

Bakti Olahraga
DJARUM foundation

BAKTI OLAHRAGA **DJARUM FOUNDATION**





VISION

Indonesia's glory in international sports fosters a sense of national unity and pride





- Starting from PB Djarum, the origin of Bakti Olahraga.
- It all started as a badminton team for PT Djarum employees.
- Finding best talent → starting committed to high quality of training programs.
- Enhanced with coaching system, developing facilities, and structured training program.



TRANSFORMATION

- PB Djarum became know as the center of world-class athletes.
- Victor Hartono returned from the U.S. Initiating a major modernization:
 - Application of Sport Science
 - Data and technology-based athlete development system.





TALENT SCOUTING

PB DJARUM AUDITION

- Annually event in Kudus.
- Focused on early-age talents.
- Transparent and professional selection process.
- A vital pillar of Indonesia's athlete regeneration.



OUR ACHIEVEMENTS



11 Olympic medal for
Indonesia



37 PB Djarum athletes
selected for the Indonesia
national team in 2023



5.000+ athletes nurtured
since 1969



21 All England titles



PB DJARUM ALUMNI

Bakti Olahraga
DJARUM foundation



Liem Swie King



Alan Budi K.



Sigit Budiarto



Cristian Hadinata



Hastomo Arbi



Kevin Sanjaya



Liliana Natsir



Ivana Lee



Yuni Kartika



Haryanto Arbi



Praveen Jordan



M Ahsan

FAMILY VALUES



- Athletes are raised with a strong sense of family and high integrity
- Alumni continue to contribute as coaches, mentors or sport administrations.
- Regular gathering as “Family”

WOMEN FOOTBALL THE NEW STRATEGY



"When we invest in women's football, we're not just building a game – we're building opportunities, confidence, and a global movement for equality."



- Djarum Foundation began supporting other sport, especially women's football.
- Recognizing huge opportunities to grow.
- Long-term development approach.
- Building an ecosystem
- Being a part in the final stage of FIFA Women's World Cup





GRASSROOTS DEVELOPMENT



Building an Ecosystem

Focus on early-age
development

Structured football education
program

Involving schools, communities,
parents, governments and
federation





Starting: 2H 2023

COMPETITION

MILKLIFE SOCCER CHALLENGE



★ 8-10 Cities
2 series in every city



★ >16 K
Participant (Girls)



★ 20 best players
from every city

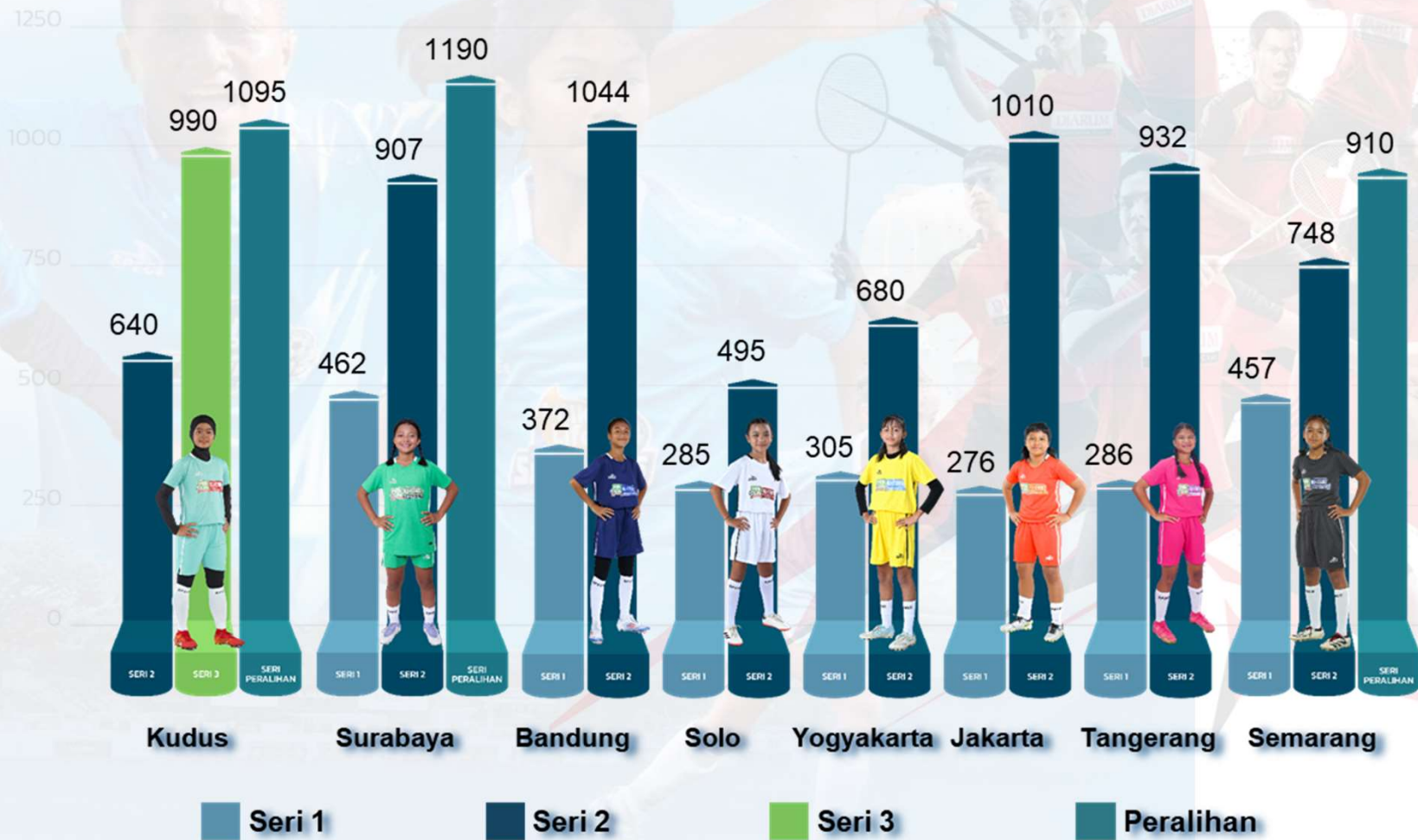
+ **Extra
Training**



★ Allstars from 8 cities
Compete in Kudus

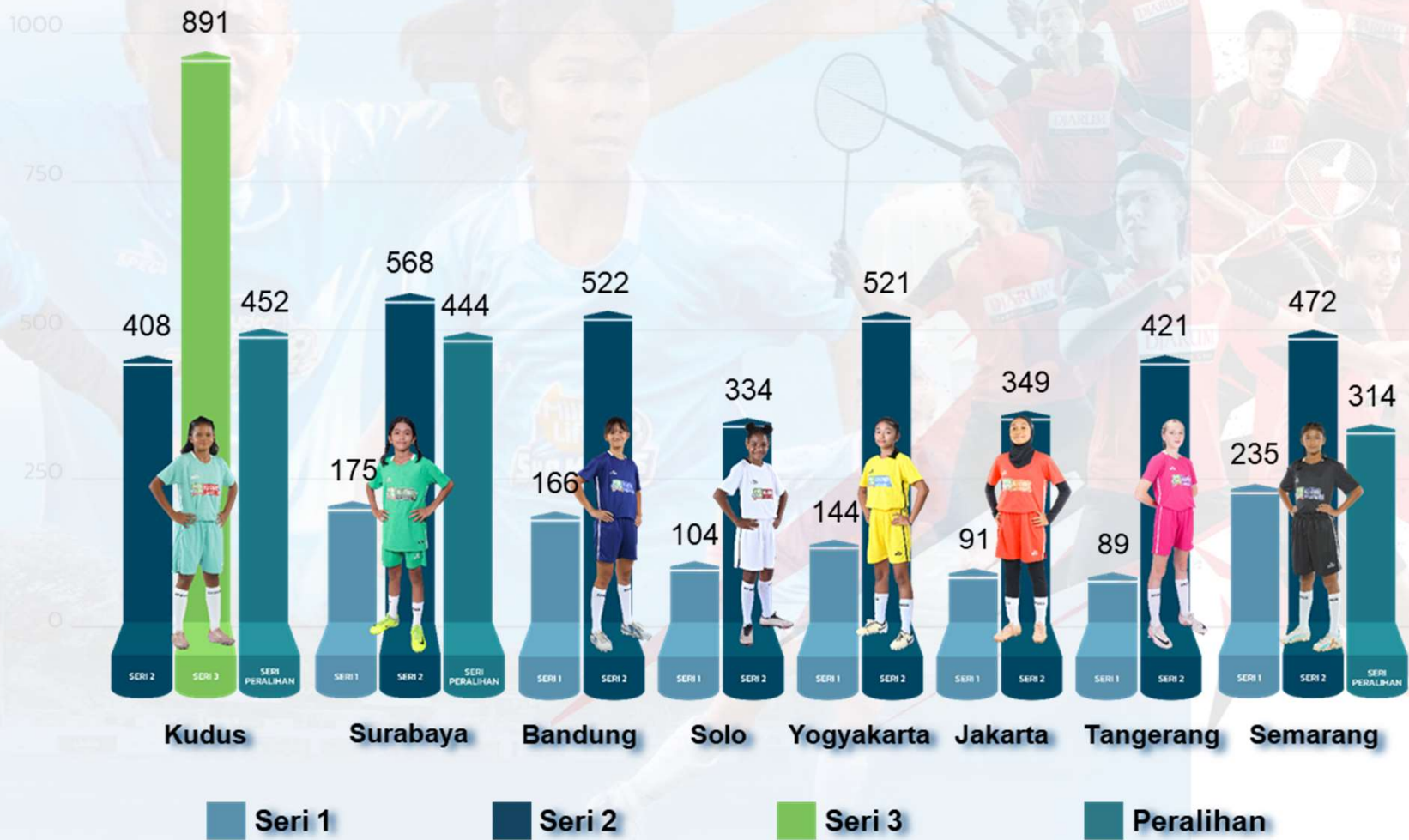
MilkLife Soccer Challenge - U12 participant

Bakti Olahraga
DJARUM foundation



MilkLife Soccer Challenge - U10 participant

Bakti Olahraga
DJARUM foundation





April - July 2025

PERTIWI CUP



In collaboration
with Indonesia FA



16 cities in
Indonesia
(10 in Java &
6 region outside
Java)



18-20 best
players from
every city
+
Extra Training



National series in
July 2025
(16 teams)





OVERCOMING THE CHALLENGES

"Women's football lacks is not talent, but opportunity. The challenge is not on the field, but in the system that isn't yet ready to provide equal space."



Attention

Lack of attention and support for women's football

Competition

Limited role models and sustainable quality competitions

Participation

Low participation of girls in sport



PROGRAM EVOLUTION INTERVENTION MODEL

Badminton

Women Football

Development - Competition - Selection - Monitoring

Community and sport science-based approach

Cross-sector collaboration: schools, government,
communities and federation





LEARNING FROM THE BEST **INTERNATIONAL COMPARISON**



- ✓ **South Korea dan Jepang**
Structured school-based training and competition.
- ✓ **United States**
Sport-scholarship model dan college league (NCAA).

ARCHERY AND ATHLETICS **OTHERS SPORT**



Archery

9-11 May 2025
29-31 August 2025

PVC U10 & U12
Standardbow U10 & U12

Athletics

20-22 June 2025
10-12 November 2025

U9-U10
U11-U12
U13-U15

SUCCESS THROUGH

TEAMWORK

TERIMA KASIH!!

