



Corporate Social Responsibility Effects on English STIAMI Club Depok, West Java, Indonesia

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ABSTRACT

Corporate Social Responsibility (CSR) programs will help pupils recall more about promotional activities in high school. An international language, Indonesian has mastered many aspects of life, from science and technology to education to politics and economics to social and cultural aspects of existence. It is not only possible to study for the national English exam through the use of English STIAMI Club, but it is also possible to practice the various aspects of the language through other means. The purpose is to learn how to deal with the issue of low English skills. This study used a literature review, which entails searching the internet for relevant data sources, such as e-journals and ebooks. It has been found that, in order to master and become good at English, the learning process must focus on the practical side, namely trial and error so that students actively participate in conveying ideas/opinions in real world contexts. As a result of the CSR program's success, the nation has been educated and campuses have been promoted to attract new students. Also, there is a positive influence on CSR in other fields and in other countries as well.

Keywords : CSR, English Club, Promotion

1. INTRODUCTION

English is the most extensively used international communication language on the planet. As a result, it is unsurprising that English has become one of the things that is always taught to pupils, from elementary school to university. English is a global language that is utilized in a variety of fields. From economics to politics to business to technology, everything is covered. The world's development is becoming increasingly dynamic in the current era of globalization. Starting with free commerce and progressing to the emergence of international enterprises in Indonesia. As a result, mastering international languages such as English is becoming increasingly crucial, particularly among students. Students must be able to communicate in English in order to compete with students from other countries. This, however, will not function if the capacity to communicate in English is very limited. It is critical for pupils to have a strong command of the English language. Many students, however, are unaware of the necessity of having a good command of the English language.

In order to better the lives of those in the community and the environment, companies engage in corporate social responsibility (CSR) initiatives. Corporate social responsibility, or CSR, is a kind of corporate social accountability. (Thalib, S., Wulandjani, H. & Setiyowati, H. (2019), Setiyowati, H. (2022)). CSR typically takes the form of financial support for initiatives such as community empowerment, environmental protection, and student scholarships, amongst a variety of others. A marketing strategy that involves stakeholder involvement to reach SMA targets. This high school is in dire need of programs

such as Corporate Social Responsibility (CSR), including marketing as a means of advancing the company. (Setiyowati, H., Wulandjani, H. & Shafenti, 2018).

New campuses, both private and public, as well as institutions that have been around for a long time, must have a strategy to attract new students so they don't lose to compete with other universities (Setiyowati, H., et.al., 2021). Almost every high school / vocational high school graduate wants to continue their studies to college. This is because getting a good job for high school/vocational high school graduates is difficult, especially since the standard still dominates someone who is an average high school/vocational graduate. Undergraduate graduates, according to the second reason, are passionate, independent, responsible, and have a greater perspective, among other things. To further attract the strengths of its prospective students, the campus marketing team must take advantage of this possibility. One of them is to organize a free English language training program on campus, with a target audience of 12th grade SMA/SMK students. (Setiyowati, H., et.al., 2018, 2020, 2021 & 2022)

The allotment for foreign language instruction in the 2013 curriculum is lower than in prior curricula. Globalization, on the other hand, necessitates increased language instruction at the school level in order to prepare all Indonesians to become global citizens. However, the impact of learning English in a way that is incompatible with Indonesian culture must be considered in the context of intercultural competence. As a result, in the framework of producing global citizens through the study of English, both students and teachers must possess intercultural competence, which must be reflected in the learning materials, so that they retain their Indonesian cultural identity while studying English. (Alfarisy, 2021)

According to research, the strategy is still beneficial and applicable for English teachers' ability to teach English. The obstacles that are being faced represent the opposite side of the current research. The students' lack of vocabulary and low motivation are both concerns. Furthermore, more time to practice the method is required so that both teachers and students can have more fun studying by employing "Si Ular" and "Si Ular." (Halili et al., 2021)

This Community Service intends to provide training in using a mindmap technique to teach reading in English to students and teachers, as well as raise awareness about the value of reading for students and teachers to develop a broader understanding and knowledge. Apart from that, the goal of this program is to present mindmap concepts to teachers so that they may be used with students in a variety of settings, not just English classes. The issue that frequently develops is a lack of awareness of reading, particularly in English, which is regarded as difficult. The training and lecture approaches are used to carry out this service activity. Teachers' participation in service activities, increased capacity to teach reading in English, increased knowledge of the value of reading, and the application and development of mindmaps in other subject areas are all outcomes of this service. (Dewi & Tarihoran, 2019)

The notion that English is difficult to understand and learn is the biggest issue that children experience when they hear it. In the end, students are uninterested in learning it and are unable to use it in their daily lives. With a total of 18 pupils, service activities in the form of language learning counseling programs run according to the established schedule. These findings are based on data collected from youngsters who follow guidance and instructional activities using the direct approach method. Introducing Myself, Spelling Alphabet, Daily Activities, Body Parts, Numbers, and other materials were presented. The desired outcome of this language instruction is that students would be able to apply language in everyday situations and overcome the challenges that youngsters confront when learning English. Children can study in a quiet, enjoyable, and easy-to-understand manner. (Hastuti & Roviati, 2021)

This Community Service aims to disseminate new and evolving communication strategies that are simple to use and efficient in improving not only reading but also speaking skills, so that students can use English correctly and effectively (in context) in the smallest possible setting (the classroom). Students are given brief socializing and training, followed by the completion of surveys. The findings of this activity were based on the responses of 29 students who completed the questionnaire. Twenty students still did not comprehend the coral reading approach and its benefits, while nine other students had already learned about it in English classes. (Nasution, 2020)

Lectures, presentations, tutorials, and practice with pictures are some of the approaches employed in this service. Learning English through pictures using appropriate media for kindergarten children, such as cartoon characters, animals, fruits and vegetables, and others, is the method employed. An English speaking development program through photographs and an entrepreneurship program are among the services provided. Kindergarten teachers gain more confidence in teaching entrepreneurship and speaking English to their pupils as a result of the implementation of service. Furthermore, the process of imparting English learning to kindergarten pupils can be done in a way that makes the children happy and enjoy it. (Widarwati et al., 2021)

The researchers conducted a study in collaboration with the students' English teachers to investigate if pupils would perform better if they were exposed to YouTube media. The films were prepared by one of the researchers and uploaded on YouTube depending on the topics the students would be learning. The study took place across four sessions. Every session, the students were given a link to a short YouTube video that related to the topic being covered. If students had any questions, they may contact the researchers through a special Whatsapp group. To assess the students' vocabulary mastery, a link to a Google Forms page would be sent. The majority of students did well on the test, demonstrating that learning vocabulary through short YouTube videos can be effective if the instructions are well-prepared. (Wijayanti & Gunawan, 2021)

The goal of this research was to see if there was a link between teachers' language proficiency and the effectiveness of their teaching method in a Bandung language school. A questionnaire as well as interviews with the academic team were utilized to collect perceptions of language proficiency and the effectiveness of educating teachers. The Fischer-Freeman-Halton exact test was used to cross tabulate and assess the data collecting results. There was a link between language proficiency and two areas of teaching effectiveness: class management and understanding and communicating lesson content, but no link was observed between language proficiency and assessing students and delivering feedback. This means that language competency and teaching efficacy are linked in a complex and indirect way, and that mastering one component does not always imply mastering another. (Novita et al., 2019)

The analysis of the competency standard to be achieved, the teaching approach, and the learning evaluation are all addressed in Developing Teaching Plan for a Semester (TPS). The findings of the study reveal that the English skills required by stakeholders must be changed and modified. It's done to accommodate for students' English proficiency, which isn't quite up to the standard required by ESP instruction. As a result, elements connected to the input students' English proficiency must be considered when designing TPS. (Kusmanto, J., & Siregar, 2019)

In addition to family background considerations, the teacher's monotonous teaching technique demotivates students from mastering English vocabulary. As a result, the illustrated textbook is able to stimulate pupils to acquire English language in a more enjoyable manner. Students are more engaged in reading textbooks because of the colors, storylines, and all of the unique looks they present. Students' high levels of interest and

curiosity made it easier for them to recall the vocabulary they had learned. (Prayuana et al., 2021)

This training method begins with individual, pair, and group practice. All of the pupils were motivated and interested in learning English during the teaching and learning process. Furthermore, because they are directed to say word for word with meaning, kids can grasp phrase pronunciation. This demonstrates that they are enthusiastic about learning English conversation. (Santri et al., 2019)

The goal of this study is to find out how English is taught at Negeri 1 Kupang's middle and high schools. A qualitative approach in the form of ethnography was utilized, which is a research focused on the background of the classroom and the behavior of teachers and students as research subjects in a holistic and contextual manner. The findings revealed that the English teacher's role in learning activities at SMA Negeri 1 Kupang is sufficient to assist students explore their ability to grasp language competencies in greater depth. (Sulaiman, 2021)

Researchers look at the experiences of a group of English teachers to see what obstacles they confront and what solutions they use to integrate culture into English language education in this qualitative study. According to the findings of this study, some of the challenges faced by teachers include (1) individual teachers' varying understanding and ability to teach culture, (2) teachers' perceptions that the curriculum is too dense and that there is insufficient time to explain culture, and (3) teachers' perceptions that they do not have sufficient knowledge of the target language culture. (Ayu et al., 2021)

The purpose of this study is to identify the intrinsic and extrinsic motivation of Madrasah Aliyah students Darul Muta'allimin Sugihwaras Patianrowo Nganjuk to learn English. As a result, teachers must provide greater incentive to students so that their desire to study English comes from inside, and they will be more enthusiastic and engaged in their efforts to succeed in learning English. (Mubarok, 2019)

English is one among the courses assessed in final school exams at the high school level, notably at Madrasah Aliyah Darul Muta'allimin Sugihwaras Nganjuk. Students at this institution are still classed as having a lack of mastery of the English language, necessitating additional study time. This service activity is offering mentorship and tutoring to children in order to help them better understand the contents that will be assessed on the final school exam. Material explanation, group discussion/group discussion, and practice questions/tryout are the three stages of the implementation technique. Each stage is carried out in a lighthearted manner to ensure that pupils grasp the topic completely. Students will be more trained in working on final exam questions as a result of this activity, and it is hoped that they will be more prepared for the exam later on and achieve the best possible results. (Rachman, 2020)

As a foreign language, it necessitates not just the attention of English professors, but also that of students who are learning English as a second language. Readiness in learning can also be found in learning styles or attitudes, with attitude referring to a mental and nervous state of readiness that is organized by experience and exerts a directive or dynamic impact on individual reactions to all learning materials and situations. There are a number of things to keep in mind when working to improve English speaking skills, including the elements that promote language learning success. One of the attitudes that might influence teaching and learning activities is the field dependent cognitive style. Because the dependent field style is less independent, there are some concepts that may be used to respond to it. Some of the ideas that can be used include creating a realistic setting, engaging all students, and so on. Creating an unafraid class by promoting the virtues of spoken language. (Rifa'i, 2021)

The findings revealed that before participating in PPL (Teaching Practicum Program), the participants had a preconceived notion of a professional English teacher. Their concept is similar to the professional teacher framework outlined in Law No. 14/2005 on teachers and lecturers. In their ambition to become professional teachers, all participants have high expectations of the PPL program. Participants also mentioned some of the difficulties or challenges they encountered throughout PPL, such as issues with the teaching process and the impression that they did not teach enough during the program. However, at the conclusion of the PPL, everyone expressed satisfaction with the process they had gone through. They argue that PPL has taught them a lot, including how to increase the complexity of a teacher's job and obligations. (Afrianto et al., 2019)

The findings revealed that students' interest in learning English was influenced by two factors: first, internal factors such as a lack of student liking for English courses and the assumption that English was a difficult subject; second, student attention was still low, and students' learning outcomes were low. Second, external elements such as lecturers' ways or methods of teaching are still boring, and learning media are rarely used when studying English. (Muhria, 2019)

As the predecessor of language, culture cannot be isolated from language. It is critical to preserve local wisdom when studying foreign languages, particularly English as a second language or possibly a third language learnt. This service focuses on junior high school pupils receiving culture-based English instruction. The communicative method is employed during the learning process. In addition to using communicative approaches, teaching videos are used to allow students to watch videos at any time and from any location. Students who did not grasp terminology comprising components of Balinese culture or local wisdom before receiving the learning became more understanding and understanding after receiving the learning. Students who learn communicative English are happier and have a better understanding of the content being taught, even if they do not meet or meet face to face. In reality, this practice provides pupils with a valuable insight into Balinese culture. (Warmadewi, AAIM., et.al. 2021)

In the Computer-Based National Examination, English and Mathematics are two disciplines that are tested (UNBK). Because of the importance of such courses, we, as a society servant team, assist students in the exam preparation process. The goal of this activity is to improve and develop the students' understanding of the subjects so that they are better prepared to take the exam. Observation, a pretest to assess early competency, and a posttest to assess increased comprehension after participating in a series of advice and training are the approaches used. As a result, pupils' levels of understanding in those courses have significantly improved. (Andi, 2019)

English is a widely spoken language all over the world. Singapore is one example of a country where English is extensively spoken. Not only in this country, but also in neighboring Malaysia, there are more people who speak English proficiently. English is the official and second language of both countries. While English is used less commonly in other neighboring countries, such as Indonesia, than the national language, Bahasa Indonesia. For Indonesians, English is still a foreign language. People in our surrounding nations, such as Singapore and Malaysia, use English in their daily conversations as a result of this occurrence. When they desire to travel to Indonesia, particularly to the closest island from both countries, Batam Island, they may find that some Batam residents are unable to speak effectively in English. When they visit metropolitan places such as Batu Aji in Batam City, this occurs. (Evyanto et al., 2020)

2. METHODS

This study used a literature review, which entails searching the internet for relevant data sources, such as e-journals and ebooks. Using a participatory approach, participants are involved in the planning, implementation, and evaluation of the training activities in this activity. In light of CSR.

3. FINDINGS AND DISCUSSION

A promotional team handed letters of introduction and registration forms to high school and vocational students interested in becoming members of the English STIAMI Club. When the English language instruction is implemented, it is separated into different study groups over the course of three months. Training activities, impressions of the "English STIAMI Club's" involvement, as a gauge for the success of the next training program.

CSR, or corporate social responsibility, is one of the PR strategies used by universities to attract new students in the face of increased competition from other universities. Salatiga's colleges and universities are doing their best to meet their objectives through CSR initiatives. According to the findings of the research, each university's Public Relations department has implemented a CSR program in Central Java's schools, but there has been a lack of coordination between the two sides. However, they place an emphasis on their corporate social responsibility (CSR) program, which includes volunteer work, school activities, scholarships, and training for high school students. The intake-cycled relations model is suggested in order to efficiently attain the purpose. (Thalib, S., et al., 2019)

There are a variety of reasons why English should be studied and mastered, including:

1. Job chances will be larger if someone has experience in English language abilities, especially given that English is a requirement for employment in large corporations. (Hidayah, 2021)
2. Language is important in everyday life; one of its functions is to express ideas to others. Language abilities are the foundation for everyone's ability to communicate oneself in the form of feelings, desires, opinions, and requirements. Learning English is one of them. The more languages a person understands, the easier it will be to communicate. Because of globalization, which compels society to speak English, growing generations, particularly students, must have a better understanding of the language. (Susanthi, 2021)
3. For a corporation to choose human resources, English language abilities are a top priority. English employment interviews are used to assess job hopefuls' English abilities. Job interview skills, on the other hand, are not generally taught in formal schools. Today, however, every job seeker must face an English job interview, especially in most large or overseas firms. Many students at Cirebon's Ma'arif Vocational School major in office administration. They are equipped to work in businesses after graduating from school. As a result, individuals require English language abilities and expertise in order to conduct an English job interview and obtain employment in a desirable location. (Ubaedillah et al., 2020)

As a result, the author undertook English tutoring in order to convey the necessity of English proficiency in the globalization period. In the coaching activity, the author employed PAR (Participatory Action Research) as a method. The strategy increases the likelihood that students in a community service program will actually contribute to the solution of a problem. This program is aimed at senior high school students living in Wonorejo village. The activity includes information distribution, delivery of a strong comprehension, and practice. The program's outcomes include a better knowledge of the necessity of English

proficiency and an increase in study enthusiasm. The students' eagerness for participating in all coaching programs offered to college students demonstrates this. Furthermore, the students can put what they learnt in the service program into practice. (Asri, W. 2021)

The highly rapid interchange of information connected to scientific discoveries, especially in the current era of globalization, necessitates students' mastery of English. English fluency is required not only for students who want to study abroad, but also for those who want to learn more about the world, as most available materials, such as those in international journals, are written in English. The issue is that kids are limited in their ability to master English because it is a required skill at this time. As a result, the goal of this exercise is to excite students and raise awareness about the necessity of mastering English. (Thariq et al., 2020)

Researchers also review the literature on the influence of CSR for other business fields, in other countries as well, namely:

No.	Author(s)	Article Name	
1	Sudin Bag & Omrane (2020)	Corporate Social Responsibility and Its Overall Effects on Financial Performance: Empirical Evidence from Indian Companies	There is a positive relationship between CSR and CSP
2	Ramiz ur Rehman, Zahid Riaz, Charles Cullinan, Junrui Zhang and Fanghua Wang (2020)	Institutional Ownership and Value Relevance of Corporate Social Responsibility Disclosure: Empirical Evidence from China	CSR disclosure has a significant relationship with firm value
3	De Klerk, Marna de Villiers, Charl van Staden, Chris (2020)	The influence of corporate social responsibility disclosure on share prices: Evidence from the United Kingdom	The higher levels of CSR disclosure are associated with higher share prices
4	Shen Xu, Xia Chen, Antai Li, Xinping Xi (2020)	Disclosure for whom? Government involvement, CSR disclosure and firm value	CSR disclosure adds incremental value- relevant information to firms, thereby increasing firm value. CSR disclosure provides additional non- financial information to investors and adds incremental value to firms. We also find the effect of disclosure is pronounced for firms with higher CSR score, environmental protection capital expenditure, and donation value
5	Dawit Bahta , Jiang Yun , Md Rashidul Islam & Kuyon Joseph Bikanyi (2020)	How does CSR enhance the financial performance of SMEs? The mediating role of firm reputation	The findings of this study also show a definite significant connection between SMEs' reputation and performance
6	Wei Liua , Xuefeng Shaob , Marco De Sistoc , Wen Helena Li (2020)	A new approach for addressing endogeneity issues in the relationship between corporate social responsibility and corporate financial performance	This paper aims to re-examine the relationship between corporate social responsibility (CSR) and corporate financial performance (CFP) using a panel dataset of Chinese listed firms
7	Hanh Song Thi Phama, Hien Thi Tran (2020)	CSR disclosure and firm performance: The	CEO integrity is a crucial factor moderating the

		mediating role of corporate reputation and moderating role of CEO integrity	effectiveness of CSR disclosure to building corporate reputation. Our finding adds insight into the role of CEO integrity in driving the credibility of CSR disclosure
8	Wuchun Chi, Shing-Jen Wu, Zhen Zheng (2020)	Determinants and consequences of voluntary corporate social responsibility disclosure: Evidence from private firms	The average demand for CSR is not significantly lower for private firms. Conditional on the undifferentiated level of demand, private firms are less willing to supply CSR disclosure than public firms
9	Wei Yu & Yang Zheng, 2020)	Does CSR reporting matter to foreign institutional investors in China?	The results support the argument that CSR reports can be used to help firms to attract foreign institutional investors, which may be a channel for value creation and capital cost reduction
10	Mahdi Salehi, Mahbubeh Mahmoudabadi and Mohammad Sadegh Adibian, Hossein Rezaei Ranjbar (2020)	The potential impact of managerial entrenchment on firms' corporate social responsibility activities and financial performance: evidence from Iran	There is a positive and significant relationship between managerial entrenchment and financial performance based on the ROA and Tobin's Q indices, separately. Moreover, the results of this study indicate that there is also a positive and significant relationship between managerial entrenchment and CSR activities
11	Afzalur Rashid, Syed Shams, Sudipta Bose, Habib Khan (2020)	CEO power and corporate social responsibility (CSR) disclosure: does stakeholder influence matter?	Indicate that CEO power is negatively associated with the level of CSR disclosure, and that the negative effects of CEO power on the level of CSR disclosure are attenuated by stakeholder influence. CEO power is documented as reducing the positive impact of CSR disclosure on a firm's financial performance, with this negative impact attenuated if stakeholders have a greater influence on the firm
12	Xiaohong Mei, Yang Ge, Jiashun Huang, Yu Chen (2021)	CSR and appropriation potential of firm innovative knowledge	The CSR positively moderates the relationship between research and development (R&D) investments and the firm's financial performance, and the moderating effect declines when firms mistreat their employees
13	Stéphanie Mittelbach-Hörmanseder, Katrin Hummel & Margarethe Rammerstorfer (2020)	The information content of corporate social responsibility disclosure in Europe: an institutional perspective	The CSR awareness and employee protection have a negative effect on the explanatory power of disclosed information on corruption and respect for human rights as well as on environmental, social and employee matters.
	Shangzhi (Charles)	Can corporate social	investors positively react to

14	Qiu , Jianing Jiang , Xinming Liu, Ming - Hsiang Chen, Xina Yuan (2021)	responsibility protect firm value during the COVID- 19 pandemic?	pandemic- related CSR activities, which help protect communities, employees, and customers from the virus. In general, the positive effect of CSR on stock returns takes place in five days and can last as long as 50
15	Michael Grassmann (2020)	The relationship between corporate social responsibility expenditures and firm value: The moderating role of integrated reporting	The IR positively moderates the association between environmental expenditures and firm value for firms with either a low or a high level of environmental expenditures
16	Muhammad Ramzan, Muhammad Amin, Muhammad Abbas (2021)	How does corporate social responsibility affect financial performance, financial stability, and financial inclusion in the banking sector? Evidence from Pakistan	Suggest a significant positive relationship between the CSR and FP of banks, which indicates that CSR activities create a positive perception in the minds of potential customers, which helps to attract them, ultimately leading to an increase in the banks' FP

4. CONCLUSION

The Depok STIAMI Institute's marketing approach involves encouraging all high schools and vocational institutions in Depok to participate in a three-month free English language training program in preparation for the National test. It is intended that many visitors will be aware of the STIAMI campus's presence, and that many will enroll as students. This is a long-term plan that will result in more frequent community service. This is part of the CSR (Corporate Social Responsibility) initiative. Naturally, the Depok STIAMI Institute will become increasingly well-known.

In Indonesia, Indonesian is the primary language of instruction, however English, including dual languages, is used by a small percentage of students. Language is a means for expressing oneself. Humans will be unable to communicate with one another without the use of language. Language is necessary for the advancement of human civilization.

In conclusion, CSR has a significant impact on promotional campaigns that aim to draw in customers. Contrarily, in the hospital industry, CSR has no impact because the hospital's primary purpose is to treat patients who are ill and urgently in need of assistance. (Sasmito, T., Nugroho, M . & Ridwan, M., 2023)

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