demonstrate her desire to improve the education sector in Indonesia, particularly in the East Nusa Tenggara region. Through this initiative, IPMI International Business School is not only a higher education institution committed to academic quality, but also a driver of change by providing equal opportunities for the younger generation to obtain higher education. It is hoped that this scholarship program will be the first step in the formation of competent and honest future leaders, as well as improving the country's competitiveness at the global level.



Figure 1. a. Selection process of scholarship recipients by IPMI International Business School. b. Socialization at the target schools.

By awarding scholarships worth Rp. 600 million to 10 lucky high school graduates, Mrs. Julie SutrisnoLaiskodat demonstrates her strong commitment to education. Mrs. Julie's decision to award these scholarships demonstrates her commitment to helping create broader and more equal educational opportunities for Indonesia's youth. The scholarship covers not only tuition fees but also supplies, books, and living expenses for a minimum of four years of study at IPMI International Business School. The event agenda designed by IPMI International Business School not only offers scholarships, but also prioritizes positive interactions with local community leaders. This move emphasizes that IPMI should actively participate in building a strong relationship with the surrounding community and build an educational environment that suits local needs. In addition, the collaboration with Nusa Cendana University and NTT Business Community (KADIN & HIPMI) offers an opportunity to work together that can provide long-term benefits for IPMI students and the surrounding community. This cooperation will create synergy between education, business, and local economic development.



Figure 2. Visit to Excellent Spirit Christian School (ESCS) in Kupang, NTT owned by Mr. Bobby Liyanto, MBA, the Chairman of Chamber of Commerce (NTT office).

According to information gathered, the recipients of these scholarships consist of students from SMA Negeri 6 Kota Kupang, demonstrating their commitment to supporting local higher education. In addition, several students who graduated from universities in East Nusa Tenggara (NTT) also received scholarships. This decision demonstrates a desire to provide opportunities to the best talent in the area,

both those still at secondary level and those who have progressed to higher education. The program provides an inclusive opportunity to support the academic and professional development of NTT students by involving scholarship recipients from various educational backgrounds.



Figure 3. The discussion with the Governor of NTT, Dr. Viktor Laiskodat, and his wife, Ms. Julie Sutrisno Laiskodat.

In its effort to increase access to higher education, IPMI International Business School offers 5 special scholarships for its Bachelor of Business Administration program, which lasts for four years or eight semesters. These scholarships cover the student's entire academic journey and provide significant financial support. This move is part of IPMI's goal to create an inclusive and sustainable educational environment that allows students to focus on developing their knowledge and skills without worrying about financial matters. In addition, IPMI offers one additional scholarship for the MBA program, which allows students to pursue a postgraduate degree in Business Administration. The program lasts for 4 semesters, or about 18 months, and is aimed at those who want to improve their managerial skills and gain a deeper understanding of the business world. This decision demonstrates IPMI's commitment to assisting the career development of aspiring leaders.



Figure 4. Lunch and discussion with IPMI International Business School and prospective scholarship recipient schools.

One of the 327 students of SMA Negeri 6 in Kupang, East Nusa Tenggara (NTT), who are in their final year of school has a special opportunity. Only five students from this group will be selected to continue their higher education at IPMI International Business School. This selection process marks an important step in helping talented youth achieve their academic dreams. IPMI International Business School is committed to providing exceptional educational opportunities and helping to shape high-quality future leaders by paying attention to the potential of these students.

Five outstanding students from SMA Negeri 6 of Kupang City, NTT, had an extraordinary opportunity in early June 2023 to present their papers on entrepreneurship in English. A number of important people attended the event, such as MP Mrs. Julie SutrisnoLaiskodat and wife Dr. Viktor BungtiluLaiskodat, Governor of NTT. Prof. M. Aman Wirakartakusumah, PhD, Rector of IPMI International Business School, and the Head of Education and Culture Office of NTT Province, Drs. Linus Lusi, MSi, were also present. In addition, high school principals in Kupang City, NTT, teachers of SMA Negeri 6 Kupang, and parents or guardians of students attended the event.



Figure 5. The signature woven cloth, or *kaintenun*, was handed over by Ms. Julie Sutrisno

Laiskodat to Prof. Aman Wirakartakusumah, PhD and Ms. Rifa Sjahrifa, MSi upon arrivals.

Students can interact directly with stakeholders in education and government during this moment. They can also present their research results on entrepreneurship. English is a better language for presentations as it showcases students' communication skills around the world. Important figures, such as Mrs. Julie SutrisnoLaiskodat, were present to show support for education and youth development. The event was a landmark event that showed how the community and local authorities are actively involved in supporting the advancement of education in the region.



Figure 6. Joint photo of scholarship recipients and school representatives

During the English BootCamp for NTT Future Entrepreneur, a program of EduKita, which took place from April to May 2023, the choices made were an important part of the event. The goal of the English BootCamp program is to prepare participants with strong English language skills, especially in terms of entrepreneurship. The program offers a more comprehensive education by preparing participants not only for their academic abilities but also for the ability to communicate fluently in English, which is very important for companies around the world. At the selection stage, the BootCamp participants were asked to present their entrepreneurship papers in front of a panel consisting of well-known politicians, such as MP Mrs. Julie SutrisnoLaiskodat and the wife of Dr. Viktor BungtiluLaiskodat, Governor of NTT. The participants received an invaluable experience that included academic assessments as well as tests of communication and presentation skills in English. The EduKita program provides a solid foundation for young people in NTT to seize opportunities in the increasingly global business world by combining English language skills with practical knowledge of entrepreneurship.



Figure 7. Internal participation of Universitas Nusa Cendana by the Rektor, Prof. Dr. drh. Maxs Sanam, M.Sc, to welcome & accommodate IPMI's intention and ideas.

The scholarship program offered by IPMI International Business School for the 2023/2024 academic year focuses on improving education, research, and community engagement in East Nusa Tenggara (NTT). By awarding these scholarships, IPMI not only gives talented individuals access to higher education, but also provides them with opportunities to actively participate in research and community activities. As a result, the program encourages intellectual growth and contributes positively to community development in NTT. The scholarship recipients are expected to not only passively receive knowledge, but also actively share their knowledge in the local community and around the world. Initiatives such as this demonstrate IPMI's commitment to engaging students in experiences that are broader and have a sustainable positive effect. With this program, IPMI International Business School produces learners who are not only academically proficient but also have an awareness of social responsibility and community involvement.

Conclusion And Recommendation

The conclusion of this community service is:

- a. The scholarship program offered by IPMI International Business School for the 2023/2024 academic year is not only a step in supporting higher education, but also a concrete effort to increase access to education for talented individuals who may face financial constraints. IPMI creates an inclusive and sustainable environment by providing this opportunity, which allows students to focus on developing their knowledge and skills without financial barriers.
- b. Mrs. Julie SutrisnoLaiskodat's decision to start this scholarship program demonstrates the important role that members of the House of Representatives play in supporting educational programs. With her support and participation, she is providing prospective students who meet the administrative requirements with an exceptional opportunity. This demonstrates his commitment to the advancement of the education sector in Indonesia, particularly in the East Nusa Tenggara region. This move also shows that cooperation between government and educational institutions can provide the younger generation with rewarding opportunities.

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