

ABSTRAK

Penelitian ini berjudul “Strategi Peningkatan Prestasi Akademik Mahasiswa Melalui Program Bantuan KIP-Kuliah di Fakultas Ilmu Sosial dan Ilmu Politik Universitas Malikussaleh.” Penelitian ini dilatarbelakangi oleh masih rendahnya capaian prestasi akademik mahasiswa penerima KIP-Kuliah di FISIP Universitas Malikussaleh, meskipun program tersebut bertujuan untuk mendukung mahasiswa berprestasi dari keluarga kurang mampu secara ekonomi. Penelitian ini bertujuan untuk menganalisis strategi yang diterapkan oleh Fakultas Ilmu Sosial dan Ilmu Politik Universitas Malikussaleh dalam meningkatkan prestasi akademik mahasiswa penerima KIP-Kuliah serta mengidentifikasi hambatan yang memengaruhi pencapaian prestasi akademik mahasiswa. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi dengan melibatkan pihak Fakultas, Dosen, serta Mahasiswa penerima KIP-Kuliah. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Kerangka analisis penelitian ini mengacu pada teori strategi sektor publik Bryson(2004) yang meliputi penetapan tujuan strategis, analisis kondisi internal dan eksternal, perumusan dan implementasi strategi, pengalokasian sumber daya, serta evaluasi hasil. Hasil penelitian menunjukkan bahwa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Malikussaleh telah menerapkan berbagai strategi dalam upaya meningkatkan prestasi akademik mahasiswa penerima KIP-Kuliah, seperti pembinaan akademik, pemantauan capaian studi, dan dukungan kelembagaan. Namun, pelaksanaan strategi tersebut belum berjalan optimal karena masih terdapat keterbatasan sumber daya, rendahnya motivasi belajar sebagian mahasiswa, serta minimnya partisipasi dalam kegiatan pengembangan akademik. Oleh karena itu, diperlukan strategi pembinaan yang lebih terstruktur, berkelanjutan, dan berorientasi pada pengembangan potensi mahasiswa agar program KIP-Kuliah tidak hanya berfungsi sebagai bantuan finansial, tetapi juga mampu mendorong peningkatan prestasi akademik secara optimal.

Kata Kunci: Strategi, Prestasi Akademik, KIP-Kuliah.

ABSTRACT

This study is entitled “Strategies for Improving Students’ Academic Achievement through the KIP-Kuliah Assistance Program at the Faculty of Social and Political Sciences, Universitas Malikussaleh.” This research is motivated by the relatively low level of academic achievement among KIP-Kuliah scholarship recipients at the Faculty of Social and Political Sciences, Universitas Malikussaleh, despite the program’s objective to support high-achieving students from economically disadvantaged backgrounds. The purpose of this study is to analyze the strategies implemented by the Faculty of Social and Political Sciences, Universitas Malikussaleh, in improving the academic achievement of KIP-Kuliah recipients and to identify the factors that influence both the success and obstacles in achieving academic performance. This research employs a qualitative approach using a descriptive method. Data were collected through in-depth interviews, observation, and documentation involving faculty administrators, lecturers, and students who are recipients of the KIP-Kuliah program. Data analysis was conducted through data reduction, data display, and conclusion drawing. The analytical framework of this study is based on Bryson’s (2004) public sector strategy theory, which includes the identification of strategic objectives, analysis of internal and external conditions, formulation and implementation of strategies, allocation of resources, and evaluation of outcomes. The results of the study indicate that the Faculty of Social and Political Sciences, Universitas Malikussaleh, has implemented various strategies to enhance the academic achievement of KIP-Kuliah recipients, such as academic mentoring, monitoring of academic performance, and institutional support. However, the implementation of these strategies has not been fully optimal due to limited resources, low learning motivation among some students, and minimal participation in academic development activities. Both internal and external factors significantly influence students’ academic achievement. Therefore, more structured, sustainable, and student-oriented development strategies are required to ensure that the KIP-Kuliah program functions not only as financial assistance but also as an effective instrument for improving students’ academic achievement.

Keywords: Strategy, Academic Achievement, KIP-Kuliah.