

STUDENT STRATEGIES IN CHANGING THE NEGATIVE STIGMA OF SOCIETY AGAINST LECTURES

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Abstract. The purpose of this study is to examine the causes of the emergence of negative stigma in society towards lectures and the strategies and efforts of students in dealing with or changing this paradigm. Various negative stigmas have developed in society towards lectures both in the form of labeling, stereotypes, loss of status and discrimination against people related to lectures. This study aims to analyze more deeply the description of negative stigma and community behavior towards lectures. the general understanding of society that considers college as an absolute requirement for someone to be successful, where such thinking appears is influenced by the environment, increased unemployment and lack of public knowledge about college. The impact of negative stigma on college is causing exclusion of students in society, losing the confidence of someone who wants to continue their education to college and causing discomfort.

Keywords: Student Strategy, Facing Negative Stigma, Towards College

Introduction

Getting an education in college (college) is not an easy thing to go through. Many riots that came, starting from the family to the middle of nowhere. The current generation is starting to raise arguments about the importance of college in the current era. In the past, parents wanted their children's fate to be better than theirs, to get out of the difficulties they were experiencing. School as high as possible is one piece of advice that is often said by parents. With the hope of becoming a successful person and avoiding the tempest of poverty.

The importance of lectures apart from being a means to add insight, can also hone skills in solving problems, because in the lecture system we are required to be of a critical and logical character and dare to convey arguments so as to get independent decisions on every problem and also with lecture education can improve the economy, because the higher a person's education, the more opportunities or opportunities to get a broad career. The minimum requirement for a job is no longer SMA or SMK, but a minimum of S1 or D3. With that, college is important because it can open up one's career and create better job opportunities.

Therefore, the importance of lecture education should not be underestimated and needs to be instilled from an early age. The importance of education may not be seen in the near future, but the benefits can be reaped when someone enters the world of work and succeeds in earning income that can improve their standard of living. the importance of understanding like this needs to be instilled early on in the house. So it is not surprising that parents have a very important role in this process.

In line with the very rapid development of the times at this time, especially in the field of technology and in the field of education. So that education provides aspects of people's

lives, education is also growing in accordance with the times. Starting from the public's view of college, the community's mindset that college is unnecessary is pointless and will only cost money, the proof is that even people who don't go to college can get jobs. Facing the era of globalization in today's world of work does not only rely on abilities but also on the skills and insights that must be possessed.

With that, the younger generation must know that college is very important with lectures for the younger generation to be able to add skills, knowledge, relationships and also insights that will support future careers.

Over time, people began to change that mindset. College is no longer a benchmark for success, from the start education was not the standard that required people to be successful. This arises because seeing the number of people who are successful without going to college, often many misinterpret this kind of understanding even if there are people who are successful without going to college it's just some people behind it all they have businesses that are far above the average ordinary person.(Wasqita et al., 2022)

The definition of success itself is still a question mark for some people. Individual individuals will also give different answers from one human being to another. An American motivational public speaker and author of self-improvement books, Brian Tracy, revealed that success is the desire to live life the way you want, to do what you want to enjoy, surrounded by family, friends, and people you respect. Therefore, success will have different meanings between individuals. However, what clearly has a brilliant future is the keyword of the word success.

And education is one of the most important things in our lives, because education is a form of learning process about skills and understanding that can be done anywhere. Education can be obtained by everyone, from children to even the elderly. Education is also very important for everyone who aims to educate and develop the potential that exists in him. This proves that everyone has the same right to receive and hope to always develop in education. because education in general is a process of life in developing self-potential in each individual to be able to live and live life. Thus, being an educated person is a very important matter. The first education we get comes from the family environment, school environment and community environment.(Ismail & Bempah, 2018)

We need to know that the younger generation is the spearhead in the nation-building process and as the nation's next generation, where the current generation must have extensive knowledge and experience.

By going to college, today's young generation will gain more knowledge and experience. Because, nowadays there are so many selfish young people who only think about themselves. With them educated, they will realize how important it is to continue the struggle of this nation for the benefit of the people.

With the competencies possessed by university graduates, of course the younger generation will make tertiary institutions a solution to gain knowledge and broad experience. As well as helping achieve a better career. And by going to college, the younger generation will get many benefits.

Adding insight and knowledge is one of the advantages that will be obtained in education. Taking advanced study education such as college will certainly add to one's insight and knowledge. Someone can get new knowledge that he has never learned in education before. This knowledge will be a provision to work according to the prospects of the study program he will choose.

Any knowledge gained in college will also help someone to gain knowledge and have new competencies. If you take a study program that is in accordance with the major you took in high school, then you will add to your knowledge. (FRISTIAN, 2020)

Research Methods

The research method used in this journal is qualitative research using descriptive methods. Qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. Data was collected through interviews and direct observation of informants. The results of this study indicate the causes of the emergence of a negative stigma in society towards college. (Abdussamad & SIK, 2021)

Result and Discussion

A. Understanding the Meaning of Lectures

In some sense it is stated that the school is an institution education that is formal, non-formal and informal, where the establishment is carried out by the state or private sector with the aim of providing teaching, managing and educating students through guidance provided by educators or teachers. Studying in college is a privilege for students, because not many people can take part in these learning activities. Graduates from this institution are expected to have more complex competencies compared to those from the educational institutions below. As stated in Government Regulation Number 19 of 2005 Article 26 paragraph 42, competency standards for graduates at the higher education level. Aims to prepare students or students to become members of society who have noble character, have the knowledge, skills, independence, and attitudes to discover, develop, and apply science, technology, and art that are beneficial to humanity. If primary and secondary education are only given education and teaching, then at the higher education level, in addition to education and teaching, mastery in the field of research and community service is also required. These three aspects are known by the tertiary community as tri dharma (three life tasks). The tri dharma tasks also include managing potential that can be developed in society. (Faturahman, Rozikin, & Sarwono, 2017)

A tertiary institution is not an institution that solely provides education and teaching, it is not the sole purpose of conducting research, and not only solving problems faced by society. The three cannot be separated, because one affects the performance of the other. Students as learners in tertiary institutions are required not only to have technical skills. They should have certain power and frame of mind as well as mental attitude and personality, which Suwardjono calls scholarly or intellectual personality. With this personality, college graduates have broad insights, in contrast to those who do not have higher education, in dealing with problems in society. (Taufiq, 2018)

B. Definition of Socially Negative Stigma

Stigma is one of the thoughts of people in certain groups towards something that is inherent in the subconscious, unconsciously everyone in the group tends to have a stigma

against something that originates before that person knows the truth of that thing. The meaning of "stigma" according to (KKBI) in 2014, is a negative characteristic attached to a person's personality due to environmental influences. Meanwhile, "social stigma" is the rejection of the existence of a person or group in a certain environment because it is considered disgraceful. If someone has been exposed to social stigma, then personally they have been greatly harmed. It is very difficult to remove the stigma that is already attached. In fact, the impact of the stigma stamp often leads to exclusion in their environment. There are five types of stigma that have been carried out by a person or group of people, namely labels/stamps, prejudice, stereotypes, discrimination, and exclusion. A label/stamp is a negative stamp that is directed at a person/group by society because that person is considered to have a physical disability, mental disability, a dark past, differences in ethnicity, race, or religion. (Andari & Nugraheni, 2016)

According to sociologist Edwin Lemert (1912-1996) stigma is created because of primary deviation and secondary deviation. If a person has been branded or given a certain title by the surrounding community (primary deviance), then this could later become a reality because it is often called that (secondary deviance). For example, a child who is labeled stupid, then treated like a stupid child, then he will really be a stupid child! This form of negative label or stamp is basically very detrimental to that person. With this labeling it means that this person is subject to a second sentence. As a result of this second sentence, the person's self-confidence fades, they feel ashamed, they feel sad when they are shunned by people, they feel lonely, and no one cares. (Rukmana, 2018)

C. Factors that influence the emergence of negative stigma in society about college

Why is this change in thinking present in the gap between past and present thinking? This mindset was formed because many people of the past generation made college a benchmark. When they go to college, they are sure to be successful. This kind of thinking is not necessarily fully proven in field practice. This is because some of the friends I met only focused on developing themselves academically, and carrying out the tasks given by the lecturers without seeking or developing other abilities that might be hidden in them. This makes them only understand the things they do in the classroom, they don't try to find out what phenomena are happening outside. Also, choosing college just because you don't know what activities to do after graduating from the previous final education. (Gafur, 2015)

It was only after graduating that the feeling of shock or what is now commonly referred to as culture shock was felt. The world of lectures and work is quite contradictory. When in college, we still use the theories we get. In contrast, in the world of work, it is more focused on practice as well as developing other skills that not necessarily most students get in class. (Andari & Nugraheni, 2016)

From there, started many people who do not have permanent jobs, not a Civil Servant (PNS), or people who are highly paid as the definition of success desired by people of past generations. This is also accompanied by an imbalance in the number of jobs and available Human Resources (HR). In fact, many people who graduate from school go straight to work without going to college and get jobs. Arguments arose in the community around me, "no

need to go to college, those who graduate from school can go straight to work" or "why go to college, waste money, it's not necessarily successful either".(Widhiati et al., 2022)

These sparks have triggered many of today's generation to choose to work immediately after graduating from school. People's views are also starting to change, thinking that people who go to college are just wasting money even though their future is not guaranteed. Instead of improving themselves, over time people just like to comment. Lack of insight makes people only like to create negative stigma, chatter, and just believe what their neighbors say. Just take examples such as civil servant chats that are sure to be successful, college is a waste of money, believing everything Google or WhatsApp groups say, and chats that widen to the point of being able to change people's mindsets.

Discusses the construction of culture, namely the influential factors in the formation of culture. Start based on habits, ways of thinking, and environmental conditions. The construction itself takes place through a socio-cultural process, actions, and social relations in which empirical formation takes place using subjective views according to a mix of individuals.(SHOBYATIN, 2020)

In addition, cultural construction has two possibilities, namely positive and negative. Being positive when the cultural construction can undermine obsolete values that are no longer in sync with today's contextual conditions. While it is negative, when cultural construction actually destroys values that already have the value of truth and goodness in society. Examining this understanding, cultural construction causes changes in people's mindsets. As initially thought college was the key to success then turned into college just wasting money. From the story of one or two people, it spread to become a social stigma that has been passed down for generations. The lack of literacy and minimalist knowledge is the reason why people easily believe everything that circulates around them.(Huda & Haryanto, 2018)

Regarding the literacy of the Indonesian people, based on the Program for International Student Assessment (PISA) released by the Organization for Economic Cooperation and Development (OECD) in 2019, Indonesia is ranked eighth out of 70 countries. That is eighth from the bottom. Meanwhile, for supporting facilities, Indonesia ranks fairly high alongside European countries. It is clear that the people themselves do not want to try to read. (MEIDIANING, 2020)

When reading, indirectly our insight increases and it makes the mindset change. How we view the world has changed, not only from one side, but from various perspectives. By reading we come to understand that lectures are not just studying what is in the classroom. But also to maximize lectures and use the facilities that have been provided. For example, participating in student exchanges, adding relationships, participating in activities that are useful, and other activities. (Zayyadi, 2018)

Thus, college is not just spending money in vain, there are many things that can be learned from the world of lectures. At the same time, by ignoring the negative stigmas of society regarding the world of lectures, it becomes rare to study at tertiary institutions and realize your goals. As Mario Teguh said, Everyone lives in their own destiny. Then why should we listen to people who don't like to see us succeed? (Widjaja, 2021)

1. Underestimated

In the community very often questions are asked to students, namely "where are you studying and what major?", this question is a question that is considered scary for some students. As students we answer out loud because they study at a state university, they are happy to hear it, but when we say Islamic education study program, the majority of them wonder "is there an Islamic education study program?".

Islamic education study program is underestimated because the public is not familiar with the study program. Studying in the Islamic Education Study Program, surely among students have been asked "why not just choose another (famous) major?" and of course the study program in question is well-known, for example law, architecture, management, and others. They think that studying in a well-known study program guarantees success and quality, even though in reality each person has a different path to achieve success. Studying in a less well-known study program also doesn't mean you can't be successful in the future. We need to get rid of these thoughts so that the negative stigma about college is not taken lightly.

2. Not considered to have broad job prospects

As students studying Islamic education study programs, you must have been asked "what do you want to be studying in Islamic education study programs?" Some of them thought that Islamic education study programs only discussed religion. This statement is actually not wrong, it's just not quite right. The Islamic Education Study Program does not only discuss religion, but also needs to learn about how to process information into something valuable and useful.

Behind the Islamic education study program that is less well known to the public, in fact the study program has broad job prospects. Apart from being a teacher, preacher, he can also become a lecturer if he is supported by adequate education. Imagine, if there were no librarians in this country, would libraries develop by themselves without librarians? Certainly not. Without a librarian the library will not progress by itself, the existence of a librarian alone does not guarantee that the community will be interested in the library. Therefore, the role of librarians is to act as a driving force for a library and think about how to process information into something valuable and useful in today's modern era.

Library science study programs are often underestimated because they are not well known by the public. Some of them felt strange when they heard about the study program, because not all universities have library science study programs. Library science study program is looked down upon because some of them wonder what the study program is doing in the study program, what kind of work is done, and so on. People often don't think ahead that currently there are lots of libraries that are not maintained even though times are getting more advanced and sophisticated. The lack of interest in the library science study program also affects people's views. In the community very often questions are asked to students, namely "where are you studying and what major?", this question is a question that is considered scary for some students. As students we answer out loud because they study at a state university, they are happy to hear it, but when we say Islamic education study program, the majority of them wonder "is there an Islamic education study program?".

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in a less well-known study program also doesn't mean you can't be successful in the future. We need to get rid of these thoughts so that the negative stigma about college is not taken lightly. (Mianita et al., n.d.)

So, for those of you who still take the library science study program for granted, let's end it, guys. Let's think ahead and stop looking down on them, you don't know how they feel and how they spend their day, so don't just look in the eye. And for those of you who are currently studying in the library science study program, keep up the spirit guys, don't listen to negative comments that will damage your mentality. Prove that studying in less well-known study programs has no less prospects than well-known study programs. (Widhiati et al., 2022)

D. Student strategies in dealing with the negative stigma of society about lectures

1. If you feel that discrimination directed at you can worsen your mental health, it can be ignored and doesn't need to be paid attention to.
2. Providing support to stigmatized people, by controlling our thoughts to remain positive towards stigmatized people, expressing acceptance and providing space for them to return to society without fear.
3. It is wise to consume information from social media, so that it is not easily provoked, avoid hoaxes, check all the news we want to know, and open the government's official website. This must also be supported by balanced and contextual media coverage, distributed based on information evidence and helping to combat rumors that lead to stigmatization.
4. Promote positive social activities, to create a movement and environment that shows care and empathy for all. It can be started from your own home environment, by staying connected with neighbors so you know which of our neighbors needs help. (Widjaja, 2021)

CONCLUSION

From this discussion we can draw the conclusion that the negative stigma that exists in society regarding college is on average caused by the mindset of society that was formed because many people of the past generation made college a benchmark, people's views also began to change, considering people who college is just wasting money when his future is not guaranteed. Instead of improving themselves, over time people just like to comment. Lack of insight makes people only like to create negative stigma, chatter, and just believe what their neighbors say. Thus, going to college is not just spending money in vain, there are many things that can be learned from the world of lectures. At the same time, by ignoring the negative stigmas of society regarding the world of lectures, it becomes rare to study at tertiary institutions and realize your goals. As Mario Teguh said, Everyone lives in their own destiny. Then why should we listen to people who don't like to see us succeed?

As said by H. P henix (syahidin 2004), namely *symbolics, empirics, estetics, etics dan synoetics*. (Taufiq, 2018)

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