

## ABSTRAK

### PENGARUH PEMAHAMAN TENTANG PROGRAM KREATIVITAS MAHASISWA (PKM), INTENSITAS SOSIALISASI PKM , DAN KREATIVITAS MAHASISWA TERHADAP MINAT MENGIKUTI PKM

Survei pada Mahasiswa Semester III Tahun Akademik 2011/2012 Fakultas  
Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma

Puteri Wijayanti  
Universitas Sanata Dharma  
Yogyakarta  
2013

Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh positif dan signifikan: (1) pemahaman tentang PKM; (2) intensitas sosialisasi PKM; dan (3) kreativitas mahasiswa terhadap minat mengikuti program kreativitas mahasiswa. Jenis penelitian adalah penelitian deskriptif. Penelitian ini dilaksanakan pada bulan Desember 2012. 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 yang jumlahnya 392 mahasiswa. Teknik pengambilan sampel adalah *purposive sampling*. Teknik analisis data adalah *Chi Square*.

Hasil penelitian menunjukkan bahwa: (1) ada pengaruh positif dan signifikan pemahaman tentang PKM terhadap minat mengikuti PKM ( $\chi^2_{hitung} = 87,846$ ;  $Asymp. Sig = 0,000 < \alpha = 0,05$  dan *Spearman Correlation* = 0,398); (2) ada pengaruh positif dan signifikan intensitas sosialisasi PKM terhadap minat mengikuti PKM ( $\chi^2_{hitung} = 19,137$ ;  $Asymp. Sig = 0,001 < \alpha = 0,05$  dan *Spearman Correlation* = 0,214); (3) ada pengaruh positif dan signifikan kreativitas mahasiswa terhadap minat mengikuti PKM ( $\chi^2_{hitung} = 58,768$ ;  $Asymp. Sig = 0,000 < \alpha = 0,05$  dan *Spearman Correlation* = 0,348).

## ABSTRACT

### **THE INFLUENCE OF THE UNDERSTANDING OF STUDENT CREATIVITY PROGRAM (SCP), THE INTENSITY OF SCP SOCIALIZATION, AND THE STUDENTS' CREATIVITY ON THEIR INTEREST IN JOINING SCP.**

A Survey on the Third Semester Student 2011/2012 Academic Year Faculty of Teacher Training and Education, the University of Sanata Dharma

Puteri Wijayanti  
Sanata Dharma University  
Yogyakarta  
2013

This research aims to determine whether there is a positive and significant influence of: (1) the understanding of SCP; (2) the intensity of socialization of SCP; and (3) the students' creativity on their interest of SCP.

The type of research is a descriptive research. This research was conducted in December 2012. The technique of collecting the data was questionnaire. The population of the research were 4.838 students of the Faculty of Teachers Training and Education, Sanata Dharma University. The samples were 392 students from 2011/2012 academic year. The technique of taking samples was purposive sampling. The technique of analysing the data was Chi Square.

The results of the research show that: (1) the understanding of SCP gives positive and significant influence on the students' interest in joining SCP ( $\chi^2_{\text{count}} = 87,846$ ; Asymp. Sig = 0,000 <  $\alpha = 0,05$  and Spearman Correlation = 0,398); (2) the intensity of SCP socialization gives positive and significant influence on their interest in joining SCP ( $\chi^2_{\text{count}} = 19,137$ ; Asymp. Sig = 0,001 <  $\alpha = 0,05$  and Spearman Correlation = 0,214); (3) the students' creativity gives positive and significant influence on their interest in joining SCP ( $\chi^2_{\text{count}} = 58,768$ ; Asymp. Sig = 0,000 <  $\alpha = 0,05$  and Spearman Correlation = 0,348).