



## Motives for Participating in the Social Humanities Research Student Creativity Program at Sam Ratulangi University

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### Article Info

#### Article history:

Received 20 October 2023

Received in revised form 01

November 2023

Accepted 15 November 2023

#### Keywords:

Motive

Students

PKM-RSH

Assistant Lecturer

### Abstract

The role of students in supporting creativity programs, especially social and humanities research at Sam Ratulangi University, is very important, because apart from attending lectures, they will become human resources who have academic knowledge, management skills, communication skills, but Students are also expected to have the skills and creativity to carry out research, in order to become productive, superior, competitive, adaptive, flexible, productive and competitive graduates during the industrial revolution 4.0. As well as the achievement of higher education KPI. This research uses Phenomenological Theory from Alfreth Schutz, using Qualitative methods. Data Collection: Observations, Interviews, and Document Study. Research Informants: Deputy Dean for Student Affairs, Assistant Lecturers, Students Participating in Social Humanities Research. The results of the research show that the motives for participating in the Social Humanities Research Student Creativity Program at Sam Ratulangi University are: (1) Because Motive (Cause): - Opening up the opportunity to take part in the Student Creativity Program (PKM) - Encouragement from the accompanying lecturer - As a profitable challenge to develop ideas, Creativity and Innovation Through Research - Opportunity to Work as a Team - Qualified for the National Student Science Week (PIMNAS). (2) In Order To Motive (Goal): - Graduate without a thesis - Contribution to universities and faculties - Find solutions to social phenomena that are beneficial to society. (3) Obstacles encountered: - Difficult to find accompanying lecturers - Limited time to discuss with the team and lecturers - Confused about finding phenomena and determining titles - Difficult to find friends to build a team.

## Introduction

Sam Ratulangi University has a mission, namely to be at the forefront in carrying out the Tridharma of Higher Education and as a Center for Innovation in Science, Technology and Arts and Culture to Improve the Level and Quality of Community Life, which is described in the words IMANKU (Innovative, Partner, Applicative, Normative, Creative and Excellent). Excellence and Competitiveness in Entrepreneurship is a description of the Mission of Sam Ratulangi University.

The Student Creativity Program (PKM) is one of the efforts of the Directorate General for Strengthening Research and Development, Ministry of Research, Technology and Higher Education to lead students to reach a level of enlightenment in creativity and innovation based on mastery of science and technology and high faith. The Social Humanities Research Student Creativity Program (PKM-RSH) is a program that criticizes social humanities phenomena that exist in society. PKM-RSH focuses on elements of creativity and innovation that are useful and provide answers to problems raised by combining the social and humanities fields (Nur Fadhila, 2022).

The quality of higher education graduates does not only depend on academic abilities (hard skills) but is also required to have supporting abilities (soft skills) such as thinking skills, management, communication, leadership and working in a team. Lack of soft skills can cause a decline in the quality of graduates. Students who pass the PKM-RSH selection are implementing the Independent Learning Program - Independent Campus (MBKM) and efforts to achieve the Main Performance Indicators (IKU) for universities and study programs (Brahma Wicaksono, 2022).

The phenomenological theory of Alfred Schutz puts forward two motifs, namely the "Cause" motif or Because of Motive and the "Purpose" motif or In Order To Motive. Motive "Cause" is what motivates someone to carry out certain actions. Meanwhile, the "goal" motive is the goal that someone who carries out a certain action wants to achieve (Warouw Desie, 2022). This research will reveal the motives for participating in the Social Humanities Research Student Creativity Program (PKM-RSH) at Sam Ratulangi University, which is carried out by students and the student's accompanying lecturers.

Data from the Unsrat Dashboard shows that the number of active undergraduate students at Sam Ratulangi University for the 2000/2021 academic year is 535 people, 882 for the 2021/2023 academic year, 1,405 students for the 2022/2023 academic year, spread across 11 faculties. For this reason, it is interesting to research what the students' motives are for taking part in the Social Humanities Research PKM because the numbers are relatively small compared to the total number of students.

## Methods

The method used is a qualitative method with a descriptive approach, which is aimed at: (1) collecting detailed actual information that describes existing symptoms, (2) identifying problems or examining applicable conditions and practices, (3) making comparisons or evaluation, (4) determining what other people have done in facing the same problem and learning from their experiences to determine decision plans in the future (Soegiono, 2012).

These informants were selected by Purposive and Snowball Sampling. Informants selected purposively are people who are determined because they are deemed capable of providing information and are able to appoint other people as informants who can provide more in-depth information. Meanwhile, informants based on Snowball Sampling are informants who are selected based on clues in the selected field and are rolled out more and more day by day and finish until the saturation point, where the informant has provided the same information as the previous informant (Moleong, 2012).

The focus of this research is an indicator of Schutz's Phenomenological Theory with the research focus: - What is the Motive (Cause) of students participating in the Student Creativity Program - Social Humanities Research, - What is the Motive (Purpose) of students participating in the Student Creativity Program - Social Humanities Research, - What are the obstacles in carrying out Student Creativity Programs - Social Humanities Research?

Data collection was carried out using methods commonly used qualitative approaches, namely observation (participant), in-depth interviews (in depth interviews), and document study (18).

In qualitative research, data analysis is carried out from the beginning and throughout the research process. In this research, qualitative data analysis will be used with an interactive model developed by Miles and Huberman (2012) namely: Data Reduction, Data Presentation and Drawing Conclusions.

## Results and Discussion

Sam Ratulangi University is committed to excellence in the learning process, research and community service as an integral part of the process of forming cross-disciplinary leadership character. Everyone must have the same access to education regardless of their social or cultural background. Our vision and mission reflect the moral responsibility to "humanize" others as inspired by educational figure G.S.J. Samuel Ratulangi in the motto "Si tou timou tumou tou".

Sam Ratulangi University has a vision, namely to jointly organize Sam Ratulang University into a superior and cultured university. Its mission is to be at the forefront in carrying out the Tridharma of Higher Education and as a Center for Innovation in Science, Technology and Arts and Culture to Improve the Standard and Quality of Community Life, which is described in the words IMANKU (Innovative, Partner, Applicative, Normative, Creative and Excellent).

Students as intellectual actors are expected to be able to develop science and technology that is potential, efficient, and useful in social life. Students are expected to be able to develop research based on observations of social phenomena in the surrounding community, and be able to understand the meaning of research, its objectives and benefits. With this provision, students will be able to take a creative and innovative scientific approach to uncover a phenomenon, discover novelty or prove a hypothesis in the field of social humanities.

The Social Humanities Research Student Creativity Program (PKM-RSH) is an activity that provides a forum for student creativity and innovation in the field of research in accordance with scientific principles. In this PKM-RSH, students are expected to be able to criticize social and humanities phenomena that exist in society with a scientific approach, use appropriate methods in searching for information, analyze information using theory, and provide answers to problems that arise from these phenomena. In this way, research results can be published and provide benefits to interested parties.

At PKM-RSH, students are expected to be able to explore ideas and develop innovative creative discoveries based on research and development so that they are able to excel in national events. This is the aim of one of the Independent Learning - Independent Campus (MBKM) programs, namely independent studies/projects. Thus, PKM-RSH becomes a form of independent study/project in the MBKM program. PKM-RSH can be a substitute for courses that must be taken or a complement that can be included in the Diploma Companion Certificate (SKPI). Equivalence of Semester Credit Units (credits) from PKM-RSH is calculated based on the implementation time as well as the student's proven contribution and role in activities under the coordination of the accompanying lecturer. The range of credits that students can obtain in all PKM-RSH activities is a minimum of 6 to 10 credits in accordance with the provisions in their respective study programs.

In line with Independent Campus learning, PKM activities are expected to provide opportunities and challenges in developing creativity, innovation and capacity, as well as independence in seeking and finding knowledge or solutions through problems and dynamics that exist in society. An explanation of the credit conversion recommendations can be seen in the PKM General Guidelines Book. According to Minister of Education and Culture Regulation No. 3 of 2020 Article 15 paragraph 1, forms of learning activities that are in accordance with PKM-RSH are research and independent studies/projects as seen in the following picture:



Figure 1. Learning Activities in accordance with Minister of Education and Culture Regulation No.3 of 2020 Article 15 Paragraph 1

The Student Creativity Program - Social Humanities Research (PKM-RSH) is an activity that provides a forum for student creativity and innovation in the field of research in accordance with scientific principles.

The general meaning of PKM-RSH is to reveal facts or phenomena through a scientific approach. Meanwhile, the Special Meaning is Innovative in discovering a novelty about a phenomenon or proving a hypothesis in either one scientific discipline or multidisciplinary so as to produce a contribution in the form of information for the progress of science and technology as well as in order to overcome existing problems in society.

The aim of PKM-RSH is to foster interest and research skills, understanding of research methods and methods of data analysis. Producing quality research that has the potential to be published in scientific journals and has the opportunity to produce policies that are beneficial to both the academic community and the wider community.

PKM-RSH is a combination of social and humanities fields which has research objects on social phenomena and human behavior that can be found in social life. The social sector focuses more on social phenomena of interaction in social life such as economics, psychology, social, education, management and politics. The field of humanities focuses more on basic aspects of behavior in people's lives, such as the development of culture, art, philosophy, customs, history, beliefs or religion, law and values. The combination of social and humanities uses research paradigms in the form of cause-and-effect relationships, conclusive descriptive, phenomenology, hermeneutics, postcolonial, positivistic, historical, structural, development, and so on according to each field of science.

Quality research can be seen through the quality of several underlying aspects, namely: intellectual challenge, problem focus, approach methods, theories used, data quality, and outcome impact. Intellectual challenges can be seen from the "state of the art" regarding the topics raised, the use of logic, and the research platforms used. The focus of the problem can be seen from the sharpness in choosing the scope of research, the sharpness in selecting unique problems and the suitability of the virtual or digital approach used. The theory used must be relevant to the problem focus and used in data analysis to answer research problems. The

approach method can be measured by the novelty and procedures and completeness of the system used to collect information or data and its analysis techniques. The quality of the data or information collected can be measured from the adequacy and reliability of the data or information collected, including the data sources used.

The output impact can be seen from the quality of the output in a logical and systematic manner. Data that can be used in social humanities research is grouped into primary and secondary data. Primary data can be obtained from respondents, participants, sources, artifacts, society (collective memory, myths, folklore, norms, and so on), using questionnaire or survey techniques, interviews, observations, active participation, and experiments. Meanwhile, secondary data can be sourced from archives, literature, reports (data from BPS, companies, etc.), digital data (social media or big data), and written laws or regulations.

The Student Creativity – Social Humanities Research (PKM-RSH) Program at Sam Ratulangi University is part of the Implementation of the Independent Learning – Independent Campus (MBKM) Program and an effort to support the achievement of Main Performance Indicators (IKU) for Higher Education. Specifically IKU 1 (graduates get decent work or become entrepreneurs or continue their studies), IKU 2 (students get experience outside campus), IKU 3 (lecturers carry out activities outside campus), and IKU 5 (lecturers' work results are used by the community). To achieve these four IKUs, universities are expected to provide facilities and support for students to develop themselves by carrying out learning activities with varied models, and be able to provide adequate skills through PKM. The involvement of lecturers in PKM-RSH guidance can provide opportunities for lecturers to interact with various parties outside campus.

In 2021 there will be 2 (two) groups that pass the PKM-RSH from the Faculty of Social and Political Sciences, under the guidance of lecturer Dr. Daud Markus Liando, SIP, MSI with the PKM-RSH Team leader being Mineshia Lesawengan. The second team was guided by Dr. Leviane J.H.Lotulung, S.Sos, M.I.Kom, as chairman of the PKM-RSH TEAM is Fabio Y. Lasut.

Every year, Sam Ratulangi University opens opportunities for students to take part in the Student Creativity Program (PKM), including Social Humanities Research (PKM-RSH), which is an activity and forum for student creativity and innovation in the field of research in accordance with scientific principles. In this PKM-RSH, students are expected to be able to criticize social and humanities phenomena that exist in society with a scientific approach, use appropriate methods in searching for information, analyze information using theory, and provide answers to problems that arise from these phenomena.

In this way, research results can be published and provide benefits to interested parties. At PKM-RSH, students are expected to be able to explore ideas and develop innovative creative discoveries based on research and development so that they are able to excel in national events. This is the aim of one of the Independent Learning - Independent Campus (MBKM) programs, namely independent studies/projects.

In 2021 at the Faculty of Social and Political Sciences, Sam Ratulangi University, there will be 2 (two) groups that will pass the PKM-RSH funding. Based on the results of interviews with informants, namely the Deputy Dean for Student Affairs, Assistant Lecturers, and Students Who Passed PKM-RSH, information was obtained that there were Because Motifs, In Order To Motifs (Goals), and Barriers to students participating in the Student Creativity Program – Social Humanities Research (PKM-RSH), namely: *Because of the motive* (cause) students take part in the Student Creativity Program – Social Humanities Research (PKM-RSH).

## **The Opening of Opportunities to Participate in the Student Creativity Program (PKM)**

Students received information that the opportunity to submit proposals for the Student Creativity Program (PKM) was opened for students, especially 5th semester students because they were already in preparation for writing their thesis. With the opening of the PKM proposal proposal, it was followed by a PKM guide by Sam Ratulangi University which was forwarded by the Deputy Dean for Student Affairs to students and lecturers in every faculty, including the Faculty of Social and Political Sciences. The PKM guide can also be accessed via the Unsrat LPPM page, so that whenever and whoever lecturers and students need information, they can immediately access it from the LPPM page.

Supervising Lecturers and Students can choose the Student Creativity Program (PKM) which consists of 8 (eight) options, one of which is the Student Partnership Program – Social Humanities Research (PKM-RSH).

The Student Affairs Sector at Sam Ratulangi University also provides socialization of the Student Creativity Program, both through the Unsrat website, but also directly at the Rector's Office, Floor 4. Socialization of the Student Creativity Program (PKM) is carried out every year by presenting resource persons from the National Level PKM Jury who is the person in charge PKM at Sam Ratulangi University, namely Dr. Ir. Josephine Loise Pinky Saerang, MP. In this socialization, it was explained about the importance of proposal format and writing which must comply with PKM guidelines. Because in making PKM proposals there are still many that do not comply with the guidelines, so many proposals are rejected. Creativity is also something that is valued and important because it needs to be emphasized in the contents of the proposal. Apart from creativity, the local wisdom aspect of PKM products can also be an added value in researching PKM proposals.

In this socialization, students received information and explanations about the Student Creativity Program (PKM), especially Social Humanities Research (RSH), which was attended by lecturers and students. In this socialization, students received information on the techniques for writing PKM proposals, as well as important things that must be done so that the proposal can pass, whether it concerns determining the title, creative aspects, should contain elements of local wisdom, etc. This motivates students to make proposals.

Students want to take part in PKM-RSH but not many continue to make proposals. Therefore, the leadership encouraged students to continue to make proposals and look for competent supervisors to guide the PKM-RSH team.

Student enthusiasm is quite high, but the problem is that many of them do not maintain that enthusiasm until they create and upload quality PKM-RSH proposals. Even though proposal coaching has been provided to perfect proposal writing.

To make it easier for students to find out about the Student Creativity Program, Sam Ratulangi University created a PKM Handbook. The socialization of the PKM guidebook in 2021 was carried out online by the Deputy Chancellor (WR) 1 for Academic Affairs, Prof. Dr. Ir. Grevo Gerung, MSc, then continued with the presentation of material from Prof. Dr. Ronny R. Noor, Mrur.Sc and Prof. Dr. apt. Sundani Nurono as resource person. Through this socialization, students are expected to have knowledge that will direct students to think about what research to do with the help of their supervisor.

Unsrat compiled a PKM guidebook which was socialized by WR 1 Prof. Dr. Ir. Grevo Gerung, MSc and resource person Prof. Dr. Ronny Noor and Prof. Dr. Sundani Nurono. In this socialization, students are encouraged to carry out research from the start, assisted by

accompanying lecturers or supervisors, so that they are focused on what will be researched, and continue with making a PKM-RSH proposal.

### **Encouragement from accompanying lecturers**

Students are motivated to take part in PKM-RSH because they are continuously encouraged by accompanying lecturers or supervisors. The accompanying lecturer or supervisor continues to accompany the PKM student team and directs and provides inspiration to the students in determining the title and preparing the proposal until its completion. Good collaboration between supervisors or assistants and students produces quality PKM proposals so that they can pass the National Student Science Week (PIMNAS).

This PKM-RSH culminates in PIMNAS, so the accompanying lecturer encourages the student team to make good, quality proposals while we continue to discuss to get a proposal that can pass to PIMNAS. The accompanying lecturer encouraged the student team to read the guidebook for preparing the PKM-RSH Proposal, how to write it, understand the completeness of the required files, follow the prescribed writing format, etc., because there are differences in substance between PKM-RSH and other PKM, as well as the forms. After understanding other forms of writing, the student team knows the rules of what can be written and what cannot be written, for example the number of pages and writing sources. Adhere to the writing format and systematics specified in the guidebook, so that the proposal you make can pass the selection.

### **As a Challenge to Develop Ideas, Creativity and Innovation Through Research**

In participating in PKM-RSH, the student and lecturer team was challenged to come up with a title that was interesting, innovative and contained elements of local wisdom. Teams of students and lecturers are challenged to think creatively in expressing ideas in proposals that have scientific quality and make a positive contribution to society.

PKM-RSH is also a forum for student creativity and innovation in the field of research in accordance with scientific principles. The student team is expected to be able to criticize social and humanities phenomena that exist in society using a scientific approach, using appropriate methods in searching for information, analyzing information using theory, and providing answers to problems that arise from these phenomena. In this way, research results can be published and provide benefits to interested parties.

Through PKM-RSH, students are expected to explore ideas and develop creative and innovative discoveries based on research and development so that they are able to excel in national events. This is the aim of one of the Independent Learning - Independent Campus (MbKM) programs, namely independent studies or projects.

### **Opportunity to Work as a Team**

Students are also motivated to carry out PKM-RSH because they get the opportunity to work as a team with other students. Students not only do research alone but are given the opportunity to work with other teammates. Working as a team creates many thoughts that team members can discuss. The aim of conducting research in the form of a team of students and lecturers is to ensure collaboration.

Working as a team ensures that PKM-RSH proposals are completed quickly, and also trains students to exchange ideas and be skilled in communicating or conveying ideas to other team members. When working as a team, togetherness gradually grows with fellow group members, each of whom understands the character of the other members. If there are problems that arise

in preparing and completing PKM-RSH, then all teams can provide ideas and solutions so that problems can be resolved

Students are motivated to work with student teams in preparing and completing PKM-RSH, because students can get to know each other's personalities and train themselves to respect differences of opinion. Team work also allows students to convey ideas and ideas. And if we pass PIMNAS, it will be an advantage for all of us, not just one person.

### **Qualified for the National Student Science Week (PIMNAS)**

The student's motive for taking part in PKM-RSH is also because they want to get through to the National Student Science Week (PIMNAS), because the PKM program is a prestigious student program which has become an annual program, and getting through to PIMNAS is a proud achievement.

Students and lecturers who take part in PKM-RSH are motivated to pass the proposal so that they can continue to PIMNAS. Many other competitors were also good, but the motivation to bring the name of the Department, Faculty and University to the PIMNAS level made the team enthusiastic about participating in PKM-RSH.

It would be very encouraging if the PKM-RSH proposal made it to PIMNAS. The student team realized that there were many competitors who were also good, so we had to do our best in making this proposal. In Order To Motif (Purpose) students take part in the Student Creativity Program - Social Humanities Research (PKM-RSH)

### **Graduated Without a Thesis**

Students are motivated to take part in PKM-RSH also because they finish studying to become undergraduates without a thesis if their PKM-RSH proposal passes to PIMNAS. PKM-RSH can be a substitute for courses that must be taken or supplements that can be included in the Companion Diploma Certificate (SKPI). The equivalent of Semester Credit Units (credits) from PKM-RSH is calculated based on the implementation time as well as the student's proven contribution and role in activities under the coordination of the accompanying lecturer. The range of credits that students can obtain in all PKM-RSH activities is a minimum of 6 to 10 credits in accordance with the provisions in their respective study programs.

Two students from the Faculty of Social and Political Sciences, Unsrat, who are part of the Student Creativity Program - Social Humanities Research team, finally graduated from college without going through the thesis stage because they succeeded in passing the National Student Science Week (PIMNAS). This is an award by the campus based on the chancellor's decision letter.

This is also because students have created scientific work such as in the process of writing a thesis, and this scientific work has been assessed by professors from several universities in Indonesia.

Students who only passed the PKM-RSH proposal until the university stage were also not disappointed because they received rewards from accompanying lecturers by giving A grades in seminar courses and certain courses.

### **Contribution to Universities and Faculties**

The Student Creativity – Social Humanities Research (PKM-RSH) Program at Sam Ratulangi University is part of the Implementation of the Independent Learning – Independent Campus (MBKM) Program and an effort to support the achievement of Main Performance Indicators (IKU) for Higher Education. Specifically IKU 1 (graduates get decent work or become

entrepreneurs or continue their studies), IKU 2 (students get experience outside campus), IKU 3 (lecturers carry out activities outside campus), and IKU 5 (lecturers' work results are used by the community). To achieve these four IKUs, universities are expected to provide facilities and support for students to develop themselves by carrying out learning activities with varied models, and be able to provide adequate skills through PKM. The involvement of lecturers in PKM-RSH guidance can provide opportunities for lecturers to interact with various parties outside campus.

Therefore, the 2 (two) groups who passed the PKM-RSH were motivated to try to pass so they could make a positive contribution to Higher Education and also the Faculty of Social and Political Sciences. Because it can meet KIP 1, KPI 2, KIP 3 and KIP 5.

As stated by the following informant from WD3 DM:

By taking part in PKM-RSH we can contribute to higher education and especially to the Faculty of Social and Political Sciences to produce students who are able to anticipate, understand and even contribute to realizing the goals of a sustainable world life. PKM-RSH is a forum for growing and realizing students' creative and innovative ideas. PKM has an impact on student achievement and university and faculty level achievements in ranking the Ministry of Education and Culture.

### **Finding Solutions to Social Phenomena that are Beneficial to Society**

The Student Creativity Program - Social Humanities Research (PKM-RSH) is a forum for student creativity and innovation in the field of research in accordance with scientific principles that motivate students to search for information and analyze using appropriate methods and theories, as well as providing useful answers or solutions to the problem or phenomenon and the results are beneficial to society.

Mineshia Lesawengan, et al supervised by Dr. Daud M. Liando, SIP, MSi discovered a social phenomenon and raised the research title "Political Marketing and Electability: Study of the Impact of Online Games as a Political Marketing Media on the Electability of North Sulawesi Governor Election Candidates".

The results of the research are useful for North Sulawesi Province in seeing the impact of Online Games as Political Marketing Media, so that they can be used to see the electability of candidates in the North Sulawesi Governor election.

Likewise with the PKM-RSH team by Arya Pusung, et al who were guided by Dr. Leviane Lotulung, S.Sos., MI.Kom with the title "Transcendental Communication of the Minahasa Tribe in Kampetan Traditional Rituals in Watu Pinabetengan", examines and analyzes the phenomenon of transcendental communication of the Minahasa Tribe. Obstacles in Carrying Out Student Creativity Programs - Social Humanities Research (PKM-RSH)

### **Difficult to Find Assistant Lecturers**

Initially the student team had difficulty finding PKM-RSH supervisors, because the supervisors had to be competent in what they were going to research. Also look for lecturers who have the opportunity and time to guide student teams, remembering that lecturers also have the obligation to teach, research and carry out community service with a fairly tight time intensity. There are several lecturers who have been contacted, but are not yet willing to accompany and guide because there are other tasks that must be completed.

Initially, students had difficulty finding the right accompanying lecturer for the PKM-RSH team, because the lecturers had busy activities so that mentoring time with the team was quite

difficult. Finally, we were directed by WD3 and Kajur to contact the study program coordinator for guidance, and also research titles according to their competence, and the study program coordinator was willing to accompany and guide the student team.

With guidance from WD3 and the Head of Department, finally the PKM-RSH student team got a companion lecturer who guided the team well so that they produced a good proposal.

### **Limited Time to Discuss with the Team and Lecturers**

There are obstacles that cause the process of preparing PKM-RSH proposals between fellow student teams or with the supervisor. Students are sometimes faced with busy lectures and assignments from lecturers that must be completed on time, also during the Mid-Semester Examination (UTS) and Final Semester Examination (UAS) which require concentration in studying. So the time to meet and discuss with the PKM-RSH Team is limited.

In the process of preparing a proposal until the presentation stage, there are obstacles to meeting for discussion, because sometimes it is difficult to match the free time of fellow team members. Especially during UTS and UAS, where we have to concentrate on exams and completing assignments from lecturers, so sometimes meetings with the team to discuss PKM-RSH proposals are delayed.

Likewise, meetings with PKM-RSH accompanying lecturers are very busy, because apart from having additional duties or positions, they also have activities outside campus, so that sometimes it becomes an obstacle in holding discussions.

It is very clear that the accompanying lecturer has additional duties as a study program coordinator, so sometimes when the student team needs to discuss it turns out he has other activities, so the student team has to wait and adjust to the lecturer's free time.

### **Confused about Finding Phenomena and Determining Titles**

At first the PKM-RSH team had difficulty finding the phenomenon and determining the title. That was the role of the accompanying lecturer to direct the student team to find the phenomenon and determine the title correctly. Students receive very useful input, which stimulates students' thinking so that creative ideas emerge to develop what will be researched.

Searching and reading a lot of the latest information and looking at the surrounding environment can help identify social phenomena and determine research titles. From reading you can get ideas and thoughts to determine a topic. Seeing phenomena, problems or social events can also motivate you to determine the right title.

### **Difficult to Find Friends to Build a Team**

Preparing a PKM-RSH Proposal requires a solid team, because there is interaction between one member and another, as well as with accompanying lecturers. Therefore, you must look for teammates who have the same vision and way of working so that there are no debates and you can work cohesively.

It is not easy to find friends to build a team, because students come from different backgrounds. However, encouragement from the accompanying lecturer made the PKM-RSH Fispol team form a team from the same study program, namely the Political Science Study Program and the Communication Science Study Program, even though they were in different batches or semesters in one team.

## Conclusion

The results of the research show that the motives for participating in the Social Humanities Research Student Creativity Program at Sam Ratulangi University are: (1) Because Motive (Cause): - Opening up the opportunity to take part in the Student Creativity Program (PKM) - Encouragement from the accompanying lecturer - As a profitable challenge to develop ideas , Creativity and Innovation Through Research - Opportunity to Work as a Team - Qualified for the National Student Science Week (PIMNAS). (2) In Order To Motive (Goal): - Graduate without a thesis - Contribution to universities and faculties - Find solutions to social phenomena that are beneficial to society. (3) Obstacles encountered: - Difficult to find accompanying lecturers - Limited time to discuss with the team and lecturers - Confused about finding phenomena and determining titles - Difficult to find friends to build a team. As a suggestion in this research, the Student Creativity Program must be disseminated continuously to students so that more students take part in PKM because the results can support the achievement of higher education and faculty IKU. The student team and accompanying lecturers who have passed also provide motivation and assistance to other students who intend to take part in PKM-RSH.

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