



THE ROLE OF THE DYNAMICS STUDENT PRESS ORGANIZATION IN IMPROVING THE SOFT SKILLS OF UIN SU COMMUNICATION SCIENCE STUDENTS

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ABSTRACT

Student press organizations serve as a forum for university students to develop various skills beyond formal academic activities. Participation in these organizations provides opportunities for students to learn through hands-on practice and intensive social interaction. This study aims to explore how student press organizations contribute to enhancing students' soft skills by applying the perspectives of social learning theory and social constructivism. The research employs a descriptive qualitative method by interviewing informants who are actively involved in a student press institution. The findings indicate the important role of LPM Dinamika in improving the soft skills of Communication Studies students at Universitas Islam Negeri Sumatera Utara through various activities and work programs.

Keywords: Organizations, Press, Students.



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1. INTRODUCTION

Higher education is an educational unit that provides higher education, in different forms including; colleges, high schools, polytechnics, institutes, universities, and others (Marques et al., 2024; Ogunode et al., 2022). Higher education is an educational destination for young people and young women to acquire additional knowledge after Senior Secondary School (SMA). Universities also function as community centers in the

formation of scholars. As the highest educational institution, universities provide opportunities to their students by providing academic development facilities (Adhikari & Shrestha, 2023; Suhendar, Taufika, et al., 2023).

In every university, of course, there is always an organization that will support the learning process for its students (Aldalur & Perez, 2023; Alenezi, 2023). The campus student organization is a forum for a group of students to gather in order to achieve success together in an organization, and have clear goals and visions agreed by the all elements of the organization (Lenning et al., 2023; Suhendar et al., 2023). Students now have access to a wider range of knowledge and more advanced technology, which allows them to gain a deeper understanding of the social issues facing society today (Akour & Alenezi, 2022; Keselman et al., 2019). Therefore, students can use this knowledge to create innovative and sustainable plans. Organizations teach students to communicate, plan and manage projects, and network with many stakeholders. Students have the opportunity to apply their academic knowledge to real-world situations while obtain P understandingRaktis about problem social.

An on-campus student organization is a student organization that has official status at the university (Davidovitch & Dorot, 2023; Shahabul et al., 2022). These organizations can be organizations at the university, faculty, departmental level, or based on student interests and talents. Student Activity Unit (UKM) be example organisasi student deep campus generallyorganisasi Students offer several benefits to students (Oviyanti et al., 2024):

- 1) Student organizations are a forum and a means in order to develop the education obtained in the department.
- 2) Student organizations are a means of training themselves in practicing formal knowledge learned in the classroom and on campus.
- 3) Student organizations are a means to develop individual social skills of students before entering the world of work.
- 4) Student organizations are a means for students to be able to be under pressure, both in education and outside of education, and have the ability to communicate and adapt in daily life.
- 5) Student organizations are a means to add insight and education.
- 6) Student organizations to expand student social relations inside and outside

the campus.

- 7) Student organizations are a means for students to be able to manage their time.
- 8) Student organizations are a means to foster leadership roles.
- 9) Student organizations are a means to build networks and collaboration and provide facilities in the form of training before entering the world of work.

In addition to these benefits, some universities also have a coaching pattern that is special for the university concerned in fostering students through student organizations in the kampus environment (Aw et al., 2023; Mustaqim & Wahjoedi, 2024). North Sumatra State Islamic University is one of the state universities located in the city of Medan. UIN SU has 5 campuses with 8 faculties and 61 majors which include undergraduate, postgraduate and S3. Communication Science is one of the majors of the Faculty of Social Sciences located at Campus 4 UIN SU on Jl. Golf Course Number 120, Kp. Tengah, Pancur Batu District, Deli Serdang Regency.

In this case, the researcher discusses the role of student press organizations, especially internal organizations, namely the student press institution (LPM) dynamics in improving the soft skills of UIN SU communication science students. The organization certainly always supports the learning process in the context of developing soft skills for its members. Campus journalism is a forum for students to hone their skills in order to develop journalistic skills, both in terms of practice and material. This is very beneficial for communication science students which of course is very closely related to journalism.

2. RESEARCH METHODE

This study uses a qualitative research approach. Creswell stated that qualitative research is a method that aims to observe and investigate interesting cases (Creswell, 2021). To investigate the case, the researcher asked respondents a few questions. Next, the researcher collected answers from respondents for analysis. The results of the analysis are written in the form of a narrative and are associated with the results of other existing scientists' research. Written report on results research kualitatif also Was. In data collection, the technique used was through interviews with several resource persons who were Communication Science Students of the

State Islamic University of North Sumatra. According to the theory put forward by Stewart and Cash, an interview is an interactive communication process between two parties, at least one of the parties has an anticipated and serious goal and usually includes questions and answers.

3. RESULT AND DISCUSSION

Student Press Institute Dynamics Among Communication Science Students of UIN SU

Every campus in Indonesia basically has its own Student Press Institute, this is related to the dissemination of information and the enforcement of justice in the campus area it self (Rokhayati Rosa, 2020; Rosser, 2023). The Student Press Institution or commonly abbreviated as LPM is included in the Student Activities (UKM) unit which is directly under the rector and led by an editor-in-chief who is experienced in the field of journalism.

LPM Dinamika has been a campus information and communication media since October 16, 1993. LPM Dinamika is responsible for delivering news online via the web related to campus life to the campus community. In addition, it is also a means of expression and student participation in voicing opinions, ideas, and positive activities within UIN SU. Not only that, as a Press Institution, LPM Dinamika also plays a role in developing journalistic skills, writing, photography, and other abilities related to the world of the press.

Every student who is registered as a member of LPM must comply with the press regulations regulated in the Indonesian Student Press Association (PMII), this is also in line with the national press code of ethics and regulations. The majority of students registered in LPM are from the Department of Communication Sciences, this is due to the relevance between journalistic activities carried out in LPM and courses in the Department of Communication Sciences. However, it is possible that students from different departments who have journalistic interests can join LPM.

The Department of Communication Sciences is located in the Faculty of Social Sciences UIN SU, established in 2015 until an unspecified period of time. In this era, the number of companies and networks in the communication sector has increased rapidly. Departing from this, the Department of Communication Sciences has a mission to contribute to accommodating the need for competent, professional, and religious human resources in the field of communication. In this case, the things that the Department of Communication Sciences is concerned about include matters related to the field of communication and contributions in the application of communication science that help these activities.

The Department of Communication Sciences has two majors of concentration or specialization, namely public relations, and journalism. In realizing the mission of creating human resources who are qualified in the field of communication that cannot be separated from the world of the press, communication students have full awareness in engaging in communication science, one of the ways is to join LPM Dinamika. The harmony between the Department, especially journalism and press activities carried out at LPM Dinamika, certainly plays a big role in increasing the interest and talent of Communication Science students in the field of press.

Improving Student Soft Skills

The world of work or the professional world needs a workforce of university graduates, but these university graduates are often felt to be less qualified, considered less resilient, and lack integrity (Friedman et al., 2023; Malau-Aduli et al., 2022). To address the gap Universities need to emphasize the dimension of soft skills rather than hard skills (Lamberti et al., 2023; Singh Dubey et al., 2022). Soft skills are interpersonal and personal behaviors to develop and maximize a person's performance regarding self-confidence, flexibility, honesty, and self-integrity (Cai et al., 2023; Maria & Ginting, 2022). Soft skills can also be defined as a person's skills in managing and maximizing their own performance (Marin-Zapata et al., 2022).

Based on previous research there are several types of soft skills that can be developed to create the best performance in the world of work, including (Kollmann et al., 2023):

- a) Emotional Intelligence, a person's success is not only influenced by his intelligence but also by how well he manages himself and interacts with others. Emotional intelligence includes the ability to understand the emotions of others, empathy, and the ability to regulate emotions to improve the quality of life.
- b) Healthy Lifestyle, in this case what is of concern is nutrition development, stress management, time management, cultural diversity and substance abuse.
- c) Effective Communication, good communication skills with others can affect a person's confidence level and make him able to provide social support which is expected to create success.

Other research conducted in the United Kingdom, the United States, and Canada identified 23 attributes: self-motivation, ethics/integrity, critical thinking, willingness to learn, commitment, motivation, enthusiasm, reliability, verbal communication, creativity, analytical skills, stress management, self-management, problem-solving, summarizing skills, competence, resilience, logical reasoning, time management (Catlett, 2023).

Soft skills are abilities that are possessed from birth and can be developed optimally that are really needed in doing a job (Kumar et al., 2022). There are two types of soft skills, namely soft skills related to interpersonal interactions with others, and soft skills related to intrapersonal skills, namely the ability to improve yourself (Marin-Zapata et al., 2022). In college, soft skills can be trained in three ways. This is done through learning activities in independent courses, by integrating into certain courses, or by looking for lecturer role models for students (Betti et al., 2022).

As a member of LPM Dinamika, the press organization certainly provides soft skills to students in terms of writing and oral. LPM Dinamika members are used to processing words through writing through news published on the website, as

well as the ability to speak in public, and communicate with sources. Not only in the field of writing, LPM Dinamika also helps improve a person's leadership character through various activities, getting used to students to collaborate, exchange ideas or ideas, and discussions to produce critical thinking. In addition, LPM Dinamika is also a place to learn in mingling with fellow students, understanding different characters, and understanding the form of ability of each individual.

4. CONCLUSION

Campus journalism serves as a platform for students to sharpen their skills and develop journalistic abilities, both in practice and in theory. This is particularly beneficial for Communication Studies students, as their field is closely related to journalism, one example being LPM Dinamika. LPM Dinamika plays an important role in improving students' soft skills through the activities and programs it organizes. Soft skills are non-technical competencies needed in various situations, such as communication, teamwork, and time management. In the context of Communication Studies, soft skills are essential for enhancing students' ability to communicate effectively and collaborate within teams.

The activities and programs carried out by Dinamika help students improve their communication skills, work effectively in teams, and manage their time efficiently. Therefore, LPM Dinamika should continue to enhance its activities and programs in order to increase its impact on strengthening the soft skills of Communication Studies students.

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