

ANALYSIS OF STUDENT ORGANIZATIONS IN DEVELOPING THE PERSONAL POTENTIAL OF STUDENTS AT THE FACULTY OF ECONOMICS AND BUSINESS, TADULAKO UNIVERSITY

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ABSTRAC

The purpose of this research is to determine several roles of student organizations for students who join organizations on the Tadulako University campus. The type of research carried out is descriptive qualitative research using data collection techniques through observation, interviews and documentation which aims to examine the role of student organizations for students. Informants were determined by snow ball sampling, based on predetermined informant characteristics. The data analysis technique goes through various stages, namely data reduction, data presentation and drawing conclusions, while the data validity technique uses triangulation of sources, time and techniques and increases persistence. The results of the research show that the role of student organizations for students is to help and train students to manage their time well because in the organization each member has their own tasks and roles that must be completed and makes students appreciate every second that passes, makes students have a communication network and relationships. wide areas on campus and outside campus which will make it easier for them to compete outside after graduating from college and becoming undergraduates, and organizations as a forum for students to develop the talents and interests they have, sometimes lecturers cannot see the talents that students have because there are only a few time to meet face to face with different students. When students join an organization, they will be directed to a place or responsibility that will hone their talents and interests.

Keywords: Role of Organization, Student Potential

1. Introduction

In an association or institution, a forum or forum is needed a place to accommodate all aspirations with the aim of achieving common goals. In this place people gather, work together rational and systematic, controlled by utilizing resources (funds, materials, environment, methods, facilities, infrastructure, data) and so on used efficiently and effectively, that is what is called an organization. There are several roles and benefits that can be obtained from Organizing, including honing soft skills, managing time well well, expand relationships and communication networks, accommodate students to develop interests and talents, train to solve problems, learn leadership, caring for the environment, and adding value to your CV.

Student organizations are a forum for students to carry out processes both in learning and education obtained through activities carried out formally and informally. In an organization there are many activities carried out in which all members of the organization must participate inside it. An active and good organization will often train its members both in terms of academics and leadership. In academic matters for example providing guidance to underclassmen, training in writing, creating research in collaboration with lecturers or campus officials and others etc. In terms of leadership, for example, conducting training leadership for members and prospective members, creating an event or a Automated events require a committee, of course the committee, there is trained the leadership spirit of the members of the organization, and many others.

2. Literature Review

2.1 Organizational Effectiveness

According to several experts, one of them is, "Effectiveness organization is defined as an organization realizing its goals" (Robbins, 2014: 53). There are opinions that are similar to the definition Robbins stated, "Organizational effectiveness is the level of determination of achievement a goal by utilizing existing resources" (Mohyi, 2012: 197). Based on these two opinions regarding organizational effectiveness, the researcher defines that organizational effectiveness is accuracy in organizational achievement to achieve its goals by empowering organizational resources.

2.2 The Role of Student Organizations

Student organizations have many important roles on campus. As experience teaches, many changes have occurred in life on campus, in society, and in the nation and state experienced changes due to the participation of students who joined in the student organization. We often hear the term that student is "The agent of change", that is true because we are both witness the many changes that occur because of the role of students. On campus itself, this student organization plays a very important role.

Organizations are a means of channeling student aspirations campus officials such as chancellors, deans, lecturers and so on. No Always the decisions made by campus officials can be accepted as such only by students. So as a means to channel these aspirations It is through this organization that it is delivered. Just try to imagine without any organization Maybe any policy issued by the student's superiors will Just 'accept'. Because they have no means to express their opinions them. We see a lot of changes made by students who join student organizations. For example from BEM (Executive Body Students) as a medium for students to submit complaints about high tuition fees, lack of campus facilities which are not balanced with increase in tuition fees and so on. In a formal forum later The representative from BEM will convey the student's complaint to the rectorate for example. So, from there the rector can evaluate policies that burden students. Therefore, the rector will perform its controlling function. Not only BEM, organizations other student affairs, both internal and external organizations campus, can also directly convey their aspirations, like you and your friends we see examples of carrying out peaceful demonstrations demanding an increase in fees college. Indeed, the reality that we witness is that it is not uncommon for actions to be initially peaceful culminating in chaos because the campus may not respond to the kasi them. But that is only a small part of the examples of the important role of organizations students on campus. We cannot deny the existence of the organization Student affairs are very important on campus as facilitators and mediators between students and campus officials.

3. Methods

In this research, a methodology with a qualitative approach was used, namely has natural characteristics (natural setting) as a direct data source, descriptive, process is more important than results, analysis in research Qualitative analysis tends to be carried out in an inductive manner and meaning is a matter the essential. In this research, the snow-ball technique was used to collect data ampling. In this research the types of informants are key informants, informants experts and additional informants. Key informants are those who know main information from the research, for example, supervisor of student organizations. The data analysis technique used by the author in this research is Data analysis takes place or flows (flow model analysis).

4. Result

There were responses from various informants regarding their role in managing time well. According to the chairman of UKM Galara. "In organizations we are taught not to be rigid in society. "I joined the organization from the start without any interest or talent, but after joining the organization, that talent slowly began to emerge and was always honed within the organization," the author's opinion. "As social creatures who cannot survive without the help of other people, of course we need to get to know other

people. Allah provides sustenance to his servants through the intermediary of other servants, so it is clear that with lots of friends it will be easier for us to meet our needs, one of which is by joining an organization." According to Chairman Kakula. "When it comes to time management, after joining an organization, it's easier for me to allocate time because we know which one is more prioritized. We can't conflict with something good, as long as we can do it at the same time." Author's opinion. "I am interested in the words of bringing goodness, when we know the meaning conveyed by this informant, it is as if he wants to convey that between organizations and academics everything is good and provides good benefits for students, intelligent students are those who can carry out several good things in an simultaneously." According to members of BEM Economics. "After joining the organization, thank God, I was able to manage my time between the organization, studying and being with friends. 80% of the knowledge I got from the organization was from college." According to the author. "Being a student, you have to think ahead, namely by making more friends to become quality people. The statement above proves that by joining an organization some students find it easier to manage their time between organizations, lectures and other activities. The informant said that in our organization we are taught to be disciplined and appreciate every second that passes.

There were responses from several informants regarding expanding the network. According to Productive members. "And also in the world of work, it will also be very helpful for us to join an organization. Here, seniors cannot possibly give opportunities to other people by ignoring the people closest to them in the organization. In the world of work, we are ten UKM institutions. Here of course there are relationships that will make things easier in the world of work." . Author's opinion. "Joining a student organization provides an opportunity to make more friends, broaden your knowledge and expand your relationships both inside and outside campus. "This makes it easier for graduate students or can be said to be undergraduates to get jobs, of course with the skills they have," according to the head of Himaksi, "I think that if the communication network is clear, it will become wider." Author's opinion. "This proves that there is no question that the breadth of the communication network becomes wider when joining an organization," according to the Chairman of HMM, "Joining an organization makes relationships and communication networks wider." Author's opinion. "It has been proven that joining an organization broadens your horizons and broadens your communication network. According to the Chair of the MPM, "In terms of communication networks and relations, I think that with me, institutions are quite broader, and also from institutions there is added value that we take because from the background of this institution, it is community service, which means we are directly involved in society with this orientation. It's a mission for humanity." Author's opinion.

"Joining an organization is an initial service for society as a provision after entering real society" According to the Chairman of Himiespa "after joining an organization, my communication network was very wide after joining the organization because in the organization we were taught how to communicate well, look for relationships and also friends who Lots. On average, members here before entering already have a basic love for nature and also after entering they gain more rewards about nature and also here we learn about Muhammadiyah, the reward is the oldest UKM in Unismuh, academics are not disturbed by me joining the organization because in Our institution is not limited to managing academics." Author's opinion. "A person's way of communicating really supports the good or bad response he or she will get, by being organized, they are taught to speak in front of many people and hone good communication skills." The above proves that joining a student organization on campus will have a positive impact in terms of the development of the communication network. and relationships that will be useful after graduating as a graduate.

5. Discussion

Based on the results of interviews and observations conducted by researchers, the role of student organizations for students is many, including managing time well between lectures, organizations and other activities outside campus, playing a role in facilitating students to meet many people and of course with different interests, This can make student communication networks and relationships wider on campus and outside campus. They consider joining an organization as a bridge to enter the world of work where the GPA they get in college will only get them to the interview stage when applying for a job, but the skills they hone in the organization enable them to survive and be selected to enter work. Apart from that, another role is to develop students' talents and interests. Each lecturer cannot assess students' talents one by one, so that by joining an organization they can show their talents and they will be directed to departments that can hone their talents. Then many students join the organization only armed with interest, but after joining they realize that they have talents in various fields. By saying that humans created history, it actually doesn't explain much about who actually made it, whether all men and women or just some, whether their roles were the same or different, whether they were all in the same area or different, whether they did it in the same way or in different ways. In terms of who makes history, we must be aware of the fundamental difference between individual actors (people who act) and collective agents (collectivities, task groups, social movements, associations, political parties, armies, governments and so on). The potential of collective agents to make social change.

After graduating from college, young graduates of course take a new level, namely the world of work. From the research, most informants who were active in organizations

said that one of their motivations for joining the organization was to get to know more people on and off campus. This is not just about making friends or acquaintances, but the main thing is that they want to expand their communication network with people who have a position in society to make things easier for them after college ends. An example of this is the world of work, where competition is getting bigger and the number of unemployed is increasing. Many while there are fewer and fewer jobs. By joining an organization, the communication network and relationships that students have will become wider, making it easier for them to later compete in society. Humans as a product of history or history as a human product.

6. Conclusion

In this research, several things can be concluded, first: that the role of student organizations for students is very large. Based on the research results, the role of organizations for students is that students find it easy to manage their time because they are helped by the rules and mandates they carry out in the organization and they must balance this by paying attention to lectures which is the main goal. Second, that student organizations play a role in expanding student communication networks both inside and outside campus and, more importantly, play a role in guiding students or young graduates into the world of work. Third, that student organizations play a role in developing students' talents and interests. In the organization, they hone existing talents and those who don't yet have talent and they are interested in joining the organization, then slowly their talents will become visible and they can hone them within the organization.

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