

ABSTRAK

PENGARUH KETERAMPILAN KOMUNIKASI MAHASISWA TERHADAP KEBERHASILAN MELAKSANAKAN PROGRAM PEJUANG MUDA KEMENTERIAN SOSIAL (Studi Kasus Pada Mahasiswa Peserta Program Pejuang Muda Tahun 2021)

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(xv + 5 bab + 119 hal + 7 gbr + 51 tabel + 2 bgn + 13 lampiran + 44 pustaka 2011-2021)

Keterampilan komunikasi merupakan *skill* penting yang dibutuhkan para mahasiswa peserta program Pejuang Muda Kementerian Sosial untuk bekerjasama dengan masyarakat dan melibatkan berbagai pemangku kepentingan guna menciptakan perubahan sosial. Namun dari hasil pengamatan peneliti yang juga sebagai peserta program Pejuang Muda masih ditemukan sebagian mahasiswa yang minim keterampilan komunikasinya, sehingga mempengaruhi keberhasilan dalam melaksanakan program. Beberapa permasalahan tidak akan terjadi jika seluruh mahasiswa memahami pentingnya keterampilan komunikasi. Tujuan penelitian ini untuk mengetahui (1) besarnya keterampilan komunikasi mahasiswa peserta program Pejuang Muda Kementerian Sosial, (2) besarnya keberhasilan melaksanakan program Pejuang Muda Kementerian Sosial, (3) pengaruh keterampilan komunikasi mahasiswa terhadap keberhasilan melaksanakan program Pejuang Muda Kementerian Sosial. Teori penelitian yang digunakan adalah Teori Akomodasi Komunikasi. Menggunakan pendekatan kuantitatif dengan metode analisis regresi linier sederhana. Populasi berjumlah 5.140 mahasiswa dan sampel yang didapatkan sebanyak 98 responden menggunakan teknik *purposive sampling*. Hasil penelitian ini adalah (1) diperoleh nilai rata-rata keterampilan komunikasi mahasiswa sebesar 65 dengan persentase 41% berada dalam kategori "Sangat Tinggi", (2) nilai rata-rata keberhasilan melaksanakan program Pejuang Muda Kementerian Sosial sebesar 84,6 dengan persentase 34% berada dalam kategori "Tinggi", (3) keterampilan komunikasi mahasiswa berpengaruh positif dan signifikan terhadap keberhasilan melaksanakan program Pejuang Muda Kementerian Sosial. Dibuktikan dari hasil uji regresi linier sederhana diperoleh nilai $Sig\ 0,000 < 0,05$ maka H_a diterima. Koefisien korelasi sebesar 0,746 menunjukkan hubungan antar variabel dalam kategori "Kuat" dengan nilai positif. Besarnya pengaruh keterampilan komunikasi mahasiswa terhadap keberhasilan melaksanakan program Pejuang Muda Kementerian Sosial adalah 55,6%. Sedangkan sisanya 44,4% dipengaruhi faktor-faktor selain yang diteliti. Diperoleh persamaan regresi $Y = 18,225 + 1,026X$.

Kata kunci: Keterampilan Komunikasi, Keberhasilan, Program Pejuang Muda.

ABSTRACT

THE INFLUENCE OF STUDENT COMMUNICATION SKILLS ON THE SUCCESS OF IMPLEMENTING YOUNG FIGHTERS PROGRAM OF THE MINISTRY OF SOCIAL (Case Study on Students Participating the Youth Fighters Program in 2021)

*(xv + 5 chapters + 119 pages + 7 pictures + 51 tables + 2 charts + 13 attachment +
44 library 2011-2021)*

Communication skills are important skills needed by students participating in the Ministry of Social's Young Fighters program to work with the community and involve various stakeholders to create social change. However, from the observations of researchers who are also participants in the Young Fighters program, it is still found that some students lack communication skills, thus affecting the success in implementing the program. Some problems will not occur if all students understand the importance of communication skills. The purpose of this study is to determine (1) the amount of communication skills of students participating Young Fighters program of the Ministry of Social, (2) the amount of success of implementing Young Fighters program of the Ministry of Social, (3) the influence of student communication skills on the success of implementing Young Fighters program of the Ministry of Social. The research theory used is Communication Accommodation Theory. Using a quantitative approach with a simple linear regression analysis method. The population is 5,140 students and the sample obtained is 98 respondents using the purposive sampling technique. The results of this study are (1) the average value of student communication skills is 65 with a percentage of 41% which is in the "Very High" category. (2) the average score of success in implementing Young Fighters program of the Ministry of Social is 84.6 with a percentage of 34% being in the "High" category. (3) there is a positive and significant influence between student communication skills on the success of implementing Young Fighters program of the Ministry of Social. It is proven from the results of a simple linear regression test showing a significance value of $0.000 < 0.05$ then H_a is accepted. The correlation coefficient of 0.746 indicates the relationship between variables in the "Strong" category is positive. The magnitude of the influence of student communication skills on the success of implementing Young Fighters program of the Ministry of Social is 55.6%. While the remaining 44.4% is influenced by factors other than those studied. The regression equation $Y = 18.225 + 1.026X$ is obtained, the higher the student's communication skills, the higher the success of implementing Young Fighters program of the Ministry of Social.

Keywords: *Communication Skills, Success, Young Fighters Program.
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