



REJANG LEBONG DISTRICT STUDENTS' PERCEPTION OF ISLAMIC COMMUNICATION AND BROADCASTING PROGRAM IAIN CURUP

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Kata kunci:
Persepsi,
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Abstrak

Sebagai program studi tertua di IAIN Curup, Program Studi Komunikasi dan Penyiaran Islam, juga harus berbenah dalam meningkatkan kualitasnya baik fasilitas yang mendukung kegiatan dosen maupun mahasiswa, diantaranya mengupayakan berdirinya laboratorium penyiaran yang dilengkapi alat-alat pendukung, seperti broadcasting untuk praktek mahasiswa, juga ada radio Pesona FM yang mana penyiaran didominasi mahasiswa aktif KPI. Unsur pendukung lainnya merupakan fasilitas yang sangat membantu dosen dan mahasiswa dalam penyiaran. Namun di lihat dari tiga tahun belakangan ini jumlah mahasiswa KPI mengalami penurunan, pada tahun 2019 berjumlah (89) delapan puluh sembilan mahasiswa, tahun 2020 (79) tujuh puluh sembilan mahasiswa dan masuk tahun 2021 jumlah mahasiswa KPI mengalami penurunan yaitu (50) lima puluh orang mahasiswa saja, Dalam tiga tahun terakhir terjadi penurunan jumlah mahasiswa, sehingga diperlukan keterangan yang mendalam tentang hal ini, sehingga akan di uji di lapangan persepsi siswa SMA sederajat tentang prodi KPI IAIN Curup. Metode yang digunakan dalam penelitian ini adalah penelitian kualitatif dengan pendekatan eksploratif. Tujuan dari penelitian eksploratif adalah untuk memproduksi generalisasi yang diturunkan dari proses induktif tentang grup, proses, aktivitas, atau situasi yang dipelajari. Dari hasil penelitian dapat di gambarkan bahwa persepsi siswa SMA sederajat tentang prodi KPI bahwa mereka secara umum belum mengenal Prodi ini dan hanya beberapa siswa yang mengenal seperti siswa SMK yang melakukan magang di Prodi KPI, hal ini di karenakan kurangnya promosi serta tidak adanya kegiatan mahasiswa KPI seperti dakwah to school sebelum pandemi covid-19 sebelumnya.



Keywords:

Perception,
High school
student, KPI
Study
Program

Abstract

As the oldest study program, the Islamic Communication and Broadcasting Study Program as the oldest study program at IAIN is quite curvy, it must also improve the quality of both the facilities that support the activities of lecturers and students, including seeking to establish a broadcasting laboratory equipped with supporting tools, such as broadcasting for student practice, there is also Pesona FM radio where the broadcast is dominated by active KPI students. Other supporting elements are facilities that really help lecturers and students in broadcasting. However, in the last three years the number of KPI students has decreased, in 2019 there were (89) eighty-nine students, in 2020 (79) seventy-nine students and entering 2021 the number of KPI students has decreased, namely (50) fifty only students. In the last three years there has been a decrease in the number of students, so in-depth information is needed on this matter, so that it will be tested in the field on the perceptions of high school students on the same level about the IAIN Curup KPI study program. The method used in this research is qualitative research with an exploratory approach. The goal of exploratory research is to produce generalizations derived from inductive processes about the group, process, activity, or situation being studied. From the results of the study it can be described that the perceptions of high school students about the KPI study program are that they are generally not familiar with this study program and only a few students do, such as vocational students who do internships in the KPI study program, this is due to a lack of promotion and no KPI student activities like preaching to school before the previous Covid-19 pandemic.

INTRUDACTION

The Islamic Communication and Broadcasting Study Program at IAIN Curup is the oldest study program, starting with the establishment of the Ushuluddin Adab and Long-distance Da'wah Faculty of IAIN Raden Fattah Palembang which is the forerunner of the current IAIN Curup. In subsequent developments, the faculty of ushluddin adab and da'wah Raden Fattah Curup continued to contribute and contribute to the development of the world of education, especially Islamic civilization in Rejang Lebong district, Bengkulu Province. This is evidenced by the influx of support from the Regional Government of Rejang Lebong, welcome and enthusiastic people to pursue education for their sons and daughters, and that's all, the buffer areas or



neighboring districts also provide positive support to ushuluddin adab and the Da'wah branch of IAIN Raden Fatah. Palembang. Over time, there have been many policy changes or the birth of new policies from the central government which have also affected many regions, one of these changes has occurred in the world of education..

From the quality of the lecturers, there has been an increase in the number from year to year with educational backgrounds in accordance with the field of Islamic Communication and Broadcasting, domestic and foreign graduates as well as lecturers who have received doctoral scholarships. In 2018 the accreditation of the Islamic Communication and Broadcasting Study Program received a very good rating or was accredited B. and this has persisted until now efforts to increase accreditation have been carried out by improving infrastructure including the Fuad TV laboratory. As a means of supporting the publication of the activities of study programs, faculties and state Islamic religious institutes in general. The number of students from year to year has increased, in 2019 totaling (89) eighty-nine students, in 2020 (79) seventy-nine students and entering 2021 the number of kpi students has decreased, namely (50) only fifty students, so In the last three years there has been a decrease in the number of students.

From the campus, through the FUAD Faculty, they always carry out outreach either directly to the location to the equivalent Senior High School (SMA) within the Rejang Lebong district or from outside the Rejang Lebong district with the aim that the Islamic Communication and Broadcasting Study Program is better known to the community, especially among high schools Equal so that the community and students have the correct perception of Islamic communication and broadcasting study program, Curup State Islamic Institute and disseminate information about the study program through social media such as YouTube, Instagram, Facebook, and others. Involving elements of lecturers and students, but the number of high school students who choose the Islamic Communication and Broadcasting Study program is still not as expected and even tends to decrease.

Promotion is a sales and marketing activity in order to inform and encourage demand for products, services and ideas from companies by influencing audiences to want to buy products or services produced by companies. The existence of promotion as a strategy in communication is expected to be able to introduce and attract public



interest with the facilities and infrastructure that will be offered by the tertiary institution.

Promotion of a tertiary institution must also set a good strategy in order to achieve a desired goal. According to Onong Uchjana Effendy, strategy is planning to achieve goals, but to achieve these goals, strategy does not function as a path that only gives direction, but must be able to demonstrate its operational tactics (Onong Uchaljana Effendy, 2008).

By carrying out various kinds of promotions, this cannot be separated from the perception of various kinds of information that has been conveyed before. Perception is the process of receiving a stimulus by the individual through the senses or also called the sensory process. but the process does not just stop, but the stimulus is continued and for the next process it is a process of perception. So in the process of perception the person who is perceived will be able to influence the person who perceives it (Bimo Walgito, 2010).

Jalaluddin Rakhmat explained that perception is the experience of objects, events, or relationships that are obtained by concluding information and interpreting a message (Bimo Walgito, 2010). Dalam hal ini persepsi bisa saja sebuah pengalaman seseorang walaupun nantinya pengalaman tersebut bukan langsung di alami, namun disaat mendengarkan pendapat orang lain, disaat menginterpretasikan informasi tersebut dapat dikatakan sebagai persepsi.

From the explanation above, the existence of the Islamic Communication and Broadcasting Study Program at the Faculty of Ushuluddin, Adab and Da'wah will be a separate assessment for high school students of the same level in Rejang Lebong Regency in particular, they consider that the Islamic Communication and Broadcasting study program is a Study Program that produces alumni as lecturers and preachers only, so that in this case it will reduce student interest in the future, and this will impact on problems in the accreditation of the Islamic Communication and Broadcasting study program in the future. So it is necessary to unite the perceptions of all high school students at the same level in Rejang Lebong Regency about the existence of the Islamic Communication and Broadcasting Study Program and the prospects for alumni in the future according to the content of the subjects they are studying.



METHOD

This study uses a qualitative exploratory approach. The explorative approach according to Given as quoted by Mujiyanto is to look for important factors as factors that cause difficulties. Exploratory research can be considered as the first step that is expected to be used to formulate problems where the solution to the problem may be solved by using other types of research, for example, descriptive or explanatory. Because exploratory research is only looking for new ideas or relationships, there is no formal planning for it, so its implementation depends on the intelligence and imagination of the research worker concerned. The goal of exploratory research is to produce generalizations derived from inductive processes about the group, process, activity, or situation being studied (Mujiyanto, 2018).

Based on the methodology used by researchers, namely qualitative research which does not position theory as a tool or parameter to be tested, theory in this case functions as a method or approach to better understand scientific concepts relevant to the focus of the problem. The approach method referred to by the researcher is communication theory, group communication theory, and relevant cross-disciplinary theoretical approaches used to examine the perceptions of high school students in Rejang Lebong district about the Islamic Communication and Broadcasting Study Program.

RESULTS AND DISCUSSION

Communication As An Alternative In Providing Truth and Perception

Humans as social beings cannot be separated from various kinds of things related to themselves and the environment around them. Interaction is a way for humans to be able to socially introduce themselves before society, so that everything that is in their minds can be conveyed to others. Even though in intrapersonal communication every human being is able to solve the problems they face, this is only an alternative solution to solving them at the right time.

In social life, every human being will give and receive various kinds of information, all of that is caused by social contact, so in this case communication can occur due to processes, namely the process of contact between one individual and another individual or also called interpersonal communication.



When humans distance themselves from society, what will happen to them is a void of all information, not knowing what is happening, and all of this is impossible if a person is able to distance himself from society, because every human being needs everything, even if someone does isolation due to a number of things, for example being exposed to an epidemic, but he still communicates with anyone even if it's by using the media.

Communication is a very important requirement. Wibur Schramm said that communication and society are two words that are twins and cannot be separated from one another, because without communication it is impossible for society to be formed, because without communication it is impossible for society to be formed. Vice versa that without society it is impossible for humans to develop communication (Hafied Cangara, 2016). Leswell explained that there are three basic reasons why humans need to communicate, namely ; (Hafied Cangara, 2016)

First, there is a human desire to control the environment, so with communication every human being can find out the opportunities that exist to be utilized, maintained, and avoid things that threaten around him. With human communication can know events and events. Even with communication humans can develop knowledge, learn from experience through the information they receive in their surroundings. Second, human efforts to be able to adapt to the environment in the process of continuing a society actually depend on how the community can adapt to the environment. Adjustment here lies not only in the ability of humans to respond to all natural phenomena such as floods, earthquakes and seasons that affect human behavior, but also in the social environment where humans live in challenges. So in an environment like this, adjustments are needed, so that humans live in a harmonious atmosphere. itself in creating a balance with society.

From the three explanations above, communication cannot be separated from an individual and society, every need and desire in each individual requires another individual to fulfill it, so that humans are unable to fulfill it by doing it themselves, Prophet Adam when created, felt lonely before Eve was created , so that Allah knows what Prophet Adam needs, namely someone who can be invited to communicate.



Perception in Communication Psychology

Communication as a multidisciplinary science that has many understandings and meanings in accordance with the scientific background that gives understanding, then communication can be interpreted as a perspective of sociology, psychology, social psychology, anthropology, politics and so on. In the concept of communication science, psychology cannot be separated, even three communication experts are psychologists, Kurl Lewin, Paul Lazarzfeld and Carl I Hovland. However, communication is not a subdiscipline of psychology. Communication as a separate science that penetrates many disciplines (Salisah, 2018).

Human personality is formed and develops through communication, through communication, an individual finds himself, develops self-concept, and defines himself with the surrounding environment. The relationship will determine the quality of life itself. Failure to communicate will have a negative impact on the process of forming one's personality, therefore each individual needs his own skills and abilities so that he can communicate effectively. Communication psychology aims to understand the signs of effective communication (Salisah, 2018).

Understanding the signs in any information is a process in one's perception of that information, someone will understand the signs will be different, this assumption is called perception. Perception is also influenced by background and culture as well as knowledge, so that as explained above relates to communication, that communication will enter and absorb all knowledge, so that one's perception of something is influenced by the knowledge experience.

Definition of Perception

In the intrapersonal communication system, Desiderato explained that perception is the experience of objects, events, or also relationships that are obtained by inferring information and interpreting messages. Perception is giving meaning to sensory stimuli. The relationship between perception and sensation is clear, sensation is part of perception. However, interpreting the meaning of sensory information involves not only sensation, but also attention, expectation, motivation, and memory (Rakhmat, 2011).



Desiderato explained that perception is an experience about objects, events or relationships obtained by inferring information and interpreting messages. Perception gives meaning to sensory stimuli (sensory stimuli). Then the relationship between sensation and perception is clear. Sensation is from the perceptual division. However, interpreting the meaning of sensory information does not only involve sensation, but also requires attention, expectation, motivation and memory (Rakhmat, 2011). In a narrow sense, perception is vision, how a person sees something, whereas in a broad sense, perception is a view or understanding, that is, how a person perceives or interprets something. According to De Vito, as quoted by Alex Sobur, explains that perception is a process when one becomes aware of the many stimuli that affect one's senses (Alex Sobur, 2003).

Perception, such as sensation, is also influenced by personal and internal situational factors. David Krech and Richart S.C explain that functional and structural factors greatly influence perception, namely attention. Kenneth E Anderson explains that attention is a mental process when a stimulus or series of stimuli becomes prominent in consciousness when other stimuli weaken. Attention occurs when we concentrate on one of our sensory organs, and accommodate input through other senses (Rakhmat, 2001). Usually perception is used to express about the experience of an object or event that is experienced. Perception is considered as an influence or an impression by objects that solely use sensory observations. This perception can be defined as a process that combines and organizes our sensory data (sensing) to be developed in such a way that we can be aware of our surroundings, including being aware of ourselves (Abdul Rahman Shaleh, 2004).

In the process of communication, perception is interpreted as a response, opinion or response, so that perception is the core of communication, and if perception is not accurate, then we tend to communicate in an inaccurate way as well, resulting in ineffective communication. Interpretation is the essence of perception which is identical with decoding in the communication process (Ali Nurdin, 2013). In everyday life, humans interpret all what they hear or what they see depending on their mindset abilities, as well as their experiences, usually when someone sees something when interpreting what they see takes precedence over their previous experience. Different from people who have depth of experience knowledge, how to interpret what they see



is adjusted to the experience of knowledge they have, so that perceptions will differ between each individual.

When explained that Perception is the brain's ability to translate stimuli or processes to translate stimuli that enter the human senses. So human perception can have different points of view in sensing, there are those who perceive something as good or the perception is positive or negative perception which will affect human actions that appear real. This is in accordance with the story that there were four blind men who were brought close to an elephant who explained that the elephant was according to what they touched, said that the elephant was like nothing but a wide leaf because he touched the elephant's ear, or the other one said that the elephant is like a big water pipe because he touches the elephant's trunk, or also the elephant is like a whip, because he touches the elephant's tail and so on. So in this case perception is also influenced by sharp and complete sensing of what is seen.

Sarlito (2009) explains that in a newborn, the images arriving at the brain are still jumbled up so that the baby cannot clearly distinguish between the objects he sees. The bigger the baby, the more perfect the nervous system and brain, this is influenced by the child's experience. He begins to recognize objects one by one, distinguishes one object from another and classifies them, focuses attention on an object, while other objects around are considered as backgrounds. The ability to discriminate, classify, focus and so on is also called perception (Wirawan Sarwono, 2002).

In the process of sensing, perception is the process of receiving a stimulus by an individual through the senses or sensory process. This process does not just stop, but the stimulus is received and the next process is the process of perception (Walgito, 2010), Dedy Maulana, as quoted from Kneth K Sereno et al, explained that perception consists of three activities, namely selection which includes sensation and attention, organization attached to interpretation, placing a stimulus to another so that it becomes a meaningful whole and finally is interpretation (Dedy Maulana, 2010).

Factors Affecting of Perception

In the explanation above, from the understanding that has been described, various kinds of viewpoints regarding perception can be concluded that perception is caused by the translation of what someone sees which is influenced by experience,



psychological factors and one's perspective on what is seen, and knowledge also allows someone to give a different perception of something.

In this case, in theory, there are several factors that influence perception according to (Alex Sobur, 2003) namely;

a. Functional Factors

This factor results from the needs, joy or mood, service, and past experiences of an individual. In the experiments conducted by Burner and Goodman, it was proven that experience shows the impact of needs on perceptions. He formulated two hypotheses as possible general rules, namely:

1. The higher the degree of social object, the higher the level of weakness in the composition of the determinants of behavior.
2. The higher the level of social needs of an object, the higher the operating value of the determinant of behavior.

The first explanation meant by Alex Sobur can be described as a person's sensitivity to what he sees, because the sense of sight is the first to see something that will be interpreted with the mind, the mind will interpret according to the ability of one's mind and experience, as explained on the first point that the higher a person's social degree, the higher the weakness in the arrangement of determinants of behavior, this is influenced by the fulfillment of the needs that exist in an individual, so they will not be affected by changes that occur in the environment or what he sees with his senses.

Whereas in the second interpretation explanation that the higher the level of a person's social needs, the higher the operating value of the determinants of behavior. This is because when someone is still in a standard life stage, or in their social status, they are someone who is still mediocre, then the dependence on other individuals is very high, so that social needs are very high.

b. Structural Factors

This factor arises from the form of stimuli and effects arising from the individual's nervous system. Gestalt explains that when you perceive something. Then we perceive as a whole, we do not see the parts. In this case, when someone sees an object, before he really sees what the object is like, he will describe the entire



object, so that the perceived object can be in accordance with what is actually or different from what he perceives..

c. Situational Factors

This factor has a lot to do with non verbal language. Proxemic cues, kinesic cues, facial cues, paralinguistic cues are some of the situational factors that influence perception.

d. Personal Factors

Terori personal factors of experience, motivation, and personality prove that experience will help a person in increasing the ability to perceive experience through a series of events that he has faced.

Caution about something, which is caused by a person's experience when experiencing an event, is a perception when he sees an event that is almost the same as what he experienced, so that the experience of an object will affect the perception that is in his mind even though the actual event is not the same. exactly what he experienced next, for example when someone works in a factory, because he is not focused and something unwanted happens such as cuts, abrasions, or injuries and so on caused by negligence when working, so the perception arises that if it happens again it might be an accident the bias is even worse with the experience he has ever felt.

Rahmad Dahlan, as quoted from Perek, explained that the factors that influence a person's perception are internal factors and external factors. The internal factors that influence this perception are;(Rahmat Dahlan, 2017)

- a) Background. The background that influences the things that are chosen in perception. For example, people with higher education or extensive religious knowledge have a certain way of selecting information.
- b) the same thing as the background is the factor of experience, experience prepares a person to look for people, things, and phenomena that may be similar to his personal experience
- c) Personality. Where personality patterns possessed by individuals will produce different perceptions. In this regard, the process of forming perceptions is influenced by a person's perception of differences between one person and another or also between one group and another.



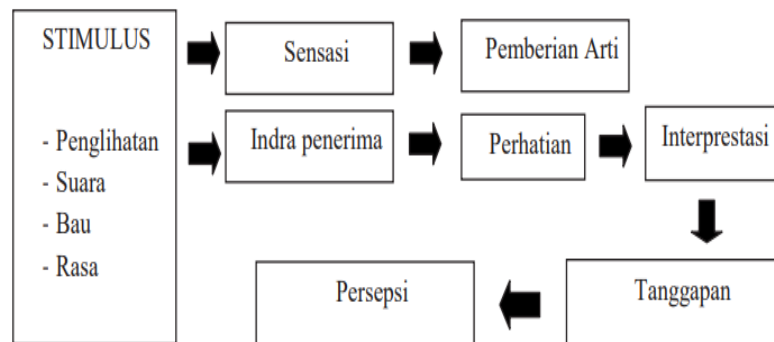
- d) Value system. The value system that applies in a society also influences perception
- e) Accepting yourself. Self-acceptance is an important trait that influences perception

Meanwhile, Sagian Sondang explains that a person's perception of action just arises in him, there are several influences on it, so that a person will give a different interpretation of what he sees, so he divides the factors that influence this perception into three parts, namely ;(Sagian Sondang, 1995)

- a) Factors that come from the person concerned, which arises when someone sees something and tries to give an interpretation of what he sees. This is influenced by individual characteristics such as attitudes, motives, interests, interests, experiences and expectations.
- b) Factors of target perception. Arises from what is to be perceived, this target can be in the form of people, objects or events whose characteristics of the target can be influenced by the perception of the person who sees it, such as sound, movement, size and action as well as other characteristics of the target perception.
- c) Factors from the situation, namely factors that arise in connection with the situation at the time of perception must be seen in a meaningful context in the situation, where the perception arises and needs attention because the situation is a factor that plays a role in changing one's perception

Every human being is endowed with sensory organs, especially the eyes and ears, perception will arise because of one's sight and hearing, an object seen or someone listening to someone else's conversation will cause different kinds of assumptions or perceptions, depending on one's thinking power and seriousness. in understanding the conditions that were seen and heard at that time, so that various kinds of perceptions will appear according to one's ability to think about something that is seen or heard at that time.

The Process of Perception



Picture 1:1 The Perception Occurrence Process version of Solomon 2002

"Teks in Indonesian style"

From the description of the picture above, the stimulus is a form of physical, visual or verbal communication that can affect individual responses. A person's perception of an object will vary. Therefore, perception is subjective, (meaning it depends on one's thoughts and background). Perception formed by a person is influenced by the mind and the surrounding environment. In addition, the thing that needs to be noticed from perception is that substantially, perception is very different from reality. The picture above is very clear that stimuli are perceived through the senses (sensation) and then processed by the recipient of the stimulus or perception (Etta Mamang Sugadji dkk, 2013).

A person's emotional will also affect something that is seen with his sense of sight, the perception of an angry person with the perception of someone who is happy or sad will be different from the object he sees, so that it will give rise to various kinds of judgments about an object that is seen and will be influenced by a person's condition at the time, so that they cannot be blamed if various kinds of perceptions arise for people towards an object that they see because they are influenced by various kinds of emotions that exist in them.

The process of perception starts from the five senses, especially the sense of sight, according to the image above, which is a physical process, a stimulus or stimulus from an object seen by the sense of sight, then passed on to the brain as a tool for interpreting what the eyes see, so that the individual realizes what what he saw or heard at that time



quickly, so that someone automatically interpreted directly what he saw according to his brain's ability at that time.

Meanwhile (Salisah, 2018), explains that the process of perception occurs in several stages, namely:

a. Sensation (sensing)

Sensation is the result of the work of the sensory organs that exist in humans. Receptors Eyes, ears, skin, muscles, nose and tongue are the link between the human brain and the surrounding environment. The eyes react to light waves, the ears to sound waves, the skin to temperature and pressure, the nose to smells and the tongue to tastes, then other stimuli. it is sent to the brain. Because it receives about two-thirds of messages through visual stimulation, sight is probably the most important sense. Hearing conveys verbal messages to the brain for interpretation. Unlike visual messages which require the eye to be directed toward an object, sound is received from all directions. Smell, completeness and pronunciation sometimes play an important role in communication, such as the pungent smell of perfume, the firm handshake, and the taste of salt water on the beach.

b. Attention.

Attention is inevitable because before a person responds to or interprets any event or stimulus that is captured through the senses, he first pays attention to the event or stimulus, in this case clearly perception implies the presence of an object to be perceived. Stimuli that attract a person's attention tend to be considered more important than those that do not attract his attention. Stimuli like that tend to be considered the cause of subsequent events.

The most important stage in perception is the interruption of information obtained through one or more senses. However, one cannot interrupt the meaning of each object directly but instead interrupts the meaning believed to represent the object, so that knowledge obtained through perception is not knowledge of the actual object, but knowledge of how the object looks.

c. Interrupt.

As the most important stage in perception, one cannot interpret the meaning of each object directly, but instead interprets the meaning of information believed to represent the object, so that knowledge obtained through perception is not



knowledge about the actual object, but knowledge about how the object looks like. seen by someone only briefly, will be perceived directly according to what is seen and thought at that time, and even influenced by previous experience. Objects that are seen at a glance are not necessarily in accordance with the truth, if this is just an allegation. According to Pareek, as quoted by (Rahmat Dahlan, 2017), that there are two factors that affect perception, namely internal factors and external factors, and this is also caused by one's experience of various problems. Internally that is:

- a) Background. Background influences the things that are chosen in perception, for example, people with higher education or extensive religious knowledge have a certain way of selecting information.
- b) Experience. The experience factor prepares a person to look for people, things and symptoms that may be similar to his personal experience.
- c) Personality. Personality patterns possessed by a person will produce different perceptions, in this case, the process of forming perceptions is influenced by a person, between one person and another is also different, both groups from one group to another.
- d) The value system prevailing in society will also influence perceptions.
- e) Self-acceptance is an important trait that influences perception.

While externally or from the outside, the factors that influence perception are:(Rahmat Dahlan, 2017)

- a. intensity. In general, more intense stimuli elicit more responses than less intense stimuli
- b. Size. Larger objects usually and generally attract more attention
- c. Contrast. In general, what is commonly seen will attract more attention
- d. Movement. Moving objects attract attention more than stationary objects
- e. Test. In general, things that are repeated can attract attention.
- f. Something new. Factors that sound contradictory to familiarity, but elements also influence someone who selects information

according to (Aminuddin Slametto, 2010) explains that there are several basic principles of perception, namely::



1. Perception is relative rather than absolute. That is, one cannot draw precise conclusions about the events one sees, but relatively, one can guess an event based on previous facts.
2. Perception is selective. That is, the stimulus received depends on what has been studied and what has attracted his attention, so that there are limitations in a person's ability to receive stimulation when he sees an object.
3. Perception has order. Someone who receives the stimulus is not arbitrary. He will receive it in the form of relationships or groups, if the stimulus does not come complete or the stimulus is incomplete, then he will complete it himself according to the strength of his mind or make up his own guesses so that the relationship becomes clear.
4. Perception is influenced by hope and readiness. The expectations and readiness of the recipient of the message will determine which message will be chosen to be received, then the selected message will be arranged in someone's mind or brain and the message will be interpreted.
5. One person's perception will be much different from other people's perceptions even though the situation in which a person sees the object is the same. Differences in perception can be traced to individual differences, attitudes and motivations.

RESEARCH RESULT

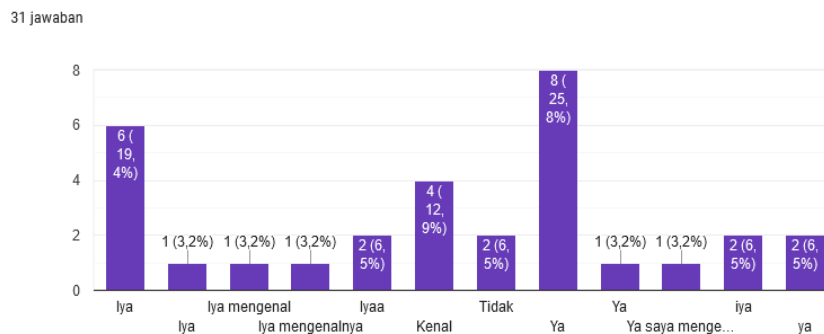
This research was conducted at equivalent high schools in Rejang Lebong district, namely SMA, SMK, MA. Through this research it can be seen the perceptions of high school students of the same level towards the Islamic Communication and Broadcasting Study Program (KPI) (IAIN) Curup. The main objective of this research is to find out what high school students in Rejang Lebong Regency think about the KPI Study Program, and to what extent they know the KPI Study Program. This was done after a number of program activities from the KPI Study Program were not carried out, such as outreach and promotions during the Covid-19 pandemic outbreak for more than two years, so that this affected the number of KPI students, which decreased the number of students every year.



This research was conducted using questionnaires, observations, and interviews with high school students of the same level in Rejang Lebong Regency, the sample schools we conducted for this school were as follows; MAN 1 Rejang Lebong; MAN 2 Rejang Lebong; MA Baitul Makmur Rejang lebong; SMKN 1 Rejang Lebong; SMKN 2 Rejang Lebong; Rejang Lebong Muhammadiyah Vocational School.

The sampling was carried out to find a comparison of student responses to the Curup IAIN KPI Study Program and how the progress of this Study Program in the community, especially for students who will continue their education to tertiary institutions, because the existence of IAIN Curup in Rejang Lebong Regency is one of the main attractions, especially for the Rejang community. Lebong to continue their education. In conducting surveys, interviews and distributing questionnaires, after all the data was collected, there were similarities in the respondents' answers regarding the existence of IAIN Curup and the KPI Study Program. education in the KPI Study Program. Previously, the general questions asked were related to the existence of the IAIN Curup campus.

Respondents' answers can be seen below:



Graph 1 Student answers through a questionnaire “teks of graph in Indonesian”

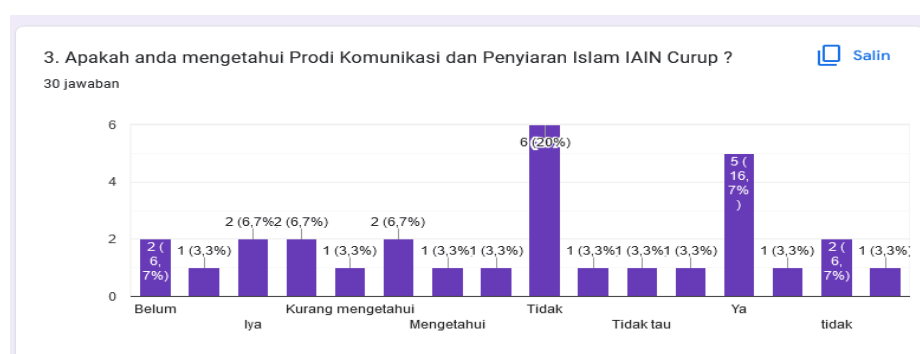
In Graph 1, the general questions asked about the existence of IAIN Curup, generally high school students of the same level in Rejang Lebong Regency about whether they know the IAIN Curup campus, even though during the interview they already know the IAIN Curup campus even though they still refer to it as STAIN Curup, but this situation possibly because of the familiar speech habits and position of the campus in the midst of the Rejang Lebong community. Questions about the existence of the IAIN Curup campus in general, have not determined whether they



already know all the study programs in IAIN Curup, because they are new to them and do not yet understand in depth the study program specifications and the number of study programs on this campus. Specifically regarding the Islamic Broadcasting Communication Study Program (KPI). To obtain in-depth data, questions related to the existence of the KPI Study Program are needed, because the main objective and main tool in this research is the KPI Study Program. There are two formulations of the problem in this study, both of which are considered to be able to answer questions about the current progress of the KPI Study Program in the middle of the Rejang Lebong Regency community. This problem can be explained below;

Perceptions of High School Equivalent Students in Rejang Lebong Regency Against Islamic Communication and Broadcasting Study Program at IAIN Curup

As the first question relates to the existence of the Curup IAIN KPI Study Program, knowing about how students know about this study program needs to be known, because students' insights about the state of the Curup IAIN campus need to be given, so the question relates to whether they know the KPI Study Program, because it is appropriate with the first graph above that generally students are familiar with the IAIN Curup campus. In this case regarding the insights of the students who were appointed to provide answers about the KPI Study Program through a questionnaire can be seen below;



Graph 2 Student answers via questionnaire “*teks of graph in Indonesian*”



Looking at the graph above, as many as 20 people do not know and know the KPI Study Program, 1 person says they know a little and 10 people say they already know that they already know the KPI Study Program. From interviews with several students who knew this study program, the answer given was that they knew the KPI Study Program when they did their internship (Reiska Maulana, 2022). The graph that says that they do not know and do not know indicates that students do not know about the IAIN Curup KPI Study Program, this indicates that this study program is not fully known by the people of Rejang Lebong Regency, so that in general high school students are not familiar with this study program.

When doing internships, one of the locations for internship activities for SMK students in Rejang Lebong Regency is the IAIN Curup campus, their placement is in units on this campus, including in faculties and study programs, so that the KPI Study Program also provides information to SMK students who are apprentices about the KPI Study Program, as well as giving them an understanding of what they get when studying in this study program. The purpose of providing information to them is as an effort to promote students so that they are interested in the KPI Study Program, so that before they finish their internship, they are given brochures about the KPI Study Program to give to their friends from the same school.

Interviews were also conducted with students who were apprentices at the Faculty of FUAD IAIN Curup, before giving questions, they were given previous insights about the KPI Study Program, this aims to give them an understanding so they can find out about the KPI Study Program, so they can respond and are interested in joining to the KPI Study Program after graduating from school.

Menurut (Laras Widya Ningsih, 2022), he knew the KPI Study Program from an alumni where the alumni introduced the KPI Study Program, and invited him to join the KPI Study Program. The introduction of this study program by alumni indicates that the participation of alumni in introducing their campus is a personal responsibility, because the progress of the campus, especially the KPI Study Program, cannot be separated from alumni taking part in the community. Likewise, what was explained by Putri Elviani that she also knows the study program KPI from alumni, and even in depth he is given how to study in the KPI Study Program, as well as programs that are



given to students to train students to be creative on campus (Silvia Relika Putri, 2022). The question regarding the response to the KPI Study Program, is a question about their understanding of this Study Program, students who are appointed to provide answers who were previously given information about the Ushuluddin Adab and Da'wah Faculty, provide an understanding of what is learned at this Faculty, then focus on KPI Study Program, as well as the courses taught there, the purpose of providing information to them is to introduce KPI Study Program in general, so that they are able to provide opinions and assumptions personally about this study program so whether they will be interested in joining the KPI Study Program.

From interviews conducted with several students regarding the KPI Study Program, several answers were given, namely studying at KPI was equipped with the courage to preach (Miftahul Jannah, 2022). From this assumption, it can be analyzed that when they are explained about the KPI Study Program to them, allowing their minds or thoughts about this Faculty will lead to equipping the students who study there as reliable preachers, this is because the KPI Study Program is under Faculty of Ushuluddin, Adab and Da'wah, which allows respondents to understand that this faculty is a faculty that produces prospective preachers, although some KPI alumni have gone into the community as professional preachers. In connection with the explanation above, one student explained that *The KPI study program is equipped with knowledge and communication skills for the benefit of spreading Islam (dakwah)*. Broadcasting Islam means dissemination (Miftahul Jannah, 2022). This assumption can be explained that the KPI Study Program is one of the study programs tasked with broadcasting da'wah equipped with expertise in communication skills, and disseminating it in the midst of society by using existing media technology.

Meanwhile, Silvia Relika Putri gave a different assumption regarding the KPI Study Program. He explained that *Entering the KPI Study Program we learn more about religious knowledge, learn about communication science, learn editing* (Silvia Relika Putri, 2022). The answers above are more focused on how the KPI Study Program is today. Not only studying about religious issues and preaching because as an eye as an Institute and Faculty course as a subject that must be followed by every student. Among the Institute's courses related to Islamic scientific studies and the Faculty of Ushuluddin Adab and Da'wah of IAIN Curup, are;



a. Institute Courses

Ushul Fiqh, Fiqh, Fiqh of Worship, Science of Monotheism, History of Islamic Civilization, Arabic, Science of Mantiq

b. Faculty of Ushuluddin Adab and Da'wah Subjects

Da'wah Science, Capita Selecta Da'wah Science, Da'wah History, Da'wah Fiqh

From the Distribution of Institute and Faculty Courses related to Islamic main courses that must be taken by every student, especially KPI students, this cannot be separated from Islamic studies and is part of the basic material in broadcasting da'wah to the community. The student above is an opinion that is not usually avoided by KPI students when they are involved in the community. From the results of the interview above, which student answers regarding their assumptions about the KPI Study Program, that their two answers are that the KPI Study Program also gave birth to da'wah cadres too not to be blamed, because with the institute's main courses and faculties, it is possible for them to become cadres of preachers in the midst of society.

However, one of the answers explained that studying at the KPI study program, apart from studying religion, also studied communication and editing. This assumption is also in accordance with the current state of development of the KPI study program, scientific development in this study program is progressing so that the curriculum content of the KPI study program is adapted to the demands of the times.

The current development of KPIs, as well as curriculum changes and curriculum revisions, will make the focus and direction of scientific studies in this study program more visible. This is the development of the curriculum for the KPI Study Program which is adapted to the KPI Study Program association throughout Indonesia which focuses scientific studies on the KPI Study Program on the form of broadcasting and broadcasting. , as well as the IAT. The decrease in the number of KPI students was also caused by a lack of socialization to the nearest schools around IAIN Curup or Rejang Lebong Regency, this was due to the influence of the recent developments of Covid-19 around 2019-2021, so that a decrease in students occurred this year, and Another cause is economic problems, this can be seen from the answers of students when asked through a questionnaire about their interest in the KPI major below.

In accordance with the Perception theory, there are several factors that influence students to think about the KPI IAIN Curup Study Program. These factors namely;



a. Situational Factors

This factor results from the needs, joy or mood, service, and past experiences of an individual. Experience shows the impact of needs on perceptions. In accordance with the student's answer that *not familiar with the KPI Study Program* (Muhammad Fauzi, 2022). This opinion is also in accordance with the answers through the questionnaire given in accordance with graph 2 above where the general value of students is not familiar with the KPI Study Program. In this case experience will affect someone in giving perceptions, this experience can also be in the form of information, or also through the five senses. Experience through information can be obtained from stories that other people convey to someone, while experience through the five senses is everything that is seen with one's eyes, and even what is felt by the skin is also included from the five senses, in this case due to lack of promotion and socialization, they are not familiar with this study program.

When it is explained in general about the KPI study program, students will have a temporary understanding of the KPI study program, My response is that the KPI Study Program *is equipped with knowledge and communication skills for the benefit of spreading Islam (dakwah). Broadcasting Islam means dissemination* (Miftahul Jannah, 2022). Situationally, even though the information obtained by a student is in the form of a general description of the KPI Study Program, he has given a perception according to his thinking ability.

b. Structural Factors

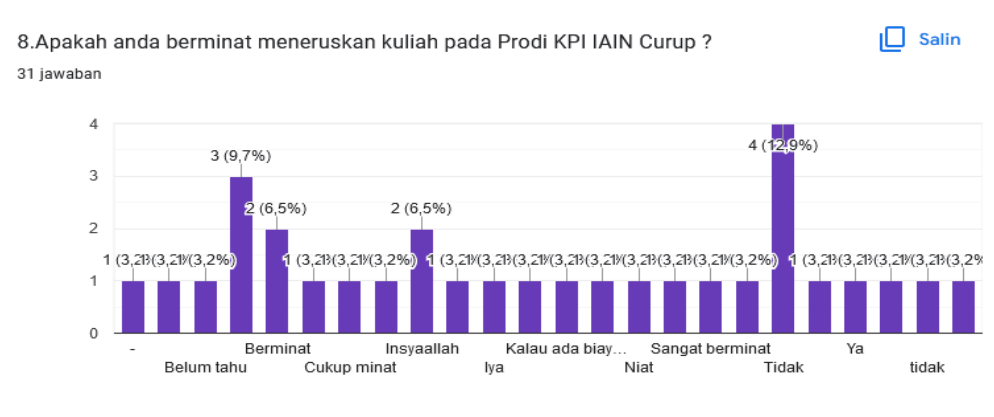
In accordance with the situational factors above, structural factors are related to the object really seen so that there are conclusions and opinions on the object, in accordance with the opinions given by students regarding the KPI study program in accordance with the questionnaire distributed, it can be explained that, because objects such as They don't know the KPI Study Program, so they can't explain how the Curup IAIN KPI Study Program actually works. However, on the other hand, the answers can be seen from the answers of SMK students who are apprenticed in the KPI Study Program when conducting interviews related to *"The KPI Study Program is very good, because it sees student creativity, in every event such as recording with a camera, wearing special clothes for students who take part in the event"* (Afra Habibi, 2022).



From this structural factor, the students' answers about the above contain an interest in the KPI Study Program, when there is an interesting object such as the activities of KPI students who are members of the FUAD TV crew it becomes one of the attractions for SMK students who do internships in the KPI Study Program. The answers above can be also called interrupts, where this interrupt is the most important stage in perception, one cannot interpret the meaning of each object directly, but instead interrupts the meaning of information that is believed to represent the object, so that knowledge obtained through perception is not knowledge about the actual object, but knowledge of what the object looks like.

The cause of the lack of interest of high school students at the same level in Rejang Lebong Regency towards the Curup IAIN KPI Study Program

In accordance with the questions given through the questionnaire, regarding whether they have an interest in studying in the KPI Study Program, there are various answers made by students according to the graph below:



Graph 3 Student answers via questionnaire "teks of graph in Indonesian"

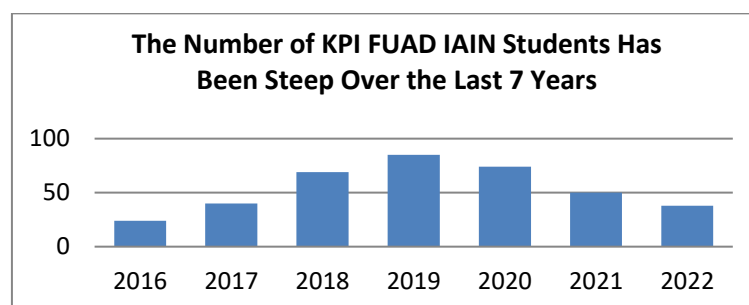
Questionnaires that were distributed to students received various answers, namely the highest was not interested, this was caused by several reasons, including according to the answers of several students, *because they are economically incapable* (Beberapa Siswa, 2022). Tuition fees are one of the reasons for the lack of desire to continue, so the other answers are almost the same as the answers above *there is no cost and not yet supported by the economy* (Beberapa Siswa, 2022). From this answer it appears that the impact of the economy that has not yet recovered on society will affect their interest in continuing their studies..



Regarding other answers regarding the interest in studying in the KPI study program, some students answered that they wanted to *enroll in other majors and study programs* (Fitri Elviani Z, 2022). This answer is caused by their lack of knowledge regarding KPI Study Program information so that it is also influenced by other activities carried out by other study programs at their school such as apprenticeships at school so this is one of their assumptions that if you study in the study program you can become a teacher.

Before the spike in Covid-19 cases, the KPI Study Program carried out activities every Friday which were carried out in schools in Rejang Lebong Regency, especially SMA/MA which were close to the IAIN Curup campus, this activity was called Dakwah to School, the implementation of this activity involved students KPI with the creativity of each student and prioritize high school/MA alumni studying in the KPI Study Program, equipped with the ability of students to use the tools and media available in the KPI Study Program such as cameras and others, so this is very influential on students' interest in joining the Study Program KPI's.

The team that was involved in carrying out Dakwah to School activities were students who were active in FUAD TV media where the media was in the KPI laboratory, so that when carrying out student outreach the equipment used for laboratory activities such as shooting cameras, and other supporting equipment was brought to school, and this is very influential in attracting students' interest to join the KPI Study Program so that in 2018 and peak in 2019 there will be an increase in students studying in the KPI Study Program. This can be seen from the graph of the number of KPI students for the last 7 years.



The graph above can be seen that the number of KPI Study Program students from 2016 to 2022 are:



No	Years	Students
1	2016	24 peoples
2	2017	40 peoples
3	2018	69 peoples
4	2019	85 peoples
5	2020	79 peoples
6	2021	50 peoples
7	2022	38 peoples

Table of the Number of KPI Study Program Students from 2016 to 2022

The decrease in the number of students caused by various factors as described above, due to the influence of the implementation of online lectures or online lectures, all good activities carried out by lecturers as teaching staff and students cannot be carried out face to face, and even all activities students were restricted for more than two years so that the implementation of the da'wah to school program was also stopped, this greatly affected information and promotion about the KPI Study Program in schools, so that from 2020 to 2022 the number of KPI students began to decline.

CONCLUSION

The main objective of this research is to find out what high school students in Rejang Lebong Regency think about the KPI Study Program, and to what extent they know the KPI Study Program. This was done after a number of program activities from the KPI Study Program were not carried out, such as outreach and promotions during the Covid-19 pandemic outbreak for more than two years, so that this affected the number of KPI students, which decreased the number of students every year.

In collecting data related to student answers related to the KPI Study Program, the answers obtained were very diverse, especially the answers given through questionnaires so that it could be concluded that in general high school students of the



same level in Rejang Lebong Regency did not know the KPI Study Program .

The KPI Study Program is not well known, as explained above because the program has not been continued which previously affected the number of KPI students as in 2019-2019, and in 2020-2022 it has decreased due to the influence of the Covid-19 pandemic after the socialization program that carried out by the Head of Study Program and students such as the Dakwah to School program which was stopped, because this activity was also attended by KPI students who joined FUAD TV who recorded socialization activities with the theme Dakwah to School.

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