

ABSTRAK

Judul : Persepsi Siswa Kelas XII SMAN 112 atas Profesi
'*PR is Beauty*' dan Minat Memilih Program Studi PR
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Program Studi : Hubungan Masyarakat

Latar belakang penelitian ini berawal dari pengamatan penulis terhadap beberapa hal yaitu, adanya mispersepsi bahwa profesi PR sebagai dunianya perempuan dan kecenderungan dominasi mahasiswa perempuan sebagai peminat program studi PR di perguruan tinggi. Persepsi sedikit banyak menjadi bahan pertimbangan seseorang dalam menentukan kesukaan atau minatnya akan sesuatu. Demikian halnya dengan calon mahasiswa saat mempertimbangkan pilihan program studi di perguruan tinggi. Untuk itu, penelitian ini bertujuan menjawab dua rumusan masalah yaitu, mengetahui bagaimana persepsi siswa kelas XII SMAN 112 atas profesi '*PR is beauty*' dan bagaimana minat mereka memilih program studi PR. Penelitian menggunakan pendekatan kuantitatif, dengan metode survei. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 75 orang siswa kelas XII sebagai responden yang ditentukan berdasarkan teknik pengambilan sampel acak stratifikasi. Pengolahan data penelitian menggunakan bantuan program SPSS. Variabel penelitian adalah persepsi dan minat, dimana kedua variabel tersebut tidak menjelaskan hubungan. Persepsi siswa kelas XII dalam penelitian ini diukur melalui dimensi perhatian, pengertian, dan penerimaan. Sedangkan minat siswa kelas XII memilih program studi PR diukur melalui dimensi eksploratif, preferensial, transaksional, dan refrensial. Secara keseluruhan hasil penelitian menunjukkan mayoritas (90.7%) persepsi siswa positif atas profesi '*PR is beauty*'. Artinya, siswa mempersepsikan profesi PR identik dengan dunianya perempuan. Mengingat profesi PR bukan didasarkan pada gender, maka disarankan agar ada upaya untuk merubah persepsi tersebut. Selanjutnya, secara keseluruhan hasil penelitian menunjukkan lebih dari separuh siswa (69.3%) berminat positif memilih program studi PR. Meski demikian, sebaiknya dilakukan upaya untuk memaksimalkan minat siswa kelas XII pada bidang keilmuan PR.

Kata kunci: persepsi, *PR is beauty*, minat

ABSTRACT

Title : Perception of Senior Students in SMAN 112
on The Profession of 'PR is Beauty' and Their Interest in
PR as a Major Study
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The background of this research is based on several matters about women and public relations, they are: misperception about PR profession as women's domain and the tendency of female college student's domination who took interest in PR study. Perception can be a consideration for someone in determining his/her interests or preferences. The same concept applied when prospective college students considering their college program alternatives. Therefore, the purposes of this research are to find out the perception of senior students (prospective college students) in SMAN 112 on the profession of 'PR is beauty' and their interest in choosing PR as a major study. The research method was quantitative survey. The research was carried out to 75 senior students at SMAN 112 as the respondent, with random stratified sampling technique (probability sampling). Research data processed with computerized statistical program (SPSS). The research variables are perception and interest, in which those two are not correlated. The perception of senior students on the profession of 'PR is beauty' was measured by dimensions of attention, understanding, and acceptance. While the interest of senior students in choosing PR as a major study was measured by dimensions of explorative, preferential, transactional, and referential. Cumulative calculation of the research showed that majority of student's perception (90.7%) was positive. It meant that most students perceive PR profession as the profession of 'PR is beauty', PR profession as women's domain. Given that PR profession is not based on gender, it is suggested that there should be efforts to change that perception. Meanwhile, cumulative calculation of the research showed that more than half of the students (69.3%) were positively interested in choosing PR as major study. Nevertheless, efforts should be made to maximize the interest of senior students to PR field of study.

Key words: perception, pr is beauty, interest