

**Student Perceptions Of The Islamic Broadcasting Communication  
Study Program  
(Case Study Of FDIK IAIN Padangsidempuan)**

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***Abstrak***

*The problem in this study is that some of the students of the Islamic Broadcasting Communication Study Program consider the graduates of this study program only to be a lecturer. The purpose of this research is to know the perception of students in choosing the KPI study program at the Faculty of Da'wah and Communication Studies. This type of research is qualitative using a descriptive approach, which describes in words or sentences systematically the data obtained in the field to obtain conclusions. Then the data collection informants used in this study were observation, documentation and interviews, to obtain the results of this study the researchers conducted interviews with students majoring in Islamic broadcasting communications. While checking and validating the data was triangulation. The data obtained were then processed in a qualitative descriptive manner. Based on the results of research on student perceptions in choosing the KPI study program, FDIK IAIN Padangsidempuan is in the good category. And also there are things that need to be improved: the quality of the infrastructure that supports the facilities in the learning process at the KPI FDIK IAIN Padangsidempuan study program.*

*Key word: Perception, Students Of The Islamic Broadcasting Communication*

## **A. Introductions**

The rapid advancement of technology has posed significant problems for the field of education, particularly in terms of preparing excellent human resources capable of competing in the global era. Due to the rapid advancement of science and technology, the acceleration of economic liberalization, and the flood of information, these difficulties are becoming increasingly complicated. As a result of the rapid flow of information, students become more critical in their thinking, responding, and viewing of situations.

Padangsidempuan State Islamic Institute (IAIN) is one of the higher education institutions based on Islam. The Faculty of Da'wah has a goal, namely to form Muslim scholars who believe and fear Allah SWT, have noble character, and master Islamic knowledge (sciences) especially in the fields of Da'wah and Islamic Communication.

The Faculty of Da'wah and Communication Studies aims to produce experts in the fields of Da'wah, Communication and Islamic Journalism. With the capabilities provided by the Da'wah Faculty to students, it makes it easier for alumni of the Da'wah Faculty to find jobs in accordance with the skills taught.

In addition, this Study Program prepares information experts who are able to convey messages of development through religious language, both oral and written. In addition, the Faculty of Da'wah and Communication Studies aims to produce reliable scholars in the field of Islamic Journalism mastery which aims to process awareness of human nature as servants of God who are obliged to have commitments in the form of attitudes and behavior to build credible preachers for mad'u in a context of Da'wah.<sup>1</sup> Specifically for fostering students to become Bachelor of Communications who become da'i who are able to develop the task of broadcasting da'wah.

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## **B. Theory Foundation**

### **1. Understanding Perception**

Perception is the process of giving meaning to sensations so that humans acquire new knowledge. The term perception is usually used to express the experience of an object or an event that is experienced. So perception is an active process of humans in sorting, classifying, and giving meaning to the information they receive. In the book entitled *Psychology An Introduction to the Islamic Perspective*, it is stated that perception is the process of giving meaning to sensations so that humans acquire knowledge. In essence, perception is a process of one's activity in giving impressions, judgments, opinions, feeling and interpreting something based on the perceived information, so that it can receive and intercept information from the surrounding environment.

In the process of individual perception is required to provide an assessment of an object that can be positive or negative, happy or unhappy and so on. With the perception, an attitude will be formed, which is a stable tendency to act or act in certain situations.

There are various specialists who debate the concept of perception, including:

- a. Perception is defined by Irwanto as a process of receiving object stimuli, attributes, relationship symptoms, and events until the stimulus is recognized or understood in general psychology.
- b. Communication psychologist Jalaluddin Rakhmat defined perception as the experience of objects, events, or relationships derived through inference and interpretation of messages.
- c. According to Veithzal Rivai and Dedy Mulyadi, perception is the process through which people arrange and interpret their sensory impressions in order to make sense of their surroundings.

The writer can conclude from some of the aforementioned reasons that perception is an active process in humans that allows them to filter, classify, and give meaning to the information they receive in order to gain knowledge. Perception is the process of expressing an object's experience in order to generate impressions, judgments, opinions, and feelings.

## **2. Interpretation Factors Perception**

Perception is a multi-step process that includes perceiving, organizing, and interpreting information. While a result, various factors influence the process. According to Rahmat, attention is a mental process in which a stimulus or a set of stimuli becomes more prominent in consciousness as other stimuli fade away.

There are several characteristics of perception that must be in accordance with the modalities of each sense, namely the basic sensory properties and each sense, before explaining things that affect perception.

- a. Modality, received stimuli must be in accordance with the modalities of each sense, namely the basic sensory properties and each sense.
- b. Dimensions of space, the nature of space in the realm of perception (dimensions of space)
- c. Time Dimensions, the universe of seeing time dimensions such as rapid and slow, young and old.

- d. Context structure, a coherent whole, in the world of observation, objects or phenomena have a unified structure with context.

Meanwhile, things that can affect perception include:

- a. Objects that are perceived Objects cause a stimulus that hits the senses or receptors. Stimulus can be from outside the individual that affects perception, but can also come from within the individual concerned which directly hits the receiving nerve that works as a receptor, but some of the stimulus comes from outside the individual.

- b. Sensory

organs, nerves, central nervous system, sensory organs or receptors are tools for receiving stimuli

- c. Attention

Attention is a mental process in which awareness of one stimulus is more prominent, and at the same time weaker for other stimuli. As for the image on the screen, it must stand out more, while the awareness of friends besides especially other viewers behind it becomes weaker. The viewer's attention is more focused on the image on the screen, while other stimuli do not attract his attention anymore.

Attention can come from outside (external), can also come from within the person concerned (internal). External factors (external) that psychologically attract attention are usually caused because they have characteristics that stand out from other stimuli, for example, because they move while others are still, or because there are elements of contrast, novelty or repetition.

To realize or make a perception, attention is needed, which is the first step as a way of perceiving. Attention is the concentration or concentration of all individual activities aimed at something or a group of objects.

Attention is divided into two sub-discussions, namely external factors attracting attention and internal factors attracting attention.

- a) External Factors Attention Attention

What is paid attention to, is determined by situational and personal factors. Situational factors are sometimes referred to as external determinants of attention

or attention getters. Stimuli are considered because they have prominent characteristics, including movement, intensity of stimuli, novelty and repetition.

b) Internal Attention Factor Jalaluddin Rakhmat added that in addition to the attention factor, perception is influenced by functional factors and structural factors.

These functional factors are also referred to as personal factors or perception factors, because they are influences within the individual who hold perceptions such as needs, past experiences, and other things that belong to what we call personal factors.

Means that perception is functionally selective so that objects that are under pressure in perception are usually objects that fulfill the goals of the individual doing the perception. These functional factors include the influence of needs, mental readiness, emotional atmosphere and socio-cultural background. So what determines perception is not the type or form of the stimulus but the characteristics of the person determining the response or stimulus.

### **3. Types of Perception**

According to Alo Liliweri in the book *Communication of Versatile Verses of Meaning*, revealing the types of perception consist of:

- a. Self-perception, individual self-perception is the way one accepts oneself. Self-perception is based on what is admired, the extent to which the perceived object is of value to him, for example, what is believed to be something that will provide a sense of security or may be uncomfortable. The self-concept is formed by how individuals think about other people and accept them, as individuals are accepted by a particular group, if formed by past experience, or what is based on the principle of benefit from the information received.
- b. Environmental perception, environmental perception is formed based on the context in which the information is received. For example, if a child suddenly appears at the door and surprises his parents, then the father will say "I don't like you surprising dad". The father's expression describes the father's perception of his son according to the context at that time. This means that the

environment around us can form a mental filter for human perception of information.

- c. Learned perceptions are perceptions that are formed because individuals learn something from the surrounding environment, for example from culture and usually friends and parents. Perceptions are learned in the form of thoughts, ideas or ideas and beliefs that we learn from other people. So each individual's reaction is based on the perceptions that have been learned, pay attention to how children follow the temperament and personality of their parents.
- d. Physical perception, physical perception is formed based on a measurable world, for example, physically we hear and see something then followed by how we process what we see in our minds and minds.
- e. Cultural perception, cultural perception is different from environmental perception because cultural perception has a very wide scale in society, while environmental perception describes a very limited scale to a certain number of people. Cultural perceptions vary greatly from one village to another, from one city to another, from one nation to another. For example, a woman of Asian American descent has at least two identities (Asian American) that cannot be separated because they will be perceived as the same.

#### **4. The Process of Perception**

The process of perception according to Widayatun is due to an object or stimulus that stimulates to be captured by the five senses then the stimulus is brought to the brain, from the brain there is a message or response to a stimulus, in the form of a message or response that is returned to the senses in the form of a response or perception or result. the work of the senses in the form of experiences resulting from the management of the brain.

The process of this perception needs a phenomenon and the most important phenomenon from this perception is attention. The attention in question is a concept that is given to the process of perception of selecting certain inputs to be followed and in an experience that we are aware of at a certain time.

In the process of perception, individuals do not only receive one stimulus, but individuals receive various kinds of stimuli that come from the environment, but not all stimuli will be noticed or will be given a response. Individuals make a selection of the stimulus that hits them, and here plays a role of attention as a result of the stimulus that is chosen and accepted by the individual, the individual realizes and responds as a reaction to the stimulus.

Perception is a series of active processes. Perception is formed from three main stages according to Wood and Mulyana, namely:

a. Stimulation or Selection

Stimulation is the arrival of a sensation. Sensation is the earliest stage in receiving information. The sensation that stimulated earlier aroused the attention or attention of the participants in the communication. What we pay attention to is what is called from this section. Giving attention / attention involves all of our conscience. But in some other books, the first stage of perception does not stop until stimulation. But it continues on the thing called selection. Communication participants will select which stimulation is eligible to enter the next stage. This is due to human limitations that it is impossible to pay attention to all things in their environment, the stimuli they consider relevant to which they will pay attention to enter the next stage.

b. Grouping (Organization)

After selecting what information to digest, communication participants will organize the information. Organizing is by grouping information on the understanding that the participants of the communication have. This grouping is made to prepare for the next process, namely the interpretation or assessment of information/messages. The grouping of existing information is based on the understanding that the participants of the communication have. These understanding columns are called Cognitive Schematics, which consist of:

1. Prototypes, which are the closest representations to the message category. Personal Construct, which is a benchmark that is in a person's mind regarding a two-sided assessment of a situation.

2. Stereotypes, which are predictive generalizations about a situation based on the category to which we belong.
3. Script, which is a guide/plan that we have in mind for how we behave.

Meanwhile, Gamble & Gamble suggest a person's cognitive schema that forms a person's understanding in grouping messages, consisting of:

1. Schemata are general thoughts about a person. Schemata consists of four things: physical construct, interaction construct, role construct, and psychological construct.
2. Perceptual Sets, which are thoughts that a person has based on the social conditions in which they were previously.
3. Selectivities, which is a person's ability to filter messages based on his education, culture, and motivation.
4. Stereotypes are generalizations that a person has about something.

c. Interpretation-Evaluation

The next process is interpretation and evaluation. These two processes cannot be separated. At this stage, conclusions are formed. This stage is very subjective and influenced by various personal factors. Adler and Rodman divide personal factors that influence a person's judgment into five things: past experience, assumptions about a person's behavior, expectations (whether they support their expectations or not), knowledge possessed, and the person's feelings (mood). These five factors become things that can be traced to what is in the mind of a patient at the RPS when assessing the communication message he receives. In some books, the process of perception formation stops here. However, Joseph DeVito added two processes after interpretation, namely the process of storing (memorizing) and recalling (recall).

d. Storage (Memorizing)

The results of the interpretation and evaluation that have been carried out previously will be stored in the memory of the communication participant. So that at some point they can reuse the interpretation in the future.

e. Recall.

At some point, someone may need to re-interpret an interpretation that he or she had done before. At this stage the results of the interpretation become a new treasury for him and become a reference source for new cognitive schemata. This recall process ensures that the information obtained is processed properly and can be used as a new schemata in their thinking.

### **5. Basic Principles of Perception.**

Some basic principles of perception that are important to know are (Fleming and Levie, 1978):

- a) Perception is relative The relative principle states that everyone will give a different perception, so the view of something really depends on who is doing the perception.
- b) Perception is highly selective The second principle states that perception depends on the choice, interest, usefulness, suitability for a person.
- c) Perception can be regulated. Perception needs to be regulated or arranged so that people more easily digest the environment or stimulus.
- d) Perception is subjective. A person's perception is influenced by these expectations or desires. This understanding shows that perception is actually subjective.
- e) Perceptions of a person or group vary, even if they are in the same situation. This principle is closely related to differences in individual characteristics, so that each individual can digest stimuli from the environment that are not the same as other individuals.

### **6. Perception Relationships in Communication**

The effectiveness of communication is not only from how we are able to assemble and arrange words, but we need to consider how a message will be perceived. Perception is basically a process that occurs in a person's observation of another person or an object. Understanding of information conveyed by other people who are communicating with each other, relating or collaborating, so that

everyone cannot be separated from the process of perception or response. Perception is called the essence of communication, because if our perceptions are not accurate and thorough, it is impossible for us to communicate effectively. (Shambodo,2020:98-114). It is perception that determines we can choose a message and ignore other messages. The higher the degree of acidity or chemistry of perception between individuals, the easier and more often they communicate, and as a consequence the more likely they are to form cultural groups or identity groups.

### **C. Discussion**

The location of this research was carried out in the da'wah and communication science faculty of IAIN Padangsidempuan which is located on Jl. T. Rizal Nurdin KM4,5 Sihitang, Southeast Padangsidempuan District, Padangsidempuan City, North Sumatra Province. The Islamic Broadcasting Communication study program is in the Faculty of Da'wah and Communication Studies. The Faculty of Da'wah and Communication Studies is one of the faculties at IAIN Padangsidempuan and is a faculty that is engaged in da'wah and communication.

Based on the nature of this research is descriptive, namely this research was conducted to determine the value of independent variables, either one or more variables (independent) without making comparisons, or connecting with other variables (Sugiyono, 2003:11), then the approach used in this study is a qualitative approach. Qualitative research is a research method based on the philosophy of postpositivism, which is used to examine the condition of natural objects, where the researcher is the key instrument, the sampling of data sources is carried out purposively, namely the data sources of this study were taken from primary and secondary sources, primary sources, directly taken from students who chose the KPI study program, while secondary sources were taken from the study program and faculties, namely a number of data regarding the history of the establishment of the Islamic Broadcasting Communication Study Program, Faculty of Da'wah and Communication Studies at IAIN Padangsidempuan and in determining

informants it was done through snowball sampling technique or the determination of informants. Rolling research with a key informant, the snowball sampling technique is a technique for taking informants from data sources which at first gradually became large (Sugiyono, 2013: 300). So that the data collection technique is triangulation (combined), the data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalization.

Based on the description in this research method, it can be stated simply, that the research seeks to describe the object of research based on data and facts in the field and analyze it through concepts that have been developed previously in solving the problem.

This research population is taken from semester 1 students to students who are still guiding thesis research who are still active students in the Islamic Broadcasting Communication Study Program at the Faculty of Da'wah and Communication Sciences IAIN Padangsidempuan who reside in the Padangsidempuan area. Then for the number of samples taken in the study, 50% of each semester of this study used interview, observation and documentation techniques.

### **Descriptive Results Percentage of Students in Choosing Prodi Perception KPI FDIK IAIN Padangsidempuan**

Based on research conducted by researchers in the field, the number of active students KPI FDIK IAIN Padangsidempuan totaled 143 students from the first semester to students who are more interested in his thesis. From this amount the researchers took a sample of 50% of the number of active students. Based on this, 70 students were interviewed. To answer the formulation of the problem in this study, among others:

#### **1. Student Perception Choosing KPI Study Program**

Perception is the experience of objects, events, or relationships obtained by inferring information and interpreting messages. From the results of interviews conducted, it can be seen if students obtain information about KPI study programs

from relatives, relatives, social media and also direct socialization carried out when promoting study programs to the field or to SMA, MA and Islamic boarding schools and so on.

To be the reason students choose the Islamic Broadcasting Communication study program, because the first few things from the name of the Islamic Broadcasting Communication study program students when choosing have perceived that this study program is related to communication science which will have job opportunities, many of whom will become public speaking, journalism and da'wah broadcasters as stated in the vision, mission, goals and targets promised by the Islamic Broadcasting Communication study program when delivered by the fathers/mothers, relatives when promoting this study program.

Meanwhile, students' perceptions of the KPI study program are very interesting study programs to develop, and also increase talent and creativity in the science of communication, journalism and rhetoric and even hone public speaking skills, even the job opportunities for the Islamic Broadcasting Communication study program are also very broad besides that it is also equipped with religious knowledge, and also the science of da'wah.

## **2. Factors that influence students choosing KPI study programs One's**

perception does not just arise, of course there are factors that influence it. The factors that influence perception include functional factors, situational factors, structural factors, and personal factors. Based on that, the researchers made indicators of the description of students' perceptions of the KPI FDIK IAIN Padangsidempuan study program, including:

### **a. View Factor**

From the descriptive analysis of the percentage of statements from interviews with students that the student's view of the study program was 75 with a very good category. It can be concluded that students' perceptions of the KPI FDIK IAIN Padangsidempuan study program are quite good. Based on the category of student perception, 50% is good for the quality of the study program, the head of the study program, the quality of the lecturers, here also there should

be more attention to improving the quality of the lecturers in the KPI FDIK IAIN Padangsidempuan study program, the graduates of the study program are very good because basically many alumni are successful and bring good names this KPI program. However, based on the student's perspective on administrative and academic services, it is quite good.

b. Response Factors

Based on the researcher's analysis for the student response factors to the KPI Study Program curriculum, the category was good because it was in sync with the courses with the goals and targets of graduates from the FDIK IAIN Padangsidempuan KPI study program, while student responses regarding the facilities and infrastructure of the FDIK IAIN Padangsidempuan KPI study program were still in a bad category, meaning less agree that all students if the KPI study program already has adequate facilities and infrastructure when compared to the KPI study program at other universities. For example, in infrastructure that supports lectures in journalism courses, there should be a special laboratory for broadcasting techniques, be it radio or television. Researchers can conclude that students have a

c. Feeling Factor.

Based on a descriptive analysis of student statements, the researcher concluded that the feelings of students after choosing the KPI FDIK IAIN Padangsidempuan study program were included in the very good category because at first they thought that this KPI study program was only for broadcasting, the intention was only to lecture to become a teacher. preachers only, but as the lectures go on they feel they will be interested when there is practice in learning each subject, both in the fields of communication science, journalism and public relations. So that students feel very lucky and grateful and feel happy with lecturers who have a variety of knowledge.

Based on the description above, the researcher can conclude that students' perceptions of the quality of the study program, the head of the study program, lecturers of the KPI study program and also the curriculum should pay more attention to subjects related to the KPI study program and all student perceptions

are categorized as good. However, administrative and academic services as well as infrastructure facilities still need evaluation to be improved again because from student perceptions there are still inadequate every movement in carrying out activities in the learning process to be even more adequate. For example, the study program should improve the facilities of the KPI study program, especially the existence of a laboratory to increase the knowledge of the KPI study program and reactivate the studio that supports the KPI study program. In addition, the Institute is also expected to be able to realize quality lectures with the fulfillment of infrastructure that supports journalistic or broadcasting activities.

#### **D. Conclusion**

Based on the results of research on student perceptions in choosing the KPI study program, FDIK IAIN Padangsidempuan is in the good category. And also there are things that need to be improved: the quality of the infrastructure that supports the facilities in the learning process at the KPI FDIK IAIN Padangsidempuan study program.

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