

## INTISARI

### PERSEPSI MAHASISWA BARU TERHADAP CITRA FAKULTAS PERTANIAN UGM

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Penelitian ini bertujuan mengetahui persepsi mahasiswa baru terhadap citra Fakultas Pertanian UGM, dan faktor-faktor yang mempengaruhi persepsi tersebut. Mahasiswa baru yang dimaksud adalah mahasiswa semester 1 angkatan 2015 di Fakultas Pertanian UGM. Pengambilan sampel dilakukan dengan pengelompokan 6 jurusan, dilanjutkan dengan metode *simple random sampling*. Teknik pengumpulan data menggunakan kuesioner. Selain itu dilengkapi dengan dokumentasi dan wawancara. Pengujian reliabilitas dan validitas menggunakan program statistik SPSS 17.0 *release for Windows*. Secara teknis, analisis data yang digunakan untuk menguji persepsi mahasiswa baru menggunakan uji proporsi, dan faktor-faktor yang mempengaruhi persepsi menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa mahasiswa baru memberikan persepsi baik terhadap citra Fakultas Pertanian UGM. Dari enam faktor yang diduga memiliki peran terhadap pembentukan persepsi tersebut, hanya terdapat satu faktor dominan yaitu pengalaman. Hasil regresi menunjukkan arah positif. Artinya, semakin banyak pengalaman mahasiswa dalam kegiatan pertanian, maka persepsi mahasiswa terhadap citra Fakultas Pertanian UGM semakin baik. Sedangkan kelima faktor lainnya (pengetahuan, latar belakang keluarga, lingkungan rumah tinggal, cita-cita dan informasi yang diperoleh) tidak berpengaruh signifikan.

**Kata kunci : persepsi, mahasiswa baru, citra, fakultas, pertanian, dan UGM**

*ABSTRACT*

**NEW STUDENTS' PERCEPTION TOWARDS  
THE IMAGE OF FACULTY OF AGRICULTURE UGM**

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This research aimed at knowing new students' perception towards the image of Faculty of Agriculture, Universitas Gadjah Mada and analyzing the factors influencing students' perception. The samples were the first semester-students of Faculty of Agriculture, UGM in 2015. Then, 60 samples of students from six departments were taken randomly by using simple random sampling. Questionnaire was used to collect the data. In addition, they were also gained through depth interview and literature study. Both reliability and validity were tested by using SPSS 17.0 for Windows. The data were analyzed by using proportion test and multiple regression. They were analyzed quantitatively to know the students' perception and the factors significantly affecting it. The result showed that new students gave good perception towards the image of Faculty of Agriculture, UGM. From the six factors influencing the perception of new students, there was a dominant factor, experience. Regression result gave positive effect meaning that the more the experience of agricultural activities, the better the perception towards the image of Faculty of Agriculture, UGM. Meanwhile, the other factors (education, family background, house-surrounded area, desire, and information) did not show significant effect.

**Keywords: perception, new student, image, faculty, agriculture, and UGM**