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The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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**IMPLEMENTATION OF THE FOUR-LEVEL KIRKPATRICK MODEL EVALUATION
IN THE UTILIZATION ZAKAT EDUCATION TELADAN NEGERI SCHOLARSHIP
PROGRAM TO INCREASE STUDENT LEARNING MOTIVATION AND MORAL**

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Abstract

Teladan Negeri Scholarship is a zakat utilization program in the form of providing educational financial support and character development for elementary, middle and high school students and equivalents in Greater Bandung as support for achieving their goals and becoming exemplary individuals. Teladan Negeri Scholarship is here as a solution to answer education problems in Indonesia, especially regarding the quality of character education. Based on the UNDP survey results released in 2022, Indonesia is still ranked 114th, even though Indonesia managed to rise 3 places from the previous year, this result is still far from what was aspired to. Character Education is a priority in Merdeka Belajar which is being promoted for the advancement of education in Indonesia by the Ministry of Education and Culture of the Republic of Indonesia. This research will look at the effectiveness of the programs that have been implemented and follow up on deficiencies found during the evaluation process. This research aims to analyze the learning motivation and morals of Teladan Negeri scholarship recipients. Measuring changes in learning motivation and morals was carried out using the four-level Kirkpatrick model evaluation method which makes it easier to analyze each program session. The program implemented takes the form of coaching every month, mentoring of beneficiary participants and counseling for participants' parents as a form of synergy in developing children to be moral and have good motivation. The application of the Kirkpatrick Four Level Evaluation Model is used as a reference framework for evaluating programs, where levels 1 and 2 will produce information about the programs that have been implemented. Meanwhile, levels 3 and 4 will produce information that focuses on the impact of the program for students who receive the Teladan Negeri Scholarship benefits.

Keywords: Teladan Negeri, Scholarship, Kirkpatrick Analysis, Learning Motivation