

Student Motivation for Choosing KPI Study Program at FDIK IAIN

Padangsidempuan

Nurfitriani M.Siregar,S.Sos.I.,M.kom.I

Ifitsiregar17@gmail.com

UIN Syahada Padangsidempuan

This study discusses the motivation of students to choose the KPI study program at FDIK IAIN Padangsidempuan. The research method used is descriptive qualitative. The results of research conducted by researchers from data obtained in the field, that the factors that influence students to choose the Islamic Broadcasting Communication Study Program, Faculty of Da'wah and Communication Studies are influenced by internal factors and external factors. The internal factors that influence the motivation of students to choose the Islamic Broadcasting Communication Study Program are the aspiration to become a journalist, broadcaster and public speaking believer, wanting to deepen their religious knowledge and develop their interests and talents from within, and external factors that influence the motivation of students to choose the Study Program. Islamic Broadcasting Communication is the encouragement of parents who want to send their children to universities with Islamic nuances, the encouragement of their friends and relatives and even their ustadzah or teachers when they want to choose a study program formation, the costs are relatively cheap and affordable for parents to put their children in college, this is a which is the reason students are motivated to choose the Islamic Broadcasting Communication Study Program.

Keywords: motivation

A. INTRODUCTIONS

In today's world of education, it is critical to play a role in improving the quality of human resources by obtaining higher education and a better professional level with various abilities or fields of interest, such as law, economics, technology, and socio-culture, particularly when entering education. college education, to be precise.

A person is often subjected to a variety of choices. Determining a choice or decision after serious consideration is similar to determining the best course of study. Choosing the correct study program is critical in reaching future goals, as it motivates people to strive for the best and enjoy everything they have, because motivation makes it easier to choose a study program and gain knowledge.

The Islamic Broadcasting Communication Study Program is a study program at the Faculty of Da'wah and Communication Studies at IAIN Padangsidempuan which was established since the transition from the Tarbiyah Faculty of IAIN North Sumatra Padang Sidempuan to STAIN Padangsidempuan in 1997. The Islamic Broadcasting Communication Study Program began accepting students in 1998 which was the new academic year since it changed to STAIN Padangsidempuan.

The Islamic Broadcasting Communication Study Program continued to contribute to the advancement of Islamic broadcasting communication science until the transformation of STAIN Padangsidempuan into IAIN Padangsidempuan in 2014, which was immediately inaugurated by the Minister of Religion at the time, namely Dr. Surya Dharma Ali on January 6, 2014.

During the 24 years this study program has operated, it has had alumni who are active in various fields of professional work, ranging from civil servants, entrepreneurs, preachers, extension workers, journalistic staff in government and lecturers at various universities.

On December 22, 2020, the SK Ban-PT KPI Study Program gained Accreditation A (Superior) with SK No. 8505/SK/BAN-PT/Akred/S/XII/2020, which is considered to be a breath of fresh air for the KPI Study Program's growth both in terms of quality, especially in terms of student quantity.

The KPI Study Program is not encouraging in terms of student number; however, it is envisaged that the attainment of Accreditation A would contribute positively to the development of the study program or institution. In fact, when compared to the amount of new student registrations for 2021, it isn't as substantial. According to one of their pupils, they chose the Study Program based on their own initiative as well as their parents' encouragement. Students have a variety of motivations for picking the study program they choose. Indeed, when picking something, you must thoroughly consider it before acting, especially if it is related to your educational level.

Other observations made by researchers based on data collected from the Head of the Academic Sub-department suggest that the number of students accepted did not increase greatly from year to year, but increased and declined. Although there were 23 students in 2019, there were 27 students in 2020, and only 23 students in 2021, indicating a drop and only occupying one lecture room. The number of rooms for each study program shows this: the Islamic Broadcasting Communication Study program (KPI) only has three rooms in semesters III, V, and VII. Nonetheless, the Islamic Communication and Broadcasting Study Program is regularly ranked second year after year.

So it is very different from the conditions in Java, for example at UIN Syarif Hidayatullah Jakarta KPI Study Program is the favorite study program chosen by prospective students as quoted in Kompas.com (Heru Susilo, 2021). State High School (SNMPTN).

In general, KPI Study Programs on Java Island, Riau Islands are among the most favorite Study Programs, supported by the number of students enrolled in the Study Programs, much different from the KPI Study Programs in North Sumatra, especially at IAIN Padangsidempuan, which still lacks interest even though the accreditation has already received an A. Judging from the lack of enthusiasts In this study program, it is certain that every student has factors that motivate them in choosing the KPI FDIK IAIN Padangsidempuan study program, this is related to the word of Allah SWT in Qs. Ar-ra'd/13:11 which means:

"Angels defend him (man) from front and rear at all times. By Allah's command, they guard it. Allah would not improve a people's situation until they improve their own. And if Allah wills evil for a people, no one will be able to stop it, and they will have no protector save Allah."

Based on this verse it is explained that changes in the condition of a people can change because the people themselves want to change, both in general in aspects of their lives, both in individual and group life, hereby becomes a motivation, encouragement in each individual to always act and think in realizing all needs both physical and spiritual in the form of fulfilling special obligations in studying for a better future life.

Basically every student has a driving factor in choosing a particular study program in accordance with expectations, both internal factors such as interests, talents and external factors such as encouragement from parents, friends and the environment, that the study program they take can support the educational process in the future and get a good job.

The force that drives individual activities is called motivation which shows a correction in the individual that drives or moves the individual. For example, the need for food drives a person to work hard at farming, catching fish or doing other jobs to get food or money to buy food. The need for social recognition encourages a person to make various efforts in social activities to get a position in society.

Based on some of the problems above, motivation is needed by someone, with motivation someone will be encouraged to take an action, so that someone will achieve the goals to be achieved such as in terms of studying and determining a decision in his life, a study of Student Motivation in Choosing Study Programs is needed. KPI at FDIK IAIN Padangsidempuan, so that the problem can be answered and get a solution.

B. Theory Foundation

1. Motivation

a. Definition of Motivation

Motivation is a condition in a person's personality that is able to encourage individuals to carry out certain activities to achieve a goal that is actualized in

behavior/deeds to get a target or achievement. The word motivation comes from English, namely motive or motive which means motion or something that moves. Motive is a state in a person's personality that encourages him to carry out activities.

Motivation is a driver of behavior towards a goal by reason of a need. Therefore, motivation can be defined as an effort that encourages someone to do something. Motives can mean being a driving force from within and within the subject to carry out certain activities in order to achieve a goal. Even the words of this motif can be interpreted as an internal condition (preparedness). So motivation can be interpreted as an effort that functions as a driving force that has become active. Motives become active at certain times, especially when the need to achieve goals is urgent.

According to Mc. Donald's motivation is a change in energy in a person which is characterized by the emergence of "feeling" and is preceded by a response to the existence of a goal. From the understanding put forward by Mc. This Donald creates a very important element, including:

That motivation initiates a change in energy in each individual human being. The development of motivation will bring about some energy changes in the neurophysiological system that exists in the human organism. Because it involves changes in human energy (although this motivation arises from within humans), its appearance will involve human physical activities.

Motivation grows by being marked by the emergence, feeling / eileen, one's affection. In this case, motivation is relevant to psychological, affective and emotional issues that can determine human behavior.

As a result of the goal, motivation will be heightened. In this example, motivation is a reaction to an action, namely achieving a goal. Although motivation comes from within a person or human being, it can be sparked or supported by other factors, such as the objective in this example. This objective will be driven by requirements. Motivation is a complex phenomenon, as evidenced by the three aspects listed above. Motivation will induce a shift in the energy that exists in humans, causing it to become linked to psychological

symptoms, feelings, and emotions, prompting them to act or do something, all of which is motivated by a need or want.

Motivation will be stimulated because of the purpose. So motivation in this case is actually a response to an action, namely a goal. Motivation does arise from within a person or human being, but its emergence can be stimulated/encouraged by other elements, in this case the goal. This goal will be related to needs. With the three elements above, it can be said that motivation is a complex thing. Motivation will cause a change in the energy that exists in humans, so that it will be related to the problem of psychological symptoms, feelings and emotions, to then act or do something, all of this is driven because of the purpose of need or desire.

Motivation is a term used in general and social psychology to describe efforts to create conditions that allow a person to perform something without force or control. As mentioned by the Marquis, athletic activities can be influenced by motivation, as evidenced by the observations or descriptions above. Explaining the term motivation (motivation) etymologically, it originates from the Latin word *movere*, which means to move (to move). Giving motives, producing motives, or things that give rise to encouragement or conditions that produce encouragement are all abbreviated as motivation in English. Furthermore, according to Walgito, the strength of a person's motives determines his motivation. As a result, the concept of motive is inextricably linked to the issue of motivation. It can be summarized as follows:

Based on the description above, the concept of motive contains the following meanings:

- 1) The motive is the driving force from within the individual,
- 2) the motive is the cause of the activity, and
- 3) the motive is directed to achieve certain goals. Thus the motive can be defined as the driving force from within the individual as the cause of activity, which is directed to achieve certain goals.

Sardiman (2004) explains, motivation has a number of underlying properties, namely:

- 1) It is an individual phenomenon, meaning that each individual is unique, and this fact must be remembered in motivation research.
- 2) Motivation is intentional, meaning that if an employee carries out an action, then This is because the person consciously has chosen the action.
- 3) Motivation has various phases. Scholars have analyzed various aspects of motivation, including how it is generated, how it is directed, what influences cause its persistence, and how it can be stopped.

Berendoom and Steiner in Walgito (2010), define motivation as a mental condition that encourages activity and provides energy that leads to the achievement of needs to satisfy or reduce imbalances. Psychological processes arise caused by factors within a person himself called intrinsic and extrinsic. Factors within a person can be in the form of personality, attitudes, experience and education, or various expectations, ideals that reach into the future while factors from outside can be caused by various other very complex factors. But both extrinsic factors and intrinsic motivational factors arise due to stimulation.

Motivation is a series of activities and efforts that can have a positive influence on someone to do something. The same thing was also stated by Brown (2000) where he described motivation as an effort made by someone to achieve the intended goal. So it is clear that motivation is absolutely necessary. So that motivation will encourage someone to try harder to get success in what they do. Thus, motivation requires a cognitive response, namely the drive to achieve success in learning academically and to benefit from the learning activities they do. Furthermore, the existence of learning motivation will make students focus on learning either to understand or the willingness to be involved in every learning activity as well as the willingness to carry out other activities needed to support learning.

Another word for motivation is motivate, which meaning to encourage or to move in English. The power within an organism that motivates it to act is known as motive (driving force). Motives are interconnected with other elements,

both external and internal, and do not exist in isolation. Motives are influenced by various factors. Motivation, according to Michael J. Jucius, is an activity that involves encouraging someone or oneself to do something. Motivation is a psychological symptom that manifests itself as an impulse in a person to take action toward a specific goal. Motivation can also take the shape of actions that move a person or a group of people to take action.

2. Concept of Motivation

The concept of motivation described by Suwanto is as follows:

- a. Traditional Model To motivate employees to increase their work passion, it is necessary to apply an incentive system in the form of money or goods to employees who excel.
- b. Human Relations Model To motivate employees to increase their morale is to recognize their social needs and make them feel useful and important.
- c. The Human Resources Model Employees are motivated by many factors, not just money or goods but also the need for achievement and meaningful work.

3. Various Kinds of Motivation

Psychologists try to classify or classify the motivations that exist in humans into several groups according to their opinion. So this motivation can be seen from various points of view, among others:

a. Motivation is seen from the basis of its formation

1) Innate motives

What is meant by innate motives are motives that are brought from birth, so motivation exists without being studied. This motive is also called "physiological drives". Examples: urges to eat, drink, work, rest, and sexual urges

2) Learned

motives means the motives that arise because they are learned. Frandsen termed this motive the "affiliative needs". Example: the urge to learn a science, the urge to teach something in society.

b. Types of motivation according to the division of Woodworth and marquis

1. Organic needs, namely motivation related to internal needs, such as eating, drinking, moving, resting, sleeping and so on.
2. Emergency motivation, which includes the urge to save oneself, the urge to retaliate, the urge to try and so on. This type of motivation arises because of external stimuli.
3. Objective motivation, namely motivation directed to certain objects or goals around us. Examples: need for exploration, manipulation, interest. This type of motivation arises because of the urge to deal effectively with the world.

c. Intrinsic and extrinsic motivation

1. Intrinsic motivation

Intrinsic motivation is a motive that becomes active or functions without the need for external stimulation. Because everyone has a strong desire to do something. For example, a person who enjoys reading has been diligently hunting for books to read without being told.

2. Extrinsic motivation

Motives that are active and function because of external stimuli are referred to as extrinsic motivation. For example, a student is studying because he knows he will have an exam tomorrow and wants to earn good scores so that he will be praised by others.

4. Functions of Motivation

There are several functions of motivation, including:

- a. Encouraging humans to act, so as a mover or motor that releases energy, motivation in this case is the driving motive for everything that is done.

- b. Determine the direction of action, namely the direction of the goal to be achieved.
- c. Selecting actions, namely determining what actions must be done in harmony in order to achieve the goal. By setting aside actions that are not useful for that purpose. In addition, motivation is also considered very important in learning and learning efforts in terms of function, value and benefits. The teacher is responsible for implementing the learning system so that it works well. The success depends on the teacher's efforts to generate student learning motivation. In addition, motivation can function as a driver of effort and achievement.

5. Purpose of Motivation

The purpose of motivation, in general, is to move or inspire someone to increase their desire and readiness to do something in order to attain particular results or goals.

- a. The goal of motivation for a manager is to get employees or subordinates to enhance their work performance so that the organization's goals can be met.
- b. The purpose of motivation for a teacher is to drive or spur pupils to enhance their desire and willingness to improve learning success so that educational goals are met as expected and outlined in the school curriculum. If the goals are clear, focused on those who are inspired, and suited to the needs of the motivated individual, motivational acts will be more successful. As a result, anyone providing motivation must have a thorough understanding of the individual being motivated's life history, needs, and personality.

6. Communication Process in Communication

Theory Newcomb's Symmetry Theory

Social psychologist Theodore M. Newcomb suggests that efforts to influence others are a function of one's attractiveness to others. In this case, Newcomb's theory is more of a theory of attraction between individuals than a

theory of attitude change. If we fail to achieve symmetry through communicating with another person about an object that is important to us, then we can then change our attitude toward both that person and the object in question to create symmetry.

Newcomb's model deals with two people and the communication between them he labels A and B and still labels X, the same as Heider to represent their attitude objects. Like Heider he assumes the human need for consistency which is called a constant tension against symmetry. If A and B disagree about X the amount of tension on symmetry will be on the symmetry on A's part of B over their attitude toward X, the probability that symmetry will be achieved, and the possibility of a communication between A and B about X. The last point is certainly the focus of our attention. . Newcomb said "the probability direction of symmetry A to B in regard to X will vary as a dual function of the perceived difference (e.g. against the perceived symmetry) with its valence with respect to B and with its valence with respect to X".

However, for a change in attitude to occur, a person must relate to information that is different from his current attitude. Newcomb's theory of symmetry predicts that the more A is attracted to B (a person or group), the greater the change in opinion on A's side of B's position.

7. Factors Affecting Motivation

The factors that influence a person's motivation include:

a. Intrinsic Factors

Intrinsic motivation refers to motives that become active or function without the need for external stimulation because everyone has a desire to perform something. Someone who enjoys reading, for example.No one needs to tell or encourage him to read; he is already attentive in his search.there are books to read. the goals that can be found in the act of learning. For instance, a student studies because he wants to obtain knowledge, values, or skills."Pupil needs and goals are met by intrinsic motivations, which are inherent in learning circumstances." As a result, intrinsic motivation can also be defined as a type of motivation in which learning activities are launched and sustained as a result of an internal drive that is

inextricably linked to learning activities. A student, for example, wants to know everything because he wants to be praised or rewarded, not because he wants to be praised or rewarded.

b. Extrinsic Factors

Motives that are active and functioning as a result of external stimuli are referred to as extrinsic motivation. For example, a person might study because he knows an exam is coming up the next morning, hoping to do well so that his partner or friend will compliment him. So it's not so much about learning to want to know something as it is about getting a good grade or a prize. As a result, while looking at the purpose of the activities he engages in, it does not immediately correspond to the substance of what he does. Extrinsic motivation can thus be defined as a type of motivation in which learning processes are started and maintained as a result of external motivation.

B. Discussion

Qualitative research is a process of investigation and comprehension based on a methodology that explores a social phenomena or human situation. Qualitative research is defined as a method of gathering descriptive information from people and observable behavior in the form of written or spoken words. A descriptive approach was used in this investigation. As a result, a descriptive technique is study that describes or describes what is natural about an object, not altered by researchers. According to the aforementioned viewpoint, the research conducted is not only limited to data and information gathering, but is also continued and evaluated in order to determine the motivation of students to enroll in the Islamic Broadcasting Communication Study Program.

From the results of the interview above regarding the motivation of students in choosing the Islamic Broadcasting Communication study program, it can be concluded that, basically, student motivation is different in choosing a study program, it is based on three main things in the element of motivation, namely motivation is a function of driving ability, effort and desire. . Ability is the capacity that a person has to do or complete a job, for example, the motivation of Islamic Broadcasting Communication students in choosing the KPI Study

Program is based on a link between internal and external factors. Effort is the time, energy, motion that each individual spends to achieve his desires. While desire is hope, will, impulse, urge to achieve something so that it can be said that motivation. Students' motivation in choosing KPI study programs is based on the impulse or action that arises in them consciously or unconsciously to take an action with a specific purpose.

According to researchers from the data obtained in the field, the factors that influence students choosing the Islamic Broadcasting Communication Study Program, Faculty of Da'wah and Communication Studies are influenced by internal factors and external factors. The internal factors that influence the motivation of students to choose the Islamic Broadcasting Communication Study Program are the aspiration to become a journalist, broadcaster and public speaking believer, wanting to deepen their religious knowledge and develop their interests and talents from within, and external factors that influence the motivation of students to choose the Study Program. Islamic Broadcasting Communication is the encouragement of parents who want to send their children to universities with Islamic nuances, the encouragement of friends and relatives even their ustadzah or teachers when they want to choose the formation of a study program, the costs are relatively cheap and affordable for parents to put their children in college, this is a which is the reason students are motivated to choose the Islamic Broadcasting Communication Study Program.

C. Conclusion

Motivation can be interpreted as the actualization of individual strengths that can activate and direct behavior which is the embodiment of an integrated interaction between motives and needs with the observed situation and can function to achieve the goals expected by the individual, which takes place in a dynamic process. Based on the research that has been carried out, it can be concluded that the results and discussions that have been stated previously, it can be concluded that:

Internal and external factors influenced student motivation in choosing the Islamic broadcasting communication study program at IAIN Padangsidimpuan's

faculty of da'wah and communication science, where internal and external factors influenced students' effort, encouragement, hope, and desire to achieve their goals after graduating from the department of communication broadcasting Islam. Internal factors that boost in themselves and the impulses that arise within themselves without any coercion or invitation from other parties, as well as the desire to achieve their goals after graduating from the Department of Islamic Broadcasting Communication, Faculty of Da'wah and Communication Studies, are the most important factors in motivating students to choose the study program broadcasting communication islam faculty of propaganda and communication science IAIN Padangsidempuan. External elements that influence pupils' decision-making.

BIBLIOGRAPHY

- Atkinson, R. A. Pengantar Psikologi. Jakarta : Erlangga,1979.
- Arep, Ishak dan Hendri Tanjung. (2004). Manajemen Motivasi. Jakarta. PT. Grasindo.
- Bernaus, M., Wilson, A. and Gardner, R.C., 2009. Teachers' motivation, classroom strategy use, students' motivation and second language achievement.
- Brophy, J., 2013. Motivating students to learn. Routledge.
- DeVito, J. A. The interpersonal communication book (11th Ed). Boston: Pearson Education Inc,2007.
- Hasil Observasi, Hotmaida Daulay warga Tapanuli Selatan, Jum'at, 12 Maret 2021.
- Herususilo, Yohanes Enggar, 10 Prodi Favorit UIN, IAIN, dan STAIN Berdasarkan SPAN-PTKIN 2020,
<https://www.kompas.com/edu/read/2020/04/11/114440571/10-prodi-favorit-uin-iaian-dan-stain-berdasarkan-span-ptkin-2020?page=all> , diunggah pada Senin, 22 Maret 2021. Pukul 15.30 WIB.
- Irwanto, Psikologi Umum, (Buku PANDUAN mahasiswa). Jakarta: PT. Prenhallindo, 2002.
- J. Severin, Werner. James W. Tankard, Jr. (2011). Teori Komunikasi: Sejarah, Metode, Terapan di Dalam Media Massa, Edisi Ke 5. Jakarta: Kencana
- Kadji, Yulianto. 2012. Tentang Teori Motivasi, Jurnal INOVASI. Volume 9, No.1. hal: 1 Koontz, H. 2001. Manajemen. Jakarta: Penerbit Erlangga
- Marimin, Prof. Dr. Ir., Tanjung, Hendri, Ph.D, Prabowo, Haryo, M.M. (2006). Sistem Informasi Manajemen Sumber Daya Manusia. Jakarta : PT. Grasindo
- Mulyana, D. Teori komunikasi: perspektif, ragam, dan aplikasi. Bandung: PT Remaja Rosdakarya, 2002
- Notoatmodjo, S. 2010. Metodologi Penelitian Kesehatan. Jakarta: Rineka Cipta
- Nurdin, Irfan Bahar. 2018. Faktor-Faktor Motivasi Kerja Pada Karyawan Lembaga Huda Group Di Kecamatan Tamansari Kabupaten Bogor. Islamic Management; Journal Manajemen Pendidikan Islam, Vol.I, No.1.

- Saleh, Adnan A. Pengantar Psikologi. Aksara Timur: Makassar ,2018.
- .Shambodo, Yeodo. 2020. Faktor Yang Mempengaruhi Persepsi Khalayak Mahasiswa Pendetang Ugm Terhadap Siaran Pawartos Ngayogyakarta Jogja TV. Jurnal Al Azhar Indonesia Seri Ilmu Sosial. Vol.1, No. 2
- Sriyanto, Agus, Jurnal Dakwah dan Komunikasi, Vol. 3 No. 2 Juli-Desember 2018
- Sobur, Alex, Psikologi Umum,Bandung: Pustaka Setia, 2016
- Rakhmat, Jalaluddin, Psikologi Komunikasi,Bandung: Remaja Rosdakarya, 2003
- Rakhmat, Jalaluddin, Psikologi Komunikasi. Bandung: PT Remaja Rosdakarya, 2008
- Torang, Syamsir, Organisasi & Manajemen, Bandung: Alfabeta, 2014
- Usman, Husaini, Manajemen: Teori Praktik dan Riset Pendidikan, Jakarta: Bumi Aksara, 2009
- Danim, Sudarwan, Motivasi Kepemimpinan & Efektivitas Kelompok,Jakarta: Rineka Cipta, 2004
- Yunus, Kepemimpinan Pendidikan,Ciamis: Unigal, 2007
- David, Keith dan John Newstrom, Perilaku dalam Organisasi, Jilid I,Jakarta: Erlangga, 1994
- Sugiyono, Metode Penelitian Kuantitatif, Kualitatif, dan R&D.Bandung: Alfabeta, 2013.
- Sugiyono, Metode Penelitian Bisnis. Bandung : Pusat Bahasa Depdiknas, 2003.
- Yuniarti, Y. N.Hubungan Persepsi Efektivitas Komunikasi . SKRIPSI ,2009.