



Phenomenological Study off Student's Communication Motives for Participating in the 2022 MBKM Program

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Abstrak

Program MBKM merupakan salah satu program dari Kemendikbud. Tujuan dari program ini yang dibuat untuk memberikan sebuah wadah kepada kalangan Mahasiswa di Seluruh Indonesia untuk dapat mengembangkan bakat baik soft skills dan hard skills serta keilmuan yang sudah dipelajari selama di masa perkuliahan. Penelitian ini menggunakan metode kualitatif dengan wawancara secara mendalam kepada informan serta menggunakan pendekatan fenomenologi. Tujuan penelitian ini untuk mengkaji motif komunikasi mahasiswa dalam mengikuti Program MBKM dalam penelitian Kajian Fenomenologi Pada Motif Komunikasi Mahasiswa Dalam Mengikuti Program MBKM 2022. Hasil penelitian menunjukkan terdapat motif 'sebab', dalam mengikuti program MBKM, hal ini didapatkan dari para informan ingin meningkatkan skill komunikasi dan mendapatkan keunggulan dari program ini. Selanjutnya terdapat motif tujuan yang ingin diharapkan oleh mahasiswa yaitu dapat mengembangkan kemampuan dan manfaat dari program MBKM yang ditawarkan. Motif komunikasi lainnya yang ditemukan yakni terdapat motif komunikasi persuasif dan motif komunikasi antarpersonal, dalam hal ini mahasiswa mempunyai harapan dalam mengajak individu lain mengikuti program MBKM, secara antapribadi mereka melakukan komunikasi untuk berbagi informasi, sehingga hal tersebut akan membentuk motif komunikasi dalam interaksi yang dilakukan.

Kata kunci: Motif Komunikasi, Mahasiswa, Program MBKM.

Abstract

The MBKM Program is one of the initiatives launched by the Ministry of Education and Culture. Its purpose is to provide a platform for students throughout Indonesia to develop their talents, encompassing both soft and hard skills, as well as the knowledge acquired during their academic studies. This qualitative study employs in-depth interviews with informants and adopts a phenomenological approach to investigate the communication motives of students participating in the MBKM Program, as presented in the study titled "A Phenomenological Study on the Communication Motives of Students Participating in the MBKM Program 2022."

The research findings reveal the presence of "because of motives" among the participants, as they seek to enhance their communication skills and benefit from the program. Moreover, there are "in order to motives" whereby students aspire to develop their abilities and take advantage of the opportunities provided by the MBKM Program. Other identified communication motives include persuasive communication motives and interpersonal communication motives. Students express their intention to persuade others to join the MBKM Program, while engaging in interpersonal communication to share information, thus influencing the communication motives that manifest during their interactions.

Keywords: communication motives, students, MBKM Program

INTRODUCTION

Higher education contributes to creating intelligent national life tremendously. The education level in a country also becomes a reference for the future success of the nation and state. The State Constitution's mandate states it, and Law No. 12 of 2012 explains that higher education as part of the National Education system has a strategic role in national and state education and advances science and technology developments by looking at various aspects of culture and empowerment for sustainable in Indonesia (Prabawati et al., 2021). In addition, education is also a place of processing to shape a person to effectively adapt to the situation in the new environment and helps to develop personal adjustments required in their social environment (Ramadhan & Megawati, 2022)

The rapid growth and human needs in mastering civilization have changed aspects of education (Hidayat et al., 2023). Change reform in education is one form of effort to improve a system in the sector (Muis & Minhaji, 2018). The government and universities have carried out various policies and studies to make teaching, training, and education in universities relevant to the development. The policy study must pay attention to science and the demands of job and campus life and its relationship with the sociocultural environment in the social and state world and vice versa as an effort to build a generation with full potential (Rosmiati et al., 2021).

To develop the quality of education and students, the government (via the Minister of Education and Culture) has designed the MBKM Program (Firman et al., 2021). This MBKM Program policy has been stated in the Decree of the Minister of Education and Culture (Permendikbud) Number 3 of 2020 Article 18 discussing National Higher Education Standards. According to the article, the fulfilment of the study time and load for students, both undergraduate and applied undergraduate programs, can be carried out if they can follow all aspects of the learning process in the study program at higher education under the study period and load, and they can also follow the learning process outside the study program at university. Thus, in its application, students will join the learning activities outside the study program for three semesters in the MBKM program (Junaidi, 2020).

The MBKM concept from this program should add experience and improve abilities in terms of soft skills and hard skills. Thus, they will be much better prepared and can contribute well and fulfill the needs of a fast growing era; universities also prepare the best graduates to lead the future of the nation with various superiorities, high morality and ethics (Maulana, 2022). Students consider the MBKM program has a very positive impact by improving competence (Samijayani et al., 2022). Therefore, they are encouraged and motivated to join the promising program. It will stimulate a motive for communication interaction among students when they join the MBKM Program as well.

A motive for conducting communication interactions is inseparable from individual factors. Schutz's book Fundamental Interpersonal Relations Orientation mentions interpersonal communication related to Inclusion, Control, and Affection motive (Putri & Zinaida, 2022). Furthermore, interpersonal communication skills are one effective way to carry out communication interaction activities when in the scope of work which conducts interpersonal communication mostly (Nanda & Kartika, 2017). In this matter, it relates to motives and communication when students join the MBKM Program. It certainly meets all aspects that students will do.

Each study certainly has updates and differences from similar studies conducted before. The research concerning MBKM Program is new. For example, in Zainal Abidin's research (2018) entitled "Career Motives in the Government Sector for IPDN Students," the research results show that students' motives who study in IPDN consist of two motives, namely the causal motive (the success of the closest people around them after completing their education at the high education institution and failure to become members of the Indonesian Armed Forces and Indonesian National Police and the goal motive (social status attainment). These two motives underlie every IPDN student to carry out typical actions or behaviours in society, such as verbal and non-verbal communication styles (Abidin, 2018).

Based on the background, we do the research related to a phenomenology that occurs among students in building communication motives in participating in the MBKM Program from the Ministry of Education and Culture, entitled "Phenomenological Study on Student Communication Motives in Participating in the MBKM 2022 Program"

METHOD

The research requires an answer to the research theme. As researchers try to get these answers, they must conduct in-depth research. The finding process answers what researchers want to know. So, they need various elements, namely data collection, data management and data analysis using particular research methods (Wekke, 2019). The research methods in this study used qualitative research methods with a phenomenological approach. Qualitative research is a type of research to understand a phenomenon that occurs in a social context, using an in-depth communication process between researchers and the research subjects to be studied directly (Herdiansyah, 2019).

Researchers carried out a phenomenology approach to describe various stories of individual life journeys related to motives and phenomena in the circles of individuals in an outline way. Phenomenology approach aims to reveal how phenomena process that individuals experience actions based on thoughts and consciousness to achieve what is a valuable and acceptable expectation to the individuals (Creswell, 2014). We used phenomenology because it can reveal in-depth answers about how important the individuals' experiences have (Febriyanti et al., 2022).

This research will reveal in-depth answers from the resource persons of students who joined the 2022 MBKM Program. When data collection, researchers will interview ten

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students of the University of Muhammadiyah Prof. Dr. HAMKA. The students were those who joined the 2022 MBKM Program. The research will take in-depth interviews on campus and conduct them online and offline.

Based on the observation results made by researchers through an in-depth interview stage process, we have obtained ten informants who meet the criteria determined by the researchers in line with the goal of this study. The profile of the informant source that the researchers disguised is as follows:

Table 1. Profile of Informant Source

Name	Study Program	Semesters	MBKM Programs
MJ	Communication Science	7	PT. Hacktivate Teknologi Indonesia
GR	Communication Science	7	PT. Netmediatama
PU	Communication Science	7	PT. Capitol Era Mas (Malam Minggu Group)
YM	Communication Science	7	PT. HashMicro Solusi Indonesia
KR	Communication Science	7	PT. MAP (Mitra Adi Perkasa)
GO	Communication Science	7	Tempo Media
OV	Communication Science	7	RevoU Tech Academy
NF	Communication Science	7	PT. PLN (Persero)
AU	Communication Science	7	PT. Arkatama Multi Solusindo
WL	Communication Science	7	PT. Netmediatama

Source. Data of Informant Source from Researchers, 2023

Based on the ten informant names listed above, they are active students studying at the University of Muhammadiyah Prof. Dr. HAMKA. They passed and participated in the stages of the 2022 MBKM Program. In the interviews, some said that their participation in the MBKM Program relied on the motives they wanted, namely the motive of interpersonal communication and persuasive communication and others based on the causal motive (the because-of motives) and the goal motive (the-in-order-to motives). Some experts define that action and behaviour carried out by individuals begin with a motive of desire. It is a feeling of desire that comes from an individual when conducting an action they want to do to achieve a desired goal (Kaddi & Muhaemin, 2020). Finally, they conveyed their various stories and experiences when participating in the MBKM Program to other individuals. Of course, one informant has a different answer than another.

DISCUSSION

MBKM Programs

Based on the research results obtained from interviews with ten informants. Researchers found that all of these informants were aware of the MBKM Program or called "Freedom to Study – Freedom Campus" organized by the Ministry of Education and Culture that provides a forum for all students in all universities in Indonesia to develop scientific talent abilities and practice learning theories that students have learned during their lecture time at the campus.

Moreover, almost all ten informants said the MBKM Program was beneficial when they looked for the internship they wanted and could directly go through large corporate partners on a national scale which had collaborated with the MBKM Program. In addition, there are various benefits that the program offers to students. Otherwise, the program becomes them a sense of desire and interest to participate and join the MBKM Program. It is very beneficial for their future. According to the informants, some factors stimulated them to join the MBKM Program. The informant in the following interview excerpt conveys as follows.

"Minister of Education and Culture has designed MBKM as a program to encourage students to master and know various sciences, especially for students' preparation for the world of work. Of course, campus environmental factors influence me to join the program to increase relationships, especially knowing the world of work or what kind of work system in a company" (The MJ interview, February 20, 2023)

MJ's statement is nearly equal to the OV informant's answer regarding knowledge of the MBKM Program and participation factors due to environmental influences. Here is an excerpt from the interview.

"What I know about the MBKM program is a program that the Ministry of Education and Culture establishes for the younger generation, especially the next generation, especially students. This program has collaborated with various well-known companies in Indonesia that will guide students and hone student skills. As for me, I feel that there are factors that influence me, especially friends, such as telling me to apply to the Freedom Campus because they know if I can pass the Freedom Campus. In addition, the influencing factor comes from the environment because there are also semester assignments required to do the internship programs" (The OV interview, February 26, 2023)

Moreover, one informant, i.e. GO said that environmental factors did not influence the informant's decision but the individual aspect when the informant joined the MBKM Program. Here is an excerpt from the interview.

"MBKM is a government program to provide a forum for academicians to seek knowledge more broadly because there are many partners from the MBKM program. In this case, individual factors affect me more than environmental ones. However, the information I got about this program came from the faculty. The faculty disseminates information on the MBKM program. Therefore, it makes me interested in joining not because of invitations from friends or anyone but the factor that influences me to join is direct information from social media" (The GO interview, February 27, 2023).

From the three informants, they stated that they already knew the goal and purpose of the MBKM Program organized by the Ministry of Education and Culture, namely to provide a forum for students to develop talents and knowledge in the world of work. The

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three informants also said that environmental factors and individual aspects influenced them to join the MBKM Program.

Motive For Participating in the MBKM Program

This study utilized Alfred Schutz's phenomenological theory to explore the motives of students who have set goals for their participation in the MBKM Program. Motive, as a form of individual behavior, encompasses specific purposes and can be classified into two categories: "because of motives" and "in order to motives" (Schutz, 2011). "Because of motives" refers to actions driven by past influences, while "in order to motives" involves actions based on past events that are directed towards future outcomes and are driven by clear intentions and goals (Gunderson et al., 2019). (Gunderson et al., 2019). Through this framework, students' motives for participating in the MBKM Program become evident, as motives inherently imply specific aims and objectives for their involvement. The observed phenomenon represents an attempt to understand the meaning behind these actions, as intentional actions arise to fulfill high expectations, which are referred to as motives (Aldira, 2020). Motives are shaped by desires, encouragement, aspirations, and internal influences, and they guide individuals towards the intended actions (Akhsan & Ramadhana, 2020).

This theory is applied in the context of exploring the motives and goals of students participating in the MBKM Program. By utilizing this theory, clear insights can be obtained regarding the reasons and motives behind their involvement. Each individual possesses unique reasons and desires that drive their actions. Thus, understanding the phenomenon of motives for participating in the MBKM Program contributes to our understanding of the communicative nature of student engagement.

Of course, every individual has a motive for every action he takes. When describing an individual action, we can see it from the causal motive (the because-of motives) and the goal move (the in-order-to motives). So each individual has a motive and becomes an action orientation (Fauziah & Nurhaliza, 2019).

1. *Because of motives*

Based on the processed data of interviews with informants that researchers conducted, the causal motives (the because-of motive) indicate that they joined the MBKM Program because the communication message conveyed by the MBKM Program about the advantages of this program was interesting to join the program more depth. It is also because the informants believe that their participation in the program will positively affect their future and can improve the communication process. In addition, they shared their reasons for joining the MBKM Program with the closest people in their environment. The informants of PU, NF, AU and GR conveyed it in the interview. Here is an excerpt from the interview.

"So, what makes me interested in joining the MBKM program is that they can convert the activities into their semester credits, expand networks outside the campus and gain experience that can improve soft and hard skills. I joined the program to improve my communication skills because I received direct communication training from the partners. Of course, after I joined this program, I told the program to my parents. It is because I will get the conversion of this program into additional semester credits and other benefits" (The PU interview, February 27, 2023)

The informant NF made similar remarks in the interview as well. The following is an excerpt from the interview.

"What makes me interested in joining the MBKM Program relates to the presentation of MBKM content which is very interesting and the variety of benefits offered in the program. It is true, of course. I will improve the communication process. Moreover, I work in a subsidiary of a state-owned enterprise. Of course, this will improve the communication skills of those who join the program. In addition, before I joined this program, I discussed this opportunity first with my parents and told them the reasons and what benefits I get from this program" (The NF interview, February 28, 2023)

In a few differences, the informant AU and GR expressed their opinion. The informants did not tell anyone about the reason for joining the MBKM Program. Here is an excerpt from the interview.

"What I like about the MBKM Program is that it is very different and interesting from other internship programs. In addition, the MBKM program has been proven and validated. By joining the MBKM program, my communication skills have advanced. This program provides various experiences about the world of work and trains us to communicate well. However, during this MBKM program, I did not tell anyone, either my closest colleagues or family. I have my reasons for not conveying my expectations for this program to those closest to me" (The AU interview, March 2, 2023)

"I am interested in joining this program because many partners participate in the MBKM program. Many partners in the program provide us with great opportunities to explore more things we like or try new things. Of course, this greatly improves communication skills because the communication process certainly runs during activities. We have to improve it because we work in teamwork. Honestly, during my time participating in this MBKM program, I have not told my reason for joining this program to my closest people" (The GR interview, March 3, 2023)

Schutz said that the cause motive is one of the motives because it relates to individual background factors when taking the actions he wants (Kuswarno, 2009). The actions for participating in the MBKM Program rely on individuals' background factors. Furthermore, the motives for participating in the MBKM Program can be summarized as follows:

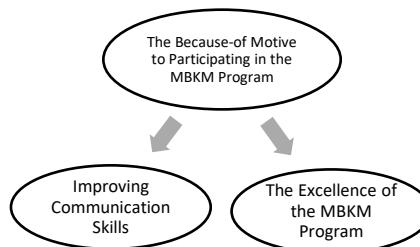


Figure 1. The Because-of Motive to Participating in the MBKM Program
Source: data analysis

From the picture above, we can say that informants have a motive (the because-of motive) for participating in the MBKM Program, namely improving communication skills. This MBKM program will train students to communicate well in the world of work. Finally, the advantages the MBKM Program offers are attractive for the students.

2. In order to motives

If an individual decides on a course of activities, it does not happen instantly. There is communication between individuals and their environment, so it results in a motive (Fauziah & Nurhaliza, 2019). When an individual does something, he must have an expected target (Alwi et al., 2021). So motive is activities to achieve future goals. Based on the results of interviews with informants, they have a goal (*the in-order-to motives*) to join the MBKM Program, namely self-development and beneficial achievements from this program. Informants MJ, KR, YM, and WL conveyed this. The following is an excerpt from the interview.

"Of course, the MBKM program is a place to improve my self-development. With this program, I can train new skills I did not obtain before. So I can develop my talents and potential in the MBKM program. I agree that this program is useful. The MBKM program will increase our relationships among students and campus partners" (The MJ interview, February 20, 2023)

"After joining the MBKM program, I feel the MBKM program is a place to develop ourselves, our self-potential, skills and abilities so that in the future work environment, we will get enough provisions after participating in this MBKM program. I find this MBKM program is useful because in the MBKM program students who are still running study programs in college can feel and run firsthand how the real world of work is" (The KR interview, February 28, 2023)

"This program improves my prospect in future. It makes me easier to find new things. I can develop myself in the program, and it provides various benefits for my future. We can also establish relationships with various internship students and know how real the job desk I got and applied for at the beginning of the program is. This program also broadens or deepens my academic knowledge, and I obtain the valuation and semester credit results from the company where we apply" (The YM interview, February 27, 2023)

"It is true that joining the MBKM program, this program is a place to achieve self-development and know the extent of my potential when entering the world of work. Yes, the MBKM program is useful, especially the work experience I did not obtain in my study. I also get other various benefits" (WL interview, March 3, 2023)

A motive rests on a desire that individuals expect from a purpose of action that they will achieve. It will occur if the individual tries to realize these desires (Fauziah & Nurhaliza, 2019). The research results of the informants' statements above show that a goal motive relates to the future orientation of the informants when they develop their talents and acquire benefits from the program. The research results have similarities with Schutz's viewpoint when he defines individual actions as motives. Finally, we can summarize motives for participating in the MBKM Program in the following picture:

Based on the figure, we conclude that there are several motives identified by the informants for participating in the MBKM program. One prominent motive is self-development, as this program enables participants to gain in-depth knowledge about their potential. The process of self-development proves beneficial as they transition into the professional world. Furthermore, informants' express purpose in their participation, driven by the desire to obtain various benefits. These include gaining insights into work

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systems, developing relationships, converting assessments into semester credits, acquiring new knowledge, and accessing other previously unattainable benefits.

Students' Communication Motives

The theory of communication motives explains the factors that drive individuals to engage in communication and convey messages to others. Every individual who engages in communication possesses communication motives that arise from their conscious or subconscious mind (Vardiasnyah & Febriani, 2018). These motives influence the satisfaction one derives from communicating, with individuals who experience higher satisfaction often engaging in effective communication. Furthermore, the satisfaction derived from communication is influenced by how individuals communicate. Typically, individuals engage in communication with the intention of achieving specific goals (Astuti et al., 2019).

In addition to the above motives, the subsequent discussion found in this study is communication motives that UHAMKA students did after participating in the MBKM Program. They invite and encourage others to join this program in the following year. They do it with persuasive communication. The researchers also asked about the form of interpersonal communication that students did after participating in this program. As for each informant, of course, each has communication motives that are not all the same as other informants.

1. Persuasive Communication Motives

Of course, the students who join the MBKM program hope to invite others to participate in the MBKM program in the following year. They realize their desired motive through persuasive communication. Persuasive communication is a form of delivering information messages about a meaning whose purpose is to encourage and influence communicants and communicators in carrying out communication activities (Kadek Claria & Sariani, 2020). It relies on the research results of the informants' statements as follows. Here is an excerpt from the interview.

"I want to invite my friends to join the MBKM program. The way that I would do that is through persuasive communication. I will provide motivation or convey various benefits we get while participating in the MBKM program. Among other things, the campus accepts the assessment value in this program and converts it into semester credit scores. We also could work in a Startup Company" (The MJ interview, February 20, 2023)

"Of course, with motivation and encouragement to friends in the campus environment, they want to join the MBKM program. I will tell them the advantages of company partners in the MBKM program. It is what I will tell them so that they are motivated to enrol in this program. I will also tell them about

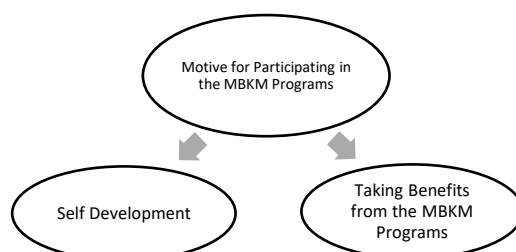


Figure 2. The Goal Motive for Participating the MBKM Program
Source: researcher data 2023

the various benefits, such as the assessment conversion into semester credits, certificates, pocket money and other advantages. From that explanation, I hope that my friends can also intern through the MBKM program" (The GO interview, February 27, 2023)

"Of course, I invite my colleagues to join this program. I will tell them various advantages we can obtain and the benefits that will be very useful in the future. I will share my experience when I joined this program" (The AU interview, March 2, 2023).

"I will send a persuasive message. I will invite my colleagues because there is nothing to lose if we join the government's MBKM program. Moreover, the program provides many activities, and we can get many benefits from the program. Indeed, this program still has its pluses and minuses" (The PU interview, February 27, 2023)

"Surely, I want to invite others to join this MBKM program with persuasive communication. Firstly, I invite my closest friends or people closest to me to join this MBKM program. So they can take benefit from this program" (The KR interview, February 28, 2023)

Of all the answers the informants presented, they have a motive for persuasive communication with other individuals. They have the motivation to invite and make other individuals believe to join the promising MBKM program with various offered benefits.

2. Interpersonal Communication Motive

Students who take part in the MBKM Program carry out personal communication at the place of their work partners because it is necessary to maintain a good communication relationship in their work environment with superiors or colleagues. For interpersonal communication motives, individuals convey various reasons to communicate with others (Astuti et al., 2019). It relies on the research results submitted by informants. Here is an excerpt from the interview.

"I use interpersonal communication that involves all individuals I meet in the MBKM program, such as with company leaders and mentors to get information about work tasks so this can improve my communication so that I understand more about various things about the jobs" (The AU interview, March 2, 2023)

"My communication in participating in the MBKM program is interpersonal. It involves individuals I meet in the MBKM program such as company leaders, division mentors and division friends in the MBKM program to obtain information concerning the work progress" (MJ interview, February 20, 2023)

"What I am applying at this point is a discussion in the form of interpersonal communication with my boss and employees. Because of this, it was my first time coming into the workforce" (The NF interview, February 28, 2023)

From the various things the informants conveyed, they said that the communication motive they carried out was more interpersonal while participating in the MBKM Program. The communication motive they did supports them in getting information, work assignments and joint discussions they need while participating in the MBKM Program.

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Furthermore, they will get the sense of satisfaction and hope they want in conveying the message of motive for interpersonal communication.

Based on the preceding discussion, it can be inferred that students participating in the MBKM Program possess communication motives, which can be categorized into two main types: persuasive communication motives and interpersonal communication motives. Both motives serve specific aims and objectives pursued by students during their participation in the MBKM Program. This conclusion is supported by the responses provided by the informants.

CONCLUSION

The MBKM Program encompasses persuasive communication motives employed by students to invite and encourage individuals in their environment to participate in the program. This is achieved through detailed explanations and highlighting the program's benefits. Additionally, students exhibit interpersonal communication motives, driven by their need for discussion forums to obtain information and address job-related matters. Through these interactions, students experience satisfaction and fulfill their expectations when engaging in interpersonal communication within the working environment of the MBKM Program.

Moreover, several recommendations are proposed for students participating in the MBKM Program. It is hoped that they seize this opportunity to positively develop their talents and abilities. Additionally, the program serves as a platform to enhance students' communication skills in a professional setting. Furthermore, it is anticipated that the MBKM Program will continue to progress successfully, incorporating innovative approaches and initiatives that positively impact the students.

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