

ABSTRAK

PENGARUH INTENSITAS SOSIALISASI PROGRAM KREATIVITAS MAHASISWA (PKM), KREATIVITAS MAHASISWA, DAN BUDAYA MEMBACA TERHADAP MINAT MENGIKUTI PKM

Studi Kasus Mahasiswa Semester III Tahun Akademik 2011/2012
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Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh positif dan signifikan: (1) intensitas sosialisasi PKM terhadap minat mengikuti PKM; (2) kreativitas mahasiswa terhadap minat mengikuti PKM; dan (3) budaya membaca terhadap minat mengikuti PKM.

Jenis penelitian ini adalah penelitian deskriptif. Penelitian ini dilaksanakan pada bulan Desember 2012 sampai Januari 2013. Teknik pengumpulan data menggunakan kuesioner. Populasi penelitian ini adalah Mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Sanata Dharma yang jumlahnya 4.838 mahasiswa. Sampel penelitian ini adalah Mahasiswa Semester III Tahun Akademik 2011/2012 Fakultas Keguruan dan Ilmu Pendidikan Universitas Sanata Dharma yang jumlahnya 392 mahasiswa. Teknik pengambilan sampel adalah Purposive Sampling dan Eksidental Sampling. Teknik analisis data adalah Chi Square.

Hasil penelitian menunjukkan bahwa: (1) ada pengaruh positif dan signifikan intensitas sosialisasi PKM terhadap minat mengikuti PKM ($\chi^2_{hitung} = 19,137 > \chi^2_{tabel} = 0,099$; *Asymp. Sig* = 0,001 < $\alpha = 0,05$ dan *Spearman Correlation* = 0,214); (2) ada pengaruh positif dan signifikan kreativitas mahasiswa terhadap minat mengikuti PKM ($\chi^2_{hitung} = 58,768 > \chi^2_{tabel} = 0,099$; *Asymp. Sig* = 0,000 < $\alpha = 0,05$ dan *Spearman Correlation* = 0,348) ; (3) ada pengaruh positif dan signifikan budaya membaca terhadap minat mengikuti PKM ($\chi^2_{hitung} = 27,047 > \chi^2_{tabel} = 0,099$; *Asymp. Sig.* = 0,000 < $\alpha = 0,05$ dan *Spearman Correlation* = 0,211).

ABSTRACT

**THE INFLUENCE OF SOCIALIZED INTENSITY OF STUDENT
CREATIVITY PROGRAM (SCP), STUDENTS' CREATIVITY AND
READING HABIT TOWARD INTEREST TO JOIN SCP**

A Case Study on the Students of the third semester, 2011/2012 batch, Faculty
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This research aims to know the positive and significant influence of: (1) the socialized intensity of student creativity program toward the interest to join SCP; (2) the student's creativity toward the interest to join SCP; (3) reading habit toward interest to join SCP.

This research was carried out from December 3rd until 7th, 2012. The gathering of the data was questionnaire. The research population were the third semester students of the Faculty of Education and Teachers Training of Sanata Dharma University, which consisted of 4.838 students. The samples were 392 students of the third semester of the Faculty of Education and Teachers Training. The technique of gathering samples was Purposive Sampling and Accidental Sampling. The technique of analysing the data was Chi Square.

The result of the research indicates that: (1) there is a positive influence of socialized intensity toward the interest to join SCP ($\chi^2_{count} = 19,137 > \chi^2_{table} = 0,099$; *Asymp. Sig.* = 0,000 $< \alpha = 0,05$; and *Spearman Correlation* = 0,214); (2) there is a positive influence of the students creativity toward the interest to join SCP ($\chi^2_{count} = 58,768 > \chi^2_{table} = 0,099$; *Asymp. Sig.* = 0,000 $< \alpha = 0,05$; and *Spearman Correlation* = 0,348); (3) there is a positive and significant effect on reading habit toward the interest to join SCP ($\chi^2_{count} = 27,047 > \chi^2_{table} = 0,099$; *Asymp. Sig.* = 0,000 $< \alpha = 0,05$; and *Spearman Correlation* = 0,21