



Analysis of Student Learning Motivation in Communication Education Courses in The Islamic Religion Study Program, Faculty of Islamic Religion, Universitas Muhammadiyah Sumatera Utara

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ABSTRACT

In higher education, especially at the Muhammadiyah University of North Sumatra, there are various kinds of platforms that can be used to develop students' interests, talents and creativity. One of the faculties at the Muhammadiyah University of North Sumatra is the Faculty of Islamic Religion. Student success in learning on campus can be seen through learning achievements shown in the Achievement Index (IP). Learning achievement is a point of attention that becomes a benchmark for student success in their learning process over a certain period of time. Students with high learning achievements can be interpreted as having been successful in their studies. Student success in learning achievement is influenced by several things, one of which is the student's activeness, especially communication science. A student must have communication skills such as public speaking, students can develop and apply the skills they have and can also train leadership skills. However, if you want to take part in the social field, communication science is needed everywhere. Speaking skills support students in becoming content creators, leaders and others, to increase their particular attractiveness.

Keywords : Student Learning Motivation, Communication, Education Course

Introduction

According to Slameto (2021:174), generating motivation to learn, motivation is very important for students. As a result, teachers are expected to be able to inspire students to learn. There are many approaches that can be taken. Creating certain conditions can inspire people to learn. Communication is an interaction process to exchange information with the aim of influencing the attitudes and behavior of other people (Koesomowidjo, 2021). Communication Aims to strengthen the strategy to reach a wider market share. Companies use various forms of communication to introduce what communication strategies offer in implementing financial goals. Communication can be understood using its main elements, namely communication "if combined, communication represents the combination of all elements in the communication strategy mix (Firmansyah 2020). Communication not only bridges consumers with producers, but also integrates consumers with their social environment. Communication is the most important thing in introducing, informing, offering and influencing the public regarding a product (Firmansyah 2020). In communicating, we do not only use one type of communication, but mixed communication, namely communication that combines various aspects of the product that should be communicated to the public. Each customer has unique characteristics, so taking advantage of miscommunication helps provide a uniform understanding to the public. The requirements of each customer are different. Communication is the process of exchanging information, ideas, concepts, or feelings between individuals or groups. Communication Science is the study of communication, namely the process of conveying a message by someone to another person to inform or change attitudes, opinions, behavior, either directly verbally or indirectly through the media. Communication Science

students learn about various things including the way humans convey messages and ideas in various communication situations. Communication science students study how culture and social values influence communication, both verbal and nonverbal, as well as personality which influences a person's response to messages. Communication Science students also learn theory and research methods, including how to collect and analyze data through surveys, case studies, and measuring customer satisfaction. Communication science students also learn about mass communication and its effects on society, as well as ethics and responsibility in communication

Research Methodology

This research is a qualitative descriptive research. Qualitative descriptive research is a research procedure based on descriptive data, namely in the form of spoken or written words from a subject who has been observed and has the characteristic that the data provided is original data that has not been changed and uses a method that is systematic and verifiable. Research location at Muhammadiyah University of North Sumatra. The subjects of this research were several students from Muhammadiyah University, North Sumatra. The object of this research is Analysis of Student Learning Motivation in educational communication courses in the Islamic Religious Education Study Program, Faculty of Islamic Religion, Muhammadiyah University, North Sumatra. Student learning motivation in communication courses in Islamic religious education study programs, Islamic religious education faculty. This research data is qualitative data in the form of words and/or sentences resulting from interviews, observations and documentation. Interview data was obtained from predetermined sources. The type of data from observations is in the form of field notes that are explored in depth and documentation in the form of archived notes. The research data source is the primary data source in the form of interviews and field observations with informants, while the secondary data source is the results of document studies obtained in the research. The data collection procedure uses three data collection techniques, namely: participant observation techniques, in-depth interviews, and study of documents. The presence of researchers in this research as data collectors, so that they have full participation or are directly involved in the activities carried out by the subjects during the research. The advantage of researchers as a key instrument is due to its nature which can directly adapt to respond to interactions that occur with the subject. According to students when interviewed, they really liked the communication course because it is very important when studying and in everyday life, we can know how to communicate, the communication in class was very enjoyable because the lecturers who taught us were very good, very good, and The lecturer's words were very easily accepted by the students. Learning communication science is very important now and in the future. And now there are many content creators in communication science who are prioritized as the basis for creating content and there are quite a lot of the current generation who are good at communicating and can speak fluently, and in the future they might be able to develop even more, and what is more important is learning. Communication lessons are useful for facilitating communication with anyone, it is very good to have communication subjects at universities.

The process of communication students according to Islamic religious education students is more theoretical or textual, the development or results of communication have less impact on other students, maybe from various other students it can be understood well, as there are basics in communication, just need to develop a little more of it. lecturer. If you are a beginner, it is a bit difficult to use the learning system in class. In order to have an even greater impact on other students in the future, that is, be more active, especially with the lecturers, to encourage students to communicate well or practice more because there is a lot of communication, we have to practice. Students are motivated to study communication science, especially communication science subjects that have been determined by the university, secondly they must be active in learning communication science because students are taught to communicate independently, we make the main goal that they want to become teachers who are trained in communication science. Many students are motivated by communication science subjects because they approach their goal of becoming teachers. Because by being a teacher your communication must be better. Apart from containing communication education, communication science can also be used for everyday communication science. While taking Communication Science lessons it was very good, the only drawback was lack of practice. In addition, many students use communication science to further develop Guba and Lincoln in Ulfatin.³ researchers can maintain integrity, develop a knowledge base, process information immediately (clarifying and summarizing), and can take advantage of opportunities to investigate special/strange or typical responses.

Results and Discussion

The concept and meaning of learning

In general, there are five basic components of communication that are well known and widely understood by the public which refers to the definition of communication put forward by Harold Lasswell, namely;

- a. Source of information (source). Also called sender of information (sender), encoder (encoder), communicator (communicator), speaker (speaker) or originator. The source of information or source is the party who takes the initiative or has the need to communicate, which could be a person/individual, group, organization, company or even a country. The need to communicate really depends on the sender of the information, it

could be just conveying congratulations, conveying information or an announcement, entertaining or even greater needs such as conveying moral and religious messages. To convey what is in the sender's heart (feelings) or what is in the sender's head (thoughts), the source of the information must change these feelings and thoughts into a set of verbal and/or non-verbal symbols that can be understood by the recipient of the information. This is what is called the encoding process.

- b. **Message.** The message is what the sender conveys to the recipient. A message is a set of verbal and/or non-verbal symbols that represent the feelings, values, ideas, thoughts or intentions of the sender of the message. Messages have three components namely; meaning, symbols used to convey meaning and form or organization of the message. The most important symbols are words (language) that can represent objects or things, ideas and feelings. Through words (language) we can share thoughts and feelings with other people. Messages can also be formulated into non-verbal symbols such as through actions or body signals such as thumbs up, head nods, smiles, eye contact and so on. Messages can also be born in other non-verbal symbols such as through paintings, works, sculptures, music or dance and so on.
- c. **Channel or media.** Channels or media in communication are tools or vehicles used by sources to convey their messages to message recipients. This channel can refer to the form of message conveyed to the recipient, whether verbal or non-verbal channels. Basically human communication uses two channels, namely sound and light, although we can also use the five senses to receive messages from someone. Channel also refers to the way the message is presented, whether directly (face to face) or via print or electronic mass media (newspapers, radio, TV). Personal letters, LCD projectors, multimedia sound systems are also channels or media for conveying messages. The sender of the message can choose which channel or media to use depending on the situation, the goals to be achieved, the number and characteristics of the message recipients.
- d. **Receiver.** Often also called target/purpose (destination), communication (communicate), reverse encoder (decoder) or audience (audience), listener (listener), interpreter (interpreter), namely the person or group of people who receive the message from the sender of the message. The process of the message recipient interpreting the verbal and/or non-verbal symbols received from the message sender is called the decoding process.
- e. **Effect.** Effect is what happens to the recipient of the message after receiving the message. This effect depends on the substance of the message received. This can be in the form of increasing knowledge and information as well as insight, being entertained, changing attitudes and skills, changing beliefs, changing behavior and so on. For example, someone who has listened to a speech during a campaign may act according to the orator's wishes and vote for the party or legislative candidate being promoted. A housewife who has just listened to a marketing message from a sales marketing person may decide to buy the product or a student who has listened to a teacher's explanation in class will increase their knowledge of the material presented.

Learning is two-way communication, between the teacher and students. The teacher's readiness to recognize the characteristics of students in learning is the main asset in delivering learning materials and is an indicator of successful implementation of learning that requires students to just listen, take notes, but requires student activity in thinking. Second, in learning to build a dialogical atmosphere and question and answer process. Brown in Muhammad Thobroni and Arif Mustofa, details the characteristics of learning as follows: 1) Learning is mastering or "acquiring"; 2) Learning is remembering information or skills; 3) The process of remembering involves storage systems, memory, and cognitive organization; 4) Learning involves conscious active attention and acting according to events outside and inside the organism; 5) Learning is permanent, but subject to forgetting; 6) Learning involves various forms of practice, perhaps practice supported by rewards and laws; and 7) Learning is a change in behavior. Learning requires a conscious process that tends to be permanent and changes behavior. In this process, recollection occurs which is then stored in memory and cognition. Furthermore, these skills are realized practically and students are active in responding and reacting to events that occur to students or their environment. Learning is the implementation of the curriculum in schools from a curriculum that has been designed and demands activity and creativity from teachers and students according to what has been programmed in an effective and enjoyable manner. This is in accordance with what Brooks stated that "renewal in education must start from how children learn and how teachers teach, not from the results". Learning is essentially a process of interaction between a teacher and students, both direct interaction such as face-to-face activities and indirectly, namely by using various learning media. Based on these differences in interactions, learning activities can be carried out using various learning patterns and methods. Learning activities, in their implementation, recognize many terms to describe the teaching methods that will be carried out by the teacher. Currently, there are so many different strategies or learning methods that aim to improve the quality of learning for the better. Learning models that can be used in PAI learning actively and creatively include:

- a. **Direct learning model (direct instruction).** It is a learning model that emphasizes mastery of concepts and/or behavior change by prioritizing a deductive approach.
- b. **The cooperative learning model** is a form of learning based on constructivist understanding.

- c. The inquiry/discovery learning model is inquiry-based learning, the pattern follows the scientific method which gives students the opportunity to learn meaningfully. Inquiry is a learning strategy that prioritizes the discovery process in learning activities to gain knowledge

The steps that must be taken in learning communication science are: Learning is a communication process. Communication is the process of sending information from teachers to students for certain purposes. Communication is said to be effective if the communication that occurs creates a two-way flow of information, namely by the emergence of feedback from the recipient of the message. The quality of learning is influenced by whether or not the communication that occurs in it is effective. Educational goals will be achieved if the process is communicative. Once Kurniawan believes that learning can be interpreted as interaction between teachers and students which is carried out deliberately and planned and has positive goals. The success of learning must be supported by instructional components consisting of messages in the form of learning materials, the messenger, namely the teacher, materials for conveying the message, equipment that supports learning activities, appropriate techniques or methods, and a setting or situation that is conducive to the learning process. Learning requires interaction, this shows that the learning process is a communication process, meaning that there is a process of conveying messages from a teacher to students. The message sent is usually in the form of information or information from the teacher as the source of the message. The message is changed in the form of codes or symbols such as words, sounds, images and so on. Through channels such as OHP, films, and so on. The message is received by students through the senses (eyes and ears) to be processed, so that the message conveyed by the teacher can be received and understood by students.

Conclusion

From the discussion above, it can be concluded that teaching methods or active and creative learning methods are a method used by a teacher in conveying material or related to Islamic religious learning to students using various active and creative methods so that the aim of education, especially in delivering the learning material can be achieved effectively and efficiently. To be able to develop learning methods at Madrasah Aliyah Darul Ulum Banyuwangi Palengaan, a teacher should also consider other things, such as the principles of learning methods, factors for selecting methods, and learning strategies. Because a method that has been chosen cannot work well if the development aspects are ignored. Communication lessons are useful for facilitating communication with anyone, it is very good to have communication subjects at universities. The process of communication students according to Islamic religious education students is more theoretical or textual, the development or results of communication have less impact on other students, maybe from various other students it can be understood well, as there are basics in communication, just need to develop a little more of it. lecturer. If you are a beginner, it is a bit difficult to use the learning system in class. In order to have an even greater impact on other students in the future, that is, be more active, especially with the lecturers, to encourage students to communicate well or practice more because there is a lot of communication, we have to practice. Students are motivated to study communication science, especially communication science subjects that have been determined by the university, secondly they must be active in learning communication science because students are taught to communicate independently, we make the main goal that they want to become teachers who are trained in communication science. Many students are motivated by communication science subjects because they approach their goal of becoming teachers. Because by being a teacher your communication must be better.

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