

Analysis of Management Students' Interest at UNP Kediri in Participating in the MBKM Program

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Article Information

Submission date January 1, 2025 **Abstract**

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The purpose of the study: This research aims to analyze the interest of management students in participating in the MBKM (Merdeka Belajar Kampus Merdeka) program and to identify the factors influencing their interest.

Design/Method/Approach: This study employs a qualitative research methodology with a phenomenological approach to explore the factors that drive management students' interest in the MBKM program.

Research Findings: The study reveals a positive response among UNP Kediri management students toward the MBKM program, as evidenced by their enthusiasm, knowledge acquisition, and active participation. Key factors influencing this interest include: **Driving Factors:** Internal Factors: The desire for course credit recognition and financial assistance provided by some MBKM programs. External Factors: The opportunity to gain work experience. **Constraint Factors:** Internal Factors: Students' personal responsibilities outside their academic commitments and a lack of confidence due to inadequate resources and setbacks experienced by previous participants. External Factors: Limited access to information, particularly regarding registration deadlines.

Theoretical/Originality contribution: This study contributes to the understanding of factors influencing student interest in the MBKM program, providing a framework for analyzing similar educational initiatives.

Practitioner/Policy Implications: The findings can guide the MBKM coordinator team at the UNP Kediri Management Study Program in delivering clear and efficient communication tailored to students' needs.

Research limitations: The study's scope is constrained by a limited timeframe and a small number of informants.

Research limitations: limited time span and informants.

Keywords: Student interest, MBKM program, Independent Learning, Higher Education

1. Introduction

Education plays a vital role in developing high-quality human resources for the industrial sector. Students, as part of the educated young generation, possess the potential to adapt to social changes and remain competitive in the industrial world [1]. Consequently, educational institutions, particularly universities, are responsible for preparing diploma or bachelor's graduates with skills and competencies aligned with the demands of the current industrial era [2]. To achieve this, the Ministry of Education and Culture introduced an innovative policy known as Merdeka Belajar – Kampus Merdeka (MBKM). This policy aims to provide students with the flexibility to learn beyond the traditional classroom setting, fostering experiences that align with industrial and business needs [3].

The legal foundation for the MBKM policy is rooted in several regulations: Permendikbud No. 3 of 2020 on National Standards for Higher Education, Permendikbud No. 4 of 2020 on the transition of state universities to legal entities, and Permendikbud No. 5 of 2020 on the accreditation of study programs and universities [4]. Through the MBKM program, students are granted the right to pursue learning opportunities outside their study program for up to three semesters. This includes one semester of non-curricular coursework and two semesters of activities beyond the university setting [5]. The MBKM program offers eight forms of learning activities: 1) Certified internships/independent studies, 2) Campus teaching programs, 3) Student exchange programs, 4) Independent entrepreneurship initiatives, 5) Humanitarian projects, 6) Thematic Community Service Programs (KKN), 7) Research activities, and 8) International student mobility (IISMA).

The Management Study Program at UNP Kediri is one of the academic programs under Universitas Nusantara PGRI Kediri that actively supports the MBKM program, adhering to Rector's Regulation No. 0549.01/A/UNP Kd/VII/2020 on student academic development programs (PPAM). Participation data for PPAM activities indicate fluctuating numbers: 52 students in the odd semester of 2021/2022, 37 students in the even semester of 2022/2023, 59 students in the odd semester of 2023/2024, 29 students in the even semester of 2023/2024, and 44 students in the odd semester of 2024/2025. These fluctuations highlight a relatively low and inconsistent participation rate among management students compared to the total number of enrolled students. This issue forms the core focus of this research, emphasizing the need for active student participation to enhance the quality and effectiveness of higher education.

One key factor influencing management students' participation in the MBKM program is their interest. Interest serves as the foundation for attention and ambition, driving individuals to explore, learn, and achieve [6]. It is closely linked to personal achievement and acts as a motivator for action [7]. According to Syahputra, indicators of student interest include feelings of enjoyment, curiosity, attention, and engagement [8]. Interest can be influenced by two primary factors, namely Intrinsic Factors: Internal motivations originating from within the individual. Extrinsic Factors: External influences from the environment that shape thought processes [9].

This study aims to provide a detailed analysis of management students' interest in the MBKM program, focusing on the factors that influence their motivation and participation. By conducting this research, the authors seek to assess students' understanding of the MBKM program and identify the activities that generate the most interest. The findings can serve as a basis for evaluating and enhancing efforts to increase student participation in the MBKM program.

1.1 Problem Statement

The UNP Kediri Management Study Program has been actively conducting outreach activities to provide updated information about the MBKM program and its benefits for students. However, participation data from the even semester of 2022/2023, the odd semester of 2023/2024, and the odd semester of 2024/2025 reveal fluctuating levels of student interest. This inconsistency raises concerns about students' engagement with the MBKM program. The primary question addressed by this study is: What factors influence students' interest in participating in the MBKM program?

1.2 Research Objectives

This study aims to analyze the interest of management students in participating in the MBKM program and identify the factors influencing students' interest and motivation to engage in the MBKM program. The findings are expected to inform strategies for increasing the number of management students who actively participate in MBKM activities.

2. Method

This study employs qualitative research methods with a phenomenological approach to explore the factors influencing management students' interest in participating in the MBKM program. According to Siyoto & Sodik (2015), qualitative research focuses on understanding social phenomena by identifying the root causes of problems and collecting primary and secondary data from informants [10].

The study utilizes interviews as the primary data collection method, employing a purposive sampling technique to select informants based on specific criteria and objectives [11]. The criteria for selecting informants include: 1) Relevance: The informant must possess a thorough understanding of the research subject, 2) Recommendation: Informants can be selected based on recommendations, 3) Readiness: The informant must be willing to participate and provide responses during the research process, 4) Reassurance: The informant must deliver honest, clear, and open answers without external coercion [12]. Based on these criteria, eight informants were selected: 4 management students who participated in the MBKM program, 3 management students who did not participate in the MBKM program, 1 lecturer responsible for overseeing the MBKM program within the Management Study Program. The interview questions were designed to address three main aspects:

1. Student Interest in the MBKM Program

- a. How do students perceive the MBKM program?
 - b. Is their understanding of the MBKM program sufficient?
 - c. How enthusiastic are students about participating in the MBKM program?
 - d. How actively do students engage in the MBKM program?
2. Factors Influencing Student Interest in the MBKM Program
 - a. What factors drive students' interest in the MBKM program?
 - b. What factors hinder students' interest in the MBKM program?
 3. Role of Supervisors and Coordinators in the MBKM Program
 - a. What role do supervisors and program coordinators play in increasing student interest in the MBKM program?

To ensure the validity of the data, the study employs triangulation by cross-verifying information gathered from interviews with other data sources. The study adopts the Miles and Huberman interactive model for data analysis, consisting of the following steps: 1) Data Reduction: Categorizing data based on the research objectives to focus on relevant information, 2) Data Presentation: Organizing reduced data systematically to identify patterns and relationships, 3) Conclusion Verification: Drawing conclusions supported by strong evidence gathered during fieldwork. This methodological framework enables a comprehensive understanding of the factors that influence student interest in the MBKM program and supports actionable recommendations for increasing participation [13].

In data reduction, the researcher used thematic analysis to identify patterns and find themes based on the data found in the field. Thematic analysis is a method used for a detailed analysis of qualitative data to find relationships between patterns within a phenomenon and describe the extent to which the phenomenon occurs from the researcher's perspective. Thematic analysis can be conducted in two steps: the first is by reading all interview transcripts and then interpreting the transcript data. The second is coding, which is the process of examining raw data by assigning labels in the form of phrases, words, or sentences [14] .

3. Results and Discussion

This research was conducted at Universitas Nusantara PGRI Kediri. Data collection was carried out through face-to-face interviews, Zoom and Google Meet, as well as WhatsApp messages. The identities of the informants are presented in Table 3.1 Identity of Informant ;

Table 3.1 Identity of Resource Persons

Name	Work	MBKM Experience	Report
Norix	student	None	Resource person 1
Andik	student	Participated	Resource person 2
Dwi Pebriyanti	student	None	Resource person 3
Afrilia	student	Participated	Resource Person 4
Faisal	student	None	Resource Person 5
Delfi	student	Participated	Resource Person 6
Sabela	student	Participated	Resource Person 7
Restin Meilina, M.Pd	lecturer	MSIB Coordinator	Expert resource persons

Source : Primary data, 2024

From the interviews conducted by the researcher with a number of informants, findings were yielded that can be categorized into three sections, namely: 1) Students' interest in the MBKM program, 2) Factors influencing students' interest in participating in the MBKM program, and 3) The role of supervising lecturers and the MBKM program coordinator. The interview data were presented in tables to help the researcher identify patterns in informants' responses and differences in views among informants regarding the same topic

1. Student Interest in the MBKM Program

Interest is a feeling of attraction among management students that motivates them to learn about and participate in the MBKM program. Students' interest in developing skills that align with their future career plans as management graduates also motivates them to participate in the program. The interest of management students at UNP Kediri in participating in the MBKM program is reflected in their positive response to the MBKM program policy, as stated by the informants in the following table:

Table 3.2 Interview Results About Students' Feelings About the MBKM Program

Question	Resource person (n)	Answer
How do students feel about the MBKM program?	Resource person 2	<i>His feelings with the MBKM program are happy and he is excited to try. Because this program can add experience outside the campus, especially experience to improve abilities and skills for the world of work in the future.</i>
	Resource Person 4	<i>I am very happy, because I got a lot of experience to experience firsthand.</i>
	Resource Person 6	<i>My feeling with this MBKM program is very happy, because this MBKM really helps us</i>

	<i>to help students to explore further knowledge or insight but outside the campus.</i>
Resource person 8	<i>This is according to my experience, when I was MBKM at PT GETI, thank God I was very happy to get a lot of direct experience in the world of work. There I was not only taught theory but also learned teamwork, how to manage time and a lot of material that I haven't gotten on campus, one of which is digital marketing and I think this program makes me ready in the world of work</i>

Source : Primary Data, 2024

The existence of the MBKM program policy evokes a positive response from management students at UNP, namely feelings of happiness and enthusiasm in trying out the program. These feelings of happiness and enthusiasm stem from students' perspective on the MBKM program, which provides an opportunity to gain experience outside the campus environment, particularly beneficial in enhancing skills and abilities that are relevant and required in the future job market. Beyond that, management students also have a good understanding of the MBKM program, as shown by the interview results presented in the following table:

Table 3.3 Interview Results on Students' Understanding of MBKM

Question	Resource person (n)	Answer
Is your understanding clear enough about the MBKM program?	Resource person 2	<i>I think it is quite clear, because this program itself has often been socialized by the campus. In addition, the Independent Campus and the Ministry of Education and Culture also facilitate socialization which is often held through their social media (Independent Campus). So, that's enough.</i>
	Resource Person 4	<i>It's quite clear, because I've participated 2 times and felt it too. So we know a lot about the forms of the MBKM program and what are the benefits.</i>
	Resource Person 6	<i>For now, it's clear, because we get directions from lecturers and also like supervisors and my friends are also like that, always updating the information.</i>
	Narasumbet 8	<i>before participating in the MBKM program, to be honest, my understanding was not very clear. I only know at a glance that MBKM is a program from the campus to increase experience outside the classroom, but the details such as what activities will be carried out, what the learning system is, or the benefits are still vague</i>

Source : Primary Data, 2024

Students' understanding of the MBKM program can stem from the socialization events held regarding the MBKM program as well as from direct experience participating in the MBKM program. This experience provides deeper insight regarding the types of MBKM programs available and the benefits gained from participating in the MBKM program. Having a clear understanding of the MBKM program can generate enthusiasm among management students to participate in MBKM. This aligns with the interview results presented in the following table:

Table 3.4 Interview Results on Students' Enthusiasm in Participating in the MBKM Program

Question	Resource person (n)	Answer
What do you think is your enthusiasm in participating in the MBKM program?	Resource person 2	<i>Very enthusiastic. Moreover, I was socialized during the PKKMB event when I was still a freshman, from there I was interested and interested in participating in this MBKM program.</i>
	Resource Person 4	<i>I was very enthusiastic, because many friends invited me to join the program.</i>
	Resource Person 6	<i>I'm so excited, because that's it. I want to add a new experience to me that was previously only like studying on campus but I can study outside of campus. After that, you can make new friends, new experiences, new insights.</i>
	Resource Person 7	<i>When I first heard about the MBKM program, I was very excited. You see, I feel that this is a rare opportunity to learn outside the classroom and get first-hand experience from the company. Although at first I was a bit hesitant to follow it or not, but my curiosity to try new things made me desperate to register and thank God it didn't bother me at all</i>

Source : Primary Data, 2024

Student enthusiasm begins to appear early in the academic term, specifically when the MBKM program is socialized. The presentation on the program's ability to provide many benefits is the reason students are enthusiastic about participating in it. In addition to the level of enthusiasm, student activity also serves as an indicator that students are interested in participating in the MBKM program, as stated by the informants in the interview presented in the following table:

Table 3.5 Interview Results on Student Activity in Participating in the MBKM Program

Question	Resource person (n)	Answer
In your opinion, how active are you in participating in the MBKM program?	Resource person 2	<i>I am quite active in consulting with the Head of Study Program as well as the coordinator of MSIB regarding the obstacles I feel. And from the Head of Study Program itself, it provides solutions as well as directions that are very helpful for the smooth running of the program.</i>
	Resource Person 4	<i>I am one of you active during the MBKM Program. Always try to carry out the direction from the mentor and if there are problems, I actively consult with the supervisor.</i>
	Resource Person 6	<i>Alhamdulillah, I have always been active in participating in the program. For now, I am participating in Independent Entrepreneurship and from mentoring that is carried out every week, it is like there is a learning together as well, demo day, or launching day which is for product sellers like that to always be active.</i>
	Resource Person 7	<i>During the program, thank God, I was active enough to be on time during the learning session, and when there was an assignment, if there was no exam, it also had to be collected on time, especially when there was material or practice sessions that I didn't understand, usually I immediately asked the mentor if I didn't go to the instructor</i>

Source : Primary Data, 2024

Student activity regarding the MBKM program is reflected in students' involvement and active participation once they have joined the program. This activity is evident in student behavior such as actively consulting on issues encountered while the activity is ongoing and student discipline in completing assignments.

2. Factors Influencing Student Interest in Participating in the MBKM Program

Factors are triggers for management students to participate in the MBKM program. The presence of factors working synergistically can influence students' interest in the MBKM program. Factors can be divided into two types: the first being driving factors, which serve as students' reasons to participate in the MBKM program. Based on the interviews conducted, the interview data regarding driving factors are presented in the following table:

Table 3.6 Interview Results on Factors Driving Interest

Students in Participating in the MBKM Program

Question	Resource person (n)	Answer
What are the factors that motivate your interest in participating in the MBKM program?	Resource person 2	<i>There are a number of factors. The first is the development of experiences that can be implemented later as we work. Second, it gets a full 20 credits of recognition.</i>
	Resource Person 4	<i>Motivated to get full credits, so you don't study on campus and get BBH.</i>
	Resource Person 6	<i>Yes... The first thing I want to do is to make sure that I know what the new environment is, how do you feel about the MBKM program? I feel like I'm in college but I don't want to go to college on my own, so I feel like I'm in the same league as everyone else. But going back to the recognition, it's like in addition to getting that experience but we don't have to repeat the course, we get recognition directly from the campus without having to repeat the course.</i>
	Resource Person 7	<i>The factor that drove my interest in participating in the MBKM program was my desire to gain experience outside the classroom, especially those relevant to the world of work. I was also interested because the material was in line with my interest in digital marketing, so I felt this was a good opportunity to develop my skills and portfolio.</i>

Source : Primary Data, 2024

The driving factors for students to participate in the MBKM program are the benefits they will gain from participating, specifically the benefits relevant to the working world. Furthermore, students are also interested in participating in the program because of the availability of living cost assistance for internship programs as well as the guarantee of recognition they will receive, allowing students to experience learning outside the traditional campus environment. However, there are inhibiting factors that influence management students from participating in the MBKM program. These factors were stated by the informants during the interview presented in the following table:

Table 3.7 Interview Results on Interest Constraint Factors

Students in Participating in the MBKM Program

Question	Resource person (n)	Answer
What are the factors that hinder your interest in	Resource person 1	<i>Yes, maybe I don't look for information, so I don't hear information. Then I didn't</i>

participating in the MBKM program?		<i>follow the end and I missed it. So when you want to join, the registration year is over.</i>
	Resource person 3	<i>The obstacle factor for my interest is limited time, because outside of being a student I also teach lessons.</i>
	Resource Person 5	<i>Actually, I am from a farming family, so I have a lot of trouble in the rice fields like that.</i>

Source : Primary Data, 2024

The inhibiting factors preventing management students from participating in the MBKM program are students' time constraints and challenges arising from a lack of initiative in seeking information about the MBKM program's application timeline.

3. The Role of Supervising Lecturers and the MBKM Program Coordinator

The role of supervising lecturers and the MBKM program coordinator can contribute to fostering management students' interest in the MBKM program. The availability of a coordinator as an information liaison between the program organizers and students can assist students in obtaining accurate and clear information. This can certainly boost students' motivation in participating in the MBKM program. Several informants stated in the interview presented in the table below:

Table 3.8 Interview Results About Roles

MBKM Program Supervisor & Coordinator

Question	Resource person (n)	Answer
What is the role of supervisors and coordinators of the MBKM Program in increasing your interest in participating in the MBKM program?	Resource person 2	<i>So far, the coordinating lecturer has been very supportive of the MBKM program by providing suggestions and input if there are obstacles. In addition, the supervisor also plays a role in guiding to work on the final report.</i>
	Resource Person 4	<i>I think it is very important to help convey all information from the Merdeka campus. And help guide to work on your portfolio report.</i>
	Resource Person 6	<i>Ee.. The supervisor and the coordinator of the MBKM team are very helpful, it is very helpful in participating in MBKM. For example, they always provide clear information and always direct it. Like we have to do this, we have to do it. It's always directed so we're okay.. It wouldn't be so confusing to go with the MCU.</i>
	Resource Person 7	<i>For the supervisor to provide clear direction and support in a way that motivates and helps guide through the</i>

		<i>process so that I don't feel confused. Meanwhile, PIC ensured that the program ran smoothly by providing the right information and schedule, so that I felt more confident and motivated in increasing my interest in jel</i>
Expert persons	resource	<i>By facilitating students, if there are difficulties, they can consult the study program. With the help of a portfolio manager, it is usually a good idea for students to get their portfolios ready. Well, if the supervisor is open, open consultation, open consultation, wants to be open like that, then surely students are comfortable.</i>

Source : Primary Data, 2024

The role of supervising lecturers and the MBKM program coordinator is manifested as support through providing consultation services when facing obstacles to find solutions. Furthermore, supervising lecturers also play a role in assisting students with preparing their portfolio as the final report for the program they have completed.

4. Conclusion

Based on the analysis and interpretation that has been conducted, it can be concluded that student interest in participating in the Merdeka Belajar Kampus Merdeka program shows a positive response. This is indicated by feelings of happiness and enthusiasm which stem from students' understanding of the MBKM program, as well as students' understanding of the program's benefits which offer professional experience beyond coursework. Socialization concerning the MBKM program is also a key mechanism in fostering students' understanding and enthusiasm from the initial introduction of the program. Furthermore, student activeness in participating in the program, demonstrated by involvement and discipline in carrying out the MBKM program activities, indicates engagement in maximizing the opportunities offered by the MBKM program. This interest is influenced by the presence of driving factors, which include: a) Internal factors, namely the desire for course credit recognition and living cost assistance from some MBKM programs; and b) External factors, namely gaining work experience. However, findings indicate inhibiting factors that affect student interest in participating in the Merdeka Belajar Kampus Merdeka program, among them are: a) Internal factors, namely the busy schedules of individual students outside of coursework; and b) External factors, namely a lack of information received by students regarding the application process deadline. And to enhance student interest in participating in the MBKM program, supervising lecturers and the program coordinator play a role in providing advice and input to students, bridging information about the MBKM program from the central organizing team to students, and providing guidance for completing the final report.

This research provides knowledge on the analysis of management students' interest in participating in the Merdeka Belajar Kampus Merdeka program. Therefore, going forward, the results of this research can serve as a basis for consideration for management students regarding participation in the MBKM program. Furthermore, the factors influencing student interest in participating in the MBKM program can provide new insights for the MBKM program implementation team at Universitas Nusantara PGRI Kediri, especially the Management Study Program at UNP.

In the research that has been conducted, aspects were found that could not be controlled during the study. Therefore, this study has limitations stemming from the scarcity of relevant reference sources as a result of the relatively new research topic and limited prior research. Consequently, these limitations can present interesting opportunities for developing subsequent research, including the application of quantitative or other methodological approaches which can potentially offer more comprehensive and in-depth insights.

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