ABSTRAK

Ika Mauli Diyawati, B76213068, 2017 Pengaruh Program Kuliah Kerja Nyata (KKN) Terhadap Keterampilan Komunikasi Sosial Mahasiswa UINSA (Studi Pada Mahasiswa Peserta KKN Gelombang II UINSA Tahun 2016)

Kata Kunci : Program Kuliah Kerja Nyata, Keterampilan Komunikasi, Komunikasi Sosial

Salah satu kewajiban mahasiswa ketika menempuh ilmu di perguruan tinggi ialah melaksanakan program Kuliah Kerja Nyata (KKN), dimana mahasiswa diharuskan untuk membaur dan berhubungan secara langsung dengan masyarakat. Skripsi ini difokuskan untuk mencari pengaruh Program Kuliah Kerja Nyata dengan keterampilan komunikasi sosial mahasiswa. Metode yang digunakan dalam penelitian ini yakni metode kombinasi (*mix method*) dengan model urutan pembuktian (*Sequential Explanatory*). Melalui metode kuantitatif diketahui ada tidaknya pengaruh serta tingkat pengaruh Program Kuliah Kerja Nyata terhadap keterampilan komunikasi sosial mahasiswa, kemudian melalui metode kualitatif akan difokuskan untuk meneliti bagaimana bentuk pengaruh Program KKN terhadap keterampilan komunikasi yang dimiliki mahasiswa saat melaksanakan KKN.

Hasil penelitian menunjukkan adanya pengaruh antara Program Kuliah Kerja Nyata (KKN) terhadap keterampilan komunikasi sosial mahasiswa UIN Sunan Ampel Surabaya. Hal tersebut terlihat dari hasil uji regresi linier sederhana yang menunjukkan angka 0,000 Nilai ini < 0,05. Kemudian melalui pengujian sumbangan efektif variabel diketahui bahwa besarnya pengaruh Program Kuliah Kerja Nyata (KKN) terhadap keterampilan komunikasi sosial mahasiswa UIN Sunan Ampel Surabaya 36,3%. Sedangkan Melalui uji korelasi *product moment, pearson correlation* diketahui ada korelasi positif 0,602. Artinya bahwa korelasi antara Program Kuliah Kerja Nyata (KKN) terhadap keterampilan komunikasi sosial mahasiswa UIN Sunan Ampel Surabaya dalam kategori "Kuat".

Terdapat beberapa faktor yang mempengaruhi adanya keterampilan komunikasi sosial ketika mahasiswa melaksanakan KKN diantaranya adalah pemahaman komunikasi saat pembekalan KKN, hubungan baik dengan warga, proses adaptasi dan pendekatan, Proses mengorganisir warga untuk berpartisipasi dalam pelaksanaan program KKN, serta pengalaman dan keterampilan komunikasi yang dimiliki sebelumnya. Beberapa bentuk pengaruh Program KKN terhadap keterampilan komunikasi sosial yang dimiliki mahasiswa saat KKN yakni keberanian bicara di depan masyarakat, keberanian dan etika berpendapat, penyesuaian penggunaan bahasa, kemampuan dan etika berdiskusi, serta membudayakan sikap ramah. Sesuai dengan asumsi teori akomodasi, mahasiswa ketika melaksanakan KKN melakukan penyesuaian ketika berkomunikasi lawan bicara, baik dari segi bahasa maupun perilaku yang ditunjukkan ketika sedang berkomunikasi. Selain itu mereka juga menentukan posisi interaksi ketika berhadapan dengan masyarakat, sesuai dengan teori adaptasi interaksi dimana ketika berkomunikasi mereka mempertimbangkan *Requipments* (kebutuhan), *Expectation* (harapan) dan *Desire* (keinginan).

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ABSTRACT

Ika Mauli Diyawati, B76213068, 2017 The Influence of Community Development Program (CDP) on Social Communication Skills of UINSA Students (Study on Students of CDP Participants Phase II UINSA in 2016)

Keywords : Community Development Program, Communication Skills, Social Communication

One of the obligations of college students when they are studying at universities is to implement the Community Development Program (CDP), where students are required to dissolve and get in touch with the community. In this thesis is focused on finding the influence of Community Development Program with students' social communication skill. The method used in this research is the combination method (mix method) with the sequence of proof model (*Sequential Explanatory*). Through the quantitative method, it is known that there is influence and the level of influence of the Community Development Program on the social communication skill of the students, then through qualitative method will be focused to research how the shape of the influence of Community Development Program (CDP) to the communication skill which are owned the students when implementing the CDP.

The result of the research shows that there is influence between the Community Development Program (CDP) toward the social communication skill of UIN Sunan Ampel Surabaya students. This is evident from the results of a simple linear regression test that shows the number 0,000 This value <0.05. Then through effective variable donation test, it is known that the influence of Community Development Program (CDP) toward social communication skill of UIN Sunan Ampel Surabaya students is 36,3%. While through product moment correlation test, pearson correlation is known there is positive correlation 0,602. This means that the correlation between the Community Development Program (CDP) on social communication skills of UIN Sunan Ampel Surabaya students in the category of "Strong".

There are several factors that influence the existence of social communication skill when students implementing the CDP such as communication understanding during debriefing of CDP, good relation with the citizen, adaptation and approach process, process of organizing community to participate in the implementation program of CDP, and previous experience and skill of communication. Some shape of influence of Community Development Program on social communication skills owned by students during CDP are courage to speak in public, courage and ethics to opinion, adjustment of language use, ability and ethics to discuss, and cultivate friendly attitude. In accordance with the assumption of the theory of accommodation, students when implementing CDP make adjustments when communicating to the other person, both in terms of language and behavior shown while communicating. In addition they also determine the position of interaction when dealing with the community, in accordance with the theory of adaptation interaction where when communicating they consider about *Requipments* (needs), *Expectation* (hope) and Desire.

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