

ABSTRAK

Annisa Nur Hanifah : *Pengaruh Pemberitaan Kampusiana Lpm Suaka terhadap Minat Keikutsertaan Ormawa (Studi Pada Mahasiswa Jurnalistik UIN Bandung angkatan 2025).*

Partisipasi mahasiswa dalam organisasi kemahasiswaan di UIN Sunan Gunung Djati Bandung menunjukkan kondisi yang memprihatinkan. Berdasarkan riset LPM Suaka tahun 2024 terhadap 395 mahasiswa, hanya 35,9% yang tertarik terlibat dalam organisasi intra kampus, sementara 64,1% menyatakan tidak tertarik. Mahasiswa yang aktif berpartisipasi tercatat hanya 20,3%, dan yang pernah berpartisipasi namun tidak lagi aktif sebesar 17%. Rendahnya minat ini diduga berkaitan dengan kurangnya informasi kegiatan organisasi yang sampai kepada mahasiswa.

Penelitian ini bertujuan mengukur seberapa besar pengaruh frekuensi, durasi, dan atensi mahasiswa dalam membaca pemberitaan Kampusiana terhadap minat keikutsertaan mereka dalam kegiatan organisasi kemahasiswaan. Secara spesifik, penelitian ini ingin mengetahui dimensi mana yang paling dominan dalam membentuk minat berorganisasi pada mahasiswa Program Studi Jurnalistik angkatan 2025 UIN Bandung. Hasil penelitian diharapkan dapat memberikan kontribusi bagi pengembangan strategi komunikasi kampus.

Penelitian ini menggunakan teori Stimulus-Organism-Response (S-O-R) yang menempatkan pemberitaan Kampusiana sebagai stimulus, mahasiswa sebagai organism yang mengolah pesan, dan minat keikutsertaan sebagai response. Variabel bebas diukur melalui konsep terpaan media yang meliputi frekuensi, durasi, dan atensi. Sementara variabel terikat yaitu minat keikutsertaan organisasi diukur menggunakan model AIDA (Attention, Interest, Desire, Action).

Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada 103 mahasiswa Jurnalistik angkatan 2025 sebagai sampel penelitian. Analisis data dilakukan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, dan analisis regresi linear berganda untuk mengetahui arah dan besaran pengaruh antar variabel yang diteliti.

Hasil penelitian menunjukkan persamaan regresi $Y = 13,445 + 0,767X_1 - 0,584X_2 + 1,958X_3$, yang berarti frekuensi dan atensi berpengaruh positif terhadap minat, sedangkan durasi berpengaruh negatif. Atensi menjadi faktor paling dominan dengan koefisien 1,958. Secara simultan, ketiga variabel berpengaruh signifikan dengan nilai R Square 0,709 (70,9%). Disarankan agar LPM Suaka mengemas pemberitaan lebih ringkas dan menarik, serta Ormawa lebih proaktif menjalin kerja sama publikasi.

Kata Kunci: Pemberitaan Kampusiana, LPM Suaka, Terpaan Media, Minat, Organisasi Kemahasiswaan

ASTRACK

Annisa Nur Hanifah : The Influence of Kampusiana News from the Suaka Student Student Press on Interest in Student Organization Participation (A Study of Journalism Students from the Class of 2025 at UIN Bandung).

Student participation in student organizations at UIN Sunan Gunung Djati Bandung is concerning. Based on a 2024 LPM Suaka study of 395 students, only 35.9% expressed interest in participating in intra-campus organizations, while 64.1% stated they were not interested. Only 20.3% of students actively participated, and 17% had previously participated but were no longer active. This low level of interest is likely related to the lack of information about organizational activities reaching students.

This study aims to measure the influence of the frequency, duration, and attention students receive in reading Kampusiana news on their interest in student organization activities. Specifically, this study aims to determine which dimensions are most dominant in shaping organizational interest among Journalism Study Program students from the Class of 2025 at UIN Bandung. The research findings are expected to contribute to the development of campus communication strategies.

This study utilizes the Stimulus-Organism-Response (S-O-R) theory, which positions Kampusiana news coverage as the stimulus, students as the organisms processing the messages, and interest in participation as the response. The independent variable is measured through the concept of media exposure, which includes frequency, duration, and attention. The dependent variable, interest in organizational participation, is measured using the AIDA (Attention, Interest, Desire, Action) model.

The study employed a quantitative approach with a survey method. Data were collected through questionnaires distributed to 103 Journalism students from the class of 2025 as the sample. Data analysis was conducted using validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis to determine the direction and magnitude of the influence between the variables.

The results showed a regression equation of $Y = 13.445 + 0.767X_1 - 0.584X_2 + 1.958X_3$, indicating that frequency and attention have a positive effect on interest, while duration has a negative effect. Attention was the most dominant factor, with a coefficient of 1.958. Simultaneously, all three variables had a significant effect, with an R-square value of 0.709 (70.9%). It is recommended that LPM Suaka present more concise and engaging news reports, and that student organizations be more proactive in establishing publication collaborations.

Keywords: Kampusiana News, LPM Suaka, Media Exposure, Interest, Student Organizations