



The perception of the Lampanah community towards community service lectures of Al Washliyah Banda Aceh disciple students

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ABSTRACT: The Community Service Program (KPM) is a university initiative aimed at applying students' knowledge and skills to contribute directly to the community. In Lampanah Settlement, Seulimeum District, Aceh Besar Regency, the KPM program implemented by STISIP Al Washliyah Banda Aceh students is expected to have a positive impact on the community. However, community perceptions of this program need to be evaluated to ensure the effective implementation of KPM activities. This study aims to analyze the perceptions of the Lampanah Settlement community towards the KPM program by STISIP Al Washliyah Banda Aceh students. The research employs a mixed-methods approach, with data collection techniques including interviews, observation, and documentation. The sampling technique used the Slovin formula, distributing e-questionnaires to 212 samples from a total population of 450, with a 5% margin of error in Lampanah Settlement. The results show that: 1) 65% of respondents had a positive perception, 20% were neutral, and 25% were negative; 2) 70% of respondents viewed the benefits of the activities as high, 15% as moderate, 6% as neutral, and 4% as low; 3) Communication barriers included language (20%), cultural differences (45%), and technological constraints (25%). Interviews revealed that the Lampanah Settlement community generally had a positive perception of the KPM program, appreciating students' contributions to education, health, and economic empowerment. However, factors such as ineffective student communication and limited community involvement in planning and implementing programs were identified as areas needing improvement.

KEYWORDS: Community perception; community service lecture; STISIP Al Washliyah Banda Aceh; Lampanah; KPM Students.

Introduction

In Indonesia, Higher Education strongly emphasizes community service as an integral part of the tridharma of higher education in making a real contribution to social development to society. (Simatupang & Yuhertiana, 2021) Community Service Course (KPM) is one of the important instruments in building bridges between higher education and society. This program not only facilitates the transfer of knowledge and skills from higher education to the community, but also encourages students to be directly involved in

solving real problems faced by the community. (M. C. Syahputra, 2020). In Aceh Besar Regency, precisely in Seulimeum District, there is an interesting phenomenon related to the paradigm of the Lampanah settlement community towards the student KPM program. As an area rich in cultural heritage and traditional values, the Lampanah community has a unique perspective on education and community service.

According to Fitzpatrick and Berends (2017), community service in higher education that "creates a strong learning experience for

students and makes a positive contribution to the local community". On the other hand, community perceptions of student community service activities also play an important role in the success and impact of these programs. According to research by Abidin, Zainol, and Dzulkifli (2020), "community perceptions of community service by students have significant implications on the level of community participation and support for these programs." Therefore, understanding how local communities perceive and respond to students' community service activities is crucial in designing and implementing effective programs.

Perception is a complex cognitive process that allows individuals to interpret and understand the environment based on information received through the senses. Perception plays an important role in shaping how humans interact with the surrounding world and make decisions based on these interpretations. According to Gibson (1966) in (Laga et al., 2021) that "The Senses Considered as Perceptual Systems" states that perception is an active process that involves interpreting sensory information to give meaning to the environment around us. Gibson emphasizes that perception is not only about receiving information, but also about how we use that information to interact with the world. "Perception involves an active process of selecting, organizing, and interpreting sensory input to make sense of the environment", Schiffman and Kanuk (2007) in 'Consumer Behavior' suggest that perception is the process by which individuals select, organize, and interpret stimuli into a meaningful and coherent picture of the world. "Perception is the process by which individuals select, organize, and interpret stimuli into a meaningful and coherent picture of the world." (Selvia & Rani, 2021).

Based on the observations of researchers in the field, it illustrates that the changes in perceptions that occur in the community towards community service lectures (KPM) students are very much felt, especially in the licensing process to carry out community service lectures. There are even people who do not believe in the potential of students to be

directly involved in the field. In addition, the role of students who do not understand the purpose of the Community Service Course itself, so that the community does not care about the role of students in the community. However, students who are included in field practice as research conducted (Jasmadi et al., 2024) related to student field work practices show that 63.20% of students can apply the concept of e-governance in field work practices well, while 23.30% are above the excellent category, and 10.5% are sufficient. This is also dominated by assistance from local employees in protecting the people's nature during the implementation of e-governance concepts in the workplace so that the ability of students who will carry out the service already has a debriefing.

Some previous studies that carried out related research included (Guntar et al., 2023) with the research title Community Service & Implementation of Independent Campus-based courses in Taro Village, then, Research (Saylendra, 2023) which conducted research with the theme "Perceptions of the Puwamekar Community towards the performance of real work lecture students of buana university Perjuangan. Then research (A. Syahputra & Putra, 2020) conducted research related to the title "Community Perceptions of Community Service Lecture Activities (KPM). In addition, research (N. Hidayat, 2018) conducted research with the title "Interconnected integrative real work lecture (KKN) model based on innovative and creative productive community development". The research has similarities related to the research being conducted, but this research has differences with previous research in terms of writing techniques, location and methods used in research.

The reality in the field shows that fostering a positive perception of the community towards the Community Service Course (KPM) is very important for the success and sustainability of this program. Positive perceptions can increase active community participation in activities carried out by students, thus creating better collaboration between students and local communities. This is as according to Schiffman and Kanuk (2007), in (R. Hidayat, 2019) perception is the process by which individuals

select, organize, and interpret stimuli into a meaningful and coherent picture of the world. In this case, KPM, the community's perception of this program can be influenced by the quality of social interactions, the relevance of activities to local needs, and the tangible results felt by the community.

According to Chambers (1997), community perceptions of development interventions are often based on the extent to which they feel involved and the direct benefits they perceive from the program. Thus, actively involving the community in the planning and implementation of KPM can increase their sense of ownership and commitment to the program. In addition, positive perceptions can also strengthen social and moral support for students, which in turn can increase their motivation in carrying out service activities. This is in line with Korten's (1987) view that active community participation in every stage of a development program increases positive perceptions.

Therefore, it is important for educational institutions and students to focus on strategies that can foster positive community perceptions of KPM. This can be done through effective communication, transparency, and an inclusive approach. When communities feel valued and benefited by the program, they are more likely to support and actively engage, thus better achieving empowerment and development goals. Thus, the researchers will analyze more deeply related to "Perceptions of the Lampanah Settlement Community towards the Community Service Lecture (KPM) of STISIP AL Washliyah Banda Aceh Students".

Research methods

This research uses a mixed method research method that combines or associates qualitative forms and qualitative forms. (M. Iqbal, 2020) This approach involves philosophical assumptions. Application of qualitative and qualitative approaches and mixing the two approaches in one study. According to Johnson and Cristensen in (Sugiyono, 2020), provide a definition of the

combination research method (Mixed Methods) as follows: "Research that involves the mixing of quantitative and qualitative approaches. (Research that combines quantitative and qualitative approaches) ". Furthermore, Creswell (2009) in providing a definition of Mixed Methods Research is: "is an approach to inquiry that combines or associated both qualitative quantitative forms of research. It involves the philosophical assumption of the use of quantitative and qualitative approaches, and the mixing of both approaches in a study."

This research is a study that uses qualitative and quantitative research methods (mix methods), where qualitative research aims to analyze social phenomena in the deepest possible way, through data collection in the field. According to Rahmat, (2006) in (Abdullah, 2015) this research does not prioritize the size of the population to be studied but rather emphasizes the depth (quality) of the data, not the amount of data (quantity) of data. Bogdan and Taylor in (Fenti Hikmawati, 2020) suggest that qualitative research is basically research procedures carried out to obtain descriptive data in the form of writing, speech and even observable behavior. Meanwhile, quantitative research methods are carried out to obtain data based on the distribution of questionnaires to strengthen the argument.

This type of research is qualitative research which aims to gain knowledge about the perception of the Lampanah Kemukiman community towards community service lectures conducted by STISIP AL Washliyah students. The data collection techniques used are in-depth interviews (in-dept Interview) and observation. While the data analysis technique is carried out using a descriptive approach. As explained by Braun and Clarke (2006), the descriptive approach "includes searching, identifying, and reporting data". In this study, the researcher's descriptive analysis was to identify patterns and main themes in the community's perceptions of community service lectures, as well as to develop a deeper understanding of the variation and complexity of these perceptions.

The primary data source of this research is the community leaders of Lampanah Settlement, Seulimum District, Aceh Besar

Regency. The research data collection was carried out by interviewing 5 community leaders in Lampanah settlement and sampling using the slovin formula by distributing e-Questionnaires to 212 Samples from a total population of 450 with a level of 0.05% margin error in Lampanah settlement. While the respondents were selected using purposive sampling which represented the Lampanah settlement community from 5 kampongs, namely Gampong Lampanah, Gampong Ujong Kepula, Gampong Ujong Mesjid, Gampong Lampanah lengah and Gampong Beurunuet in Seulimum District, Aceh Besar Regency.

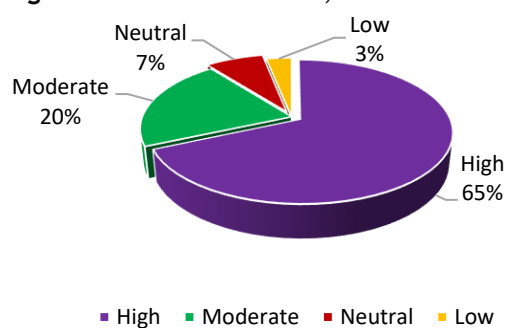
Results

Based on research conducted related to knowledge related to community perceptions of community service lectures (KPM) of STISIP Al Washliyah Banda Aceh students. So, the results of the research study are as follows:

Aspects of Student Attendance at community service programs

The research data on the aspect of student attendance in community service lecture activities in Lampanah Settlement has a wide variety of community perceptions. Based on predetermined categories, it can be observed from the distribution of e-questionnaires to 212 samples that 65% of respondents expressed a positive response to student attendance, a moderate category of 20%, while 30% were neutral, and 25% expressed a negative view.

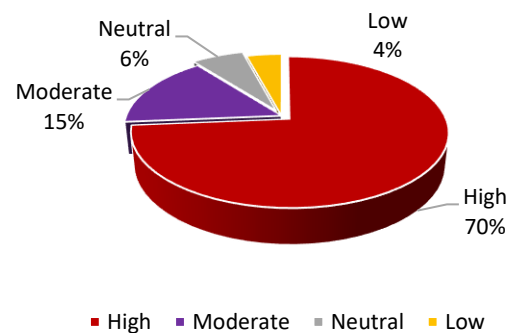
Figure 1: Attendance data, 2024



Aspects of Benefits of Student Community Service Activities

Based on the results of research in the field on the aspect of the benefits of student activities in the community on community perceptions, then, the results show that the benefits of student activities obtained by 70% of respondents stated the benefits of activities as high, 15% mentioned the benefits as moderate, 6% in the neutral category and 4% considered the benefits low.

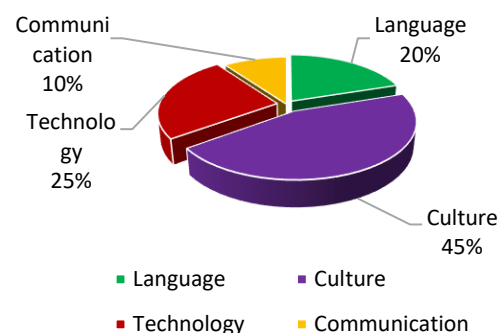
Figure 2: Attendance Aspect Data, 2024



Aspects Communication barriers with the community in the neighborhood

Based on the graph above, it can be explained that the analysis of the communication constraints aspect shows significant variations in the perceptions of the Lampanah settlement community. Based on predetermined categories, 20% of respondents identified language as the main obstacle, 45% mentioned cultural differences, and 25% considered technological constraints as the main factor affecting communication.

Figure 3: Benefits Aspect Data, 2024



Discussion

Aspects of Student Attendance at community service programs

Based on the research results on the aspect of student presence in the Community Service Lecture (KPM) program has a strategic role in connecting science with real practice in the field. The KPM program is a tangible form of higher education's commitment to make a direct contribution to society, especially in efforts to improve welfare and community empowerment. Students, as agents of change, bring the academic knowledge and practical skills they have acquired during their studies to be applied in diverse social environments. Their presence not only provides direct benefits in the form of new knowledge and skills for the community, but also strengthens the interaction and relationship between educational institutions and the community. Thus, KPM becomes an effective platform to develop students' social empathy and problem-solving skills, and has a positive impact on development. As stated by Gibson (1966) in (Padil & Antin, 2018) the community's perception of the presence of students in this program is highly dependent on how students interact and contribute to the daily life of the community.

The presence of students in the community service program is a form of real contribution to the community in applying the theoretical concepts of knowledge obtained from higher education, for the community the presence of student service programs provides a new atmosphere in people's lives exchanging experiences and knowledge and even the community welcomes the presence of students.

Based on the data analysis on the aspect of student attendance at community service lecture activities in Lampanah Settlement, there are significant variations in the perception of the Lampanah Settlement community. Based on the predetermined categories, it can be observed that 65% of the respondents expressed a positive response to the presence of students, a moderate category of 20%, while 30% were neutral, and 25% expressed a negative view.

The results of the researcher's interview with lampanah settlement community leaders showed that the positive perception on the

aspect of student attendance at the community service lecture program of STISIP Al Washliyah students, this is as seen from the 65% high category of response to the enthusiasm of the community welcoming the presence of students in Lampanah settlement. While the results of interviews with the Lampanah community regarding the unfavorable perceptions that arise are due to previous experience factors in the acceptance of kpm students who do not run the kpm program in accordance with village procedures or governance. According to Dr. Ahmad in (Azizah, 2019) an expert in the field of community education, the presence of students is a key element in the success of community service programs. He stated, "Direct interaction between students and local communities not only facilitates the exchange of knowledge and skills, but also strengthens social ties between universities and the communities they serve." However, neutral and negative views from some respondents shows that there are factors that influence their perception of student attendance. (Azizah, 2019) According to Dr. Fatimah, a cultural anthropologist, explained that cultural differences and unmet expectations can be the main causes of dissatisfaction with student attendance. She added, "It is important for students to understand and respect local cultural norms so that their interactions can run smoothly and have a positive impact on society."

Based on the results of the research and discussion above, it can be concluded that the public perception of the aspect of student attendance in the community service program (KPM) STISIP Al Washliyah students have a positive perception. Therefore, to increase the effectiveness of student attendance in community service programs, it is important for universities to pay attention to and respond to various community perspectives. Through an inclusive and sensitive approach to the local community, students can be more effective in building mutually beneficial relationships with the community served in the community service program.

Aspects of the Benefits of Student Service Activities in the Community

The aspect of the benefits of student community service activities is one of the important elements that emphasizes the important role of higher education in social and economic development. This community service activity is not only a means for students to apply the knowledge and skills they have acquired in college, but also as a medium to build harmonious and synergistic relationships with the community. Community service by students functions as a bridge connecting theory with practice, allowing the transfer of knowledge and technology that is relevant to the needs of the community. (Kulsum, 2023) Through these activities, students can make real contributions in the form of improving skills, economic empowerment, improving health, and education that have a direct impact on improving the quality of life of the community. In addition, this community service activity is also able to strengthen the capacity and independence of the community in facing various social and economic challenges, so that a more prosperous and competitive environment is created. The benefits felt are not only limited to the community receiving the service, but also for the students themselves, who gain valuable experience and a deep understanding of the social dynamics and challenges faced by the community. (Syardiansah, 2019)

Based on the graphic image above, it can be explained that analyzing the aspect of the benefits of the activity, the results of the study showed variations in the perceptions of the Kemukiman Lampanah community. Based on the predetermined categories, 70% of respondents stated the benefits of the activity as high, 15% stated the benefits as moderate, 6% in the neutral category and 4% considered the benefits low.

The results of interviews with community leaders showed that community perceptions on the benefits of community service activities (KPM) of STISIP Al Washliyah Banda Aceh students were classified as positive, where 70% of the community considered the benefits of student activities to be high in the community. This is in accordance with the opinion of Dr. Indra in (Fitayanti et al., 2022) an expert in the field of community development,

explaining that the perception of the benefits of activities is influenced by a number of factors, including the quality of program implementation, relevance to community needs, and the level of community participation in planning and implementing activities. He emphasized, "A successful community service program is one that is able to provide real and relevant benefits to the community, and actively involves the community in every stage."

However, although some respondents acknowledged the high benefits of the activity, there was also a percentage who stated the benefits as low. This shows that there is a mismatch between expectations and reality in the implementation of the program. Prof. Dian in (Zanu, 2017) a program evaluation expert, said, "It is important for higher education institutions to continuously evaluate and update community service programs in order to identify weaknesses and increase their effectiveness in providing maximum benefits to the community."

Based on the results of the research and discussion above, it can be concluded that the public perception on the aspect of the benefits of community service lecture activities (KPM) of STISIP Al Washliyah Banda Aceh students has a positive perception. Therefore, to improve the perception of the benefits of activities, better efforts are needed in designing, implementing, and evaluating community service programs. Thus, universities can ensure that the activities they carry out not only provide significant benefits to the community, but are also sustainable and relevant to the needs of the community.

Aspects of Communication Constraints with the Community in the Environment

The aspect of communication constraints with the community in the environment is one of the main challenges in implementing community service programs, including Community Service Lectures (KPM). Effective communication is the key to the success of every program that involves interaction and collaboration between various parties. However, there are often obstacles that disrupt this communication process. These obstacles can be structural, such as language

and cultural differences between students and the local community, or technical, such as the lack of adequate communication media.

According to Schramm (1954) in (Bungin, 2018) communication is the process of sharing information, ideas, and feelings that are important for creating shared understanding and achieving common goals. When communication does not go well, incorrect or incomplete information can result in misunderstanding, distrust, and resistance from the community to the programs being implemented. Therefore, identifying and overcoming communication barriers is very important to ensure active participation and community support in KPM activities. According to research by Rogers and Shoemaker (1971) the effectiveness of communication is greatly influenced by the similarity of social, economic, and cultural backgrounds between communicators and communicants. In this case, students who carry out KPM must be sensitive to the social and cultural conditions of the local community to develop effective and inclusive communication strategies.

Based on the graphic image above, it can be explained that the analysis of communication constraint aspects shows significant variations in the perceptions of the Kemukiman Lampanah community. Based on the predetermined categories, 20% of respondents identified language as the main obstacle, 45% mentioned cultural differences, and 25% considered technological obstacles as the main factor influencing communication. This is as Dr. Sarah in (Bungin, 2018) a cross-cultural communication expert, explains that communication constraints are often an obstacle in the implementation of community service programs, especially in multicultural environments such as Kemukiman Lampanah. She highlighted the importance of understanding the communication needs of local communities and adapting communication strategies according to their cultural context. "Local language and culture must be considered as important aspects in the planning and implementation of community service activities."

However, technological barriers also emerged as a significant factor in the analysis. Prof. Budi, in (Bungin, 2018) an information technology expert, observed that limited access to technology and inadequate infrastructure can hinder the effectiveness of communication between students and the community. He emphasized the importance of investing in technological infrastructure and training to improve the community's digital literacy. "Proper mastery of technology can be the key to overcoming communication barriers in the context of community service," he said. Therefore, to overcome communication barriers, a holistic approach is needed that integrates aspects of language, culture, and technology. Universities need to work with local communities to identify and overcome existing barriers, as well as increase the capacity of communities to face complex communication challenges. Thus, communication between students and the community can be more effective and have a positive impact on community development.

According to Smith and Jones (2018), in (Chandra et al., 2021) it is important for higher education institutions to understand the perspectives of local communities in designing community service programs. In line with the findings of this study, Smith and Jones (2018) stated that close collaboration between universities and the community is the key to success in building relevant and impactful programs.

The results of the study also showed that there were obstacles in implementing community service activities, especially in terms of communication and cultural differences between students and the local community. This is in line with the findings of Johnson et al. (2020), in (Emilia, 2022) which highlighted the importance of building understanding and strong relationships between students and the community in the context of community service.

Thus, the results of this study provide an important contribution to the development of a more responsive, relevant, and sustainable community service program in the Kemukiman Lampanah environment. Further steps can

include cross-cultural communication training for students, as well as the development of a collaborative model that actively involves community participation in the planning and implementation of community service activities.

Conclusion

Based on the results and discussion of the research, the researcher can conclude that the perception of the community of Lampanah Settlement, Seulimum District, Aceh Besar Regency towards the community service lectures (KPM) of STISIP Al Washliyah students has varying points of view, the community's perception welcomes the presence and benefits of community service activities. However, there are also obstacles that need to be overcome, namely obstacles in communication and cultural differences between students and the community.

Disclosure statement

All data and findings presented in this journal entitled: "Perception of the Lampanah Community towards Community Service Lectures (KPM) of STISIP Al Washliyah Banda Aceh Students" are produced and analyzed with high scientific integrity and without any influence or pressure from any party that may influence the interpretation or representation of the results of this study.

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