

PERCEPTION OF STUDENT FACULTY OF SOCIAL AND POLITICAL SCIENCE ON TAGLINE "LEADING IN LEARNING BASE ON LOCAL WISDOM " IN UNIVERSITY SWADAYA GUNUNG JATI CIREBON

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Abstract:

Given the increasing number of Private Universities (PTS), implications for competition between universities (PT) in getting prospective students. Other research method using descriptive qualitative. The results showed that 1. Characteristics of Students Fisip in this study came from various regions with the background of the school of its own country. Last Educational parents mostly high school graduate (high school). Unswagati good credibility in their eyes they are perceived only building still less orderly., 2. The Students perceptions The tagline "leading and learning base on local wisdom" is the tagline that can be recommended for use by the College, 3. The tagline "leading and learning base on local wisdom" used Unswagati shows that Unswagati very caring and upholds the will of local wisdom although implementation is still not maximized.

Keywords: perception, tagline

Background

Limitations of the government in providing education facilities and the inadequate number of institutions of higher education, encourage the private sector to establish institutions of higher education. Increasing number of Private Universities (PTS) implications for competition between universities (PT) in getting prospective students. Some colleges grow and become large, so as to have the prestige and achievement, but many were not able to compete. Therefore, Colleges are required to be able to market the institution to the community, so it

will receive interest and be able to attract prospective students. Thus, in choosing a college, a lot of factors that affect college students to decide the one with a tagline.

College as an educational unit to organize higher education is expected to produce graduates who contributed significantly to the ability of him making progress in various fields. Universities must have a quality learning system and has a positive image in the community. Governmental University Gunung Jati (Unswagati) was established on January 16, 1961 aims to assist local governments in implementing the development, especially the development of human resources through higher education. It was felt very necessary, because at that time many high school graduates in Cirebon who go to big cities like Jakarta, Bandung and Yogyakarta to be able to follow higher education.

Therefore Unswagati opportunities to all elements of society Cirebon to continue to play an active role to provide input in order to build Unswagati be the pride of the community in creating a cadre of featured nation in the future, so the goal of this research is : How do the characteristics of students in choosing a college?; How can students perceptions on the tagline "leading and learning base on local wisdom" ?; How does the perception of students to university with the tagline "leading and learning base on local wisdom" ?.

Literature Review

Perception is at the core of a communication whereas perceptual interpretation is an internal process that allows us to choose, organize and interpret stimuli from our environment and that process influences our behavior. Perception includes sensation through our sense devices (sense of touch, sense of sight, sense of smell, sense of taste and sense of listener), attention, and interpretation. Sensation refers to messages sent to the brain through sight, hearing, touch, smell, and tasting. Attention is inevitable before we respond or interpret any event or stimulus, we must first pay attention to the incident or stimulus. The most important stage in perception is the interpretation of the information we gain through one or more of our senses. (Mulyana, 2007: 180).

Research Methods

The method that writer use in this research is the descriptive method to explain and describe phenomena that happened. This study did not seek or explain the relationship, did not test the hypothesis or make predictions (Rachmat, 2000: 24). The approach used in this research is the qualitative approach that is more holistic, inductive and naturalistic, while the type of research used is a descriptive-qualitative type. Research subjects of the informants are Fours Student Faculty of Social and Political Science.

Research Results

Characteristics of Students in Choosing a College

Informants in this study are all located on the seventh semester, so they are more active on campus as well as thoughts about campus activities. They are relatively young ages, although they were in a position to lecture the final level on the bench, did not rule out the possibility they are more knowledge able about Unswagati. As for the homelands they live not too far away, they still come from three Cirebon region, namely from Cirebon, Indramayu and Losari. Characteristics of Students Based on interviews that have been conducted, nearly all respondents aged 21 (twenty-one), with male gender, while their school of origin came from

high school (SLTA) from their respective homelands. As a parent education student largely to high school (SLTA). Here is their assessment of the credibility Unswagati:

Credibility Unswagati for students Fisip about the reputation and quality rated as good, with affordable tuition fees, as well as geographical location right in the neighborhood located in the city of Cirebon, while the physical attraction that in this case the building or campus buildings for students assessed to be less organized. Unswagati considered good reputation because it is known as the oldest universities in Cirebon region.

Student Perceptions on the Tagline of "Leading and Learning Base on Local Wisdom "

Includes sensory perception of sensation through the tools of our senses (the sense of touch, sense of sight, sense of smell, sense of taste and auditory), attention, and interpretation. Sensation refers to messages sent to the brain through sight, hearing, touch, smell, and taste. Attention inevitable before we respond or interpret events or stimuli anything, we should first pay attention to the event or stimulus. The most important stage in perception is the interpretation of the information we get through one or more of our senses. (Mulyana, 2007: 180). Here's a translation of perception:

Sensation

Based on interviews with informants, sensation tagline "leading and learning base on local wisdom" is best used as a tagline in college because college is a place of learning younger generation as the nation's future, so it is necessary to implant a sense of pride to always keep the assets of local culture diverse, therefore the psychological sensation tagline "leading and learning base on local wisdom" very helpful in shaping the personality that adhere to the values and norms of the nation. "(interviews with AR, 13 September 2016).

The tagline "leading and learning base on local wisdom" for VJ: "Giving a suggestion that in implementing and creating a leadership and learning the local culture, it is advantageous that someday may form a personality that adhere to the values and norms of a culture"

The tagline "leading and learning base on local wisdom" for the LP:

"As a media how to improve the behavior of local wisdom in building, that will create desire and civilized behavior."

All informants give a positive perception will tagline "leading and learning base on local wisdom" as an effort to maintain and create a generation who has not forgotten his ancestral heritage and is proud of its own culture.

Attention

Attention is the perception of the effects, impact or response inflict on informers. The results of the interview stated that the attention of the tagline "leading and learning base on local wisdom" can remind people to be proud and draw on the local culture and can adapt to the existing culture. Also according to AR "very help ful in creating a philosophical system that adheres to local wisdom, so that the tagline is indispensable as a form of ownership and proud local culture.

Interpretation

Interpretation of the results of processing the information obtained informant at an object or stimulus that is observed and accepted. The results of interviews with informants, the tagline "leading and learning base on local wisdom" is expected to be spawned by the discipline

and harmony in the current global situation that hit all nations, therefore, in our daily lives are expected to still strong local culture that ultimately the preservation of local culture stay awake. Preservation of local culture should essentially be done by the next generation in which they are situated. In the era of globalization students still want to maintain a consistent local wisdom.

Perception of Students at the University of Governmental Mount identity with the tagline "leading and learning base on local wisdom"?

Sensation

YD says that:

"Tagline leading and learning base on local wisdom used Unswagati has been good, although we are entering the era of AEC (Asean Economic Community), but we do not forget their own culture, in the sense that Unswagati in the eyes of students wanted to create a learning process that would become leader independently with based on the Local power "(interview results: September 9, 2016) Unswagati in the eyes of students concerned about the local wisdom. It is also in accordance with the existence Unswagati which is outside the city rich in cultural potential, so as to develop the potential and local businesses.

The potential that can be seen in Unswagati about local knowledge, informants see the intimacy between the academic community, by the time they meet greet each other, shake hands, and orderly in their daily life. It also can be seen from the use of batik on certain days that used Unswagati academic community. The tagline is imprinted on promotional media YD says: "tagline mediated promotion in order to further enhance the creativity in creating harmony with the contents pesa other and most importantly apply the tagline that is in accordance with reality" Moreover AR argues as follows: "leading and learning base on local wisdom "can stimulate the public side, because the tagline prefer the culture."

VJ also said that: "leading and learning base on local wisdom" to good use as a tagline in Unswagati for Cirebon very thick with the culture. "Added by LP: that tagline is just used by Unswagati as the University is the oldest in the region Cirebon". YD said that" psychologically tagline can be accepted with sincerity to implement it, because there is a push to advance the fields there, so the tagline leading and learning base on local wisdom on campus Unswagati can walk properly.

Atensi

The preferred YD with the tagline leading and learning base on local wisdom in the media campaign Unswagati is media campaign as a basis to determine the philosophy of the institution, especially in new admissions promotional flyers. In contrast to the VJ stated that he was not paying attention or love the tagline for the media campaign in media promotions such as VJ reasoned Unswagati not native to the area of Cirebon. As for the preferred environment with the tagline Unswagati VJ would like environmental conditions and enthusiastic students Unswagati. "Tridharma" relation to college, teach students to be honest, tenacious, patient and responsibilities to achieve what is expected, as well as the opinion of AR "This tagline as a form of Unswagati will preserve the culture by learning, so that, can result in culture local much appreciated, community can trust Unswagati in an effort to improve the quality Unswagati, passion and hard work of the students is also in realizing the tagline. The events that can be seen in the neighborhood Unswagati, according to VJ their "batik mega mendung" almost every room of the campus, acceptance of the use of language Cirebon, but there is no regular agenda for student use clothes depicting the culture of Cirebon. Hope that the adoption

of the tagline in Unswagati to do with its participation in the preservation of local culture with the joint cooperation of other institutions. The other thing that is seen and it is expected that the decoration of buildings VJ not only use mega cloudy but no decorations shrimp as in local government because of Cirebon is known as the city of shrimp, exposing about Unswagati promotion should be accompanied by animated figures typical community Cirebon. To "tridharma" where courses on Pancasila better practice.

Fostering

A sense of care for the interpretation of culture by behaving that is based on local culture, for newcomers (outside the region) can adapt to the existing culture, what looks interesting will always be interpreted in everyday life are not only carried out around campus, but also do off campus. The interpretation of the "Tridharma College" can be interpreted in a subject that needs to be developed further as well as in extracurricular activities Students, local culture needs to be reproduced and published as the work of students, so the meaning is based on local wisdom more leverage and very strong even blend with the campus environment Unswagati both in personality, learning, and leadership in the management of Unswagati.

The use tagline "leading and learning base on local wisdom"

Ultimately tagline "leading and learning base on local wisdom because most students believed Unswagati already implementing these taglinenya stay maximize them. There is also the informant who still lack confidence because they are perceived informant look less application. Nevertheless, all informants stated that Unswagati able to realize the tagline "leading and learning base on local wisdom" to good, with awareness, acceptance and implementation of the academic community to the fullest. Through unity, ideals that are expected to be more easily achieved. Student perceptions positively on the tagline "leading and learning base on local wisdom" used Unswagati.

Conclusions

1. Characteristics of Students Fisip in this study came from various regions with the background of the school of its own country. Last Educational parents mostly high school graduate (high school). Unswagati good credibility in their eyes it's just that the building they are still perceived less structured.
2. The tagline "leading and learning base on local wisdom" is the tagline that can be recommended for use by the College.
3. The tagline "leading and learning base on local wisdom" used Unswagati shows that Unswagati very caring and upholds the will of local wisdom although implementation is still not maximized.

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