



 **universitas  
bandar lampung**  
SCHOOL OF POLITICAL AND SOCIAL SCIENCE  
Bandar Lampung University, Indonesia

# **Icon-LBG** 2016

## **The Third International Conference on Law, Business and Governance**

# **PROCEEDINGS**

Hosted by  
Faculty of Law, Faculty of Economics and Faculty of Social Science  
Bandar Lampung University (UBL)



# Icon-LBG 2016

THE THIRD INTERNATIONAL CONFERENCE  
ON LAW, BUSINESS AND GOVERNANCE 2016

20, 21 May 2016  
Bandar Lampung University (UBL)  
Lampung, Indonesia

## PROCEEDINGS

Organized by:



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## **PREFACE**

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the Third International Conference on Law, Business and Governance (3<sup>th</sup> Icon-LBG 2016) organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 46 technical papers were received for this conference.

The participants of the conference come from many well known universities, among others : International Islamic University Malaysia, Unika ATMA JAYA, Shinawatra University, Universitas Sebelas Maret, Universitas Timbul Nusantara, Universitas Pelita Harapan, Universitas Bandar Lampung, Universitas Lampung.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also grateful to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

Bandar Lampung, 21 May 2016

**Mustofa Usman, Ph.D**  
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## **MOTIVATION AND CREATIVITY INFLUENCE TOWARD STUDENTS ACADEMIC**

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### **Abstract**

This research is intended to identify and analyze motivation and creative competence in improving students' academic results. In addition, it is also aimed to build and develop creativity and motivation to the improvement of students' academic results. Variables used in this research are creativity, motivation, and academic results.

Population in this research is students from Law and Social Science Faculty who are active in even semester. There are 512 students from Law and Social Science Faculty in academic year of 2016/2017. Data source taken in this research are 77 respondents. This research data uses primary data which was gotten from questionnaire. Analysis method that is used to examine hypotheses in this research, is double linear regression. Data gotten is then analyzed by using SPSS.

This research result shows that motivation and creativity have impact to students' academic results at Political and Social Science Faculty in Bandar Lampung University both partially and fully.

*Key Words : Creativity, Motivation, and Academic Result.*

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## **1. INTRODUCTION**

### **A. Research Background**

Academic results become an interesting study in social research, because academic results are one of measuring apparatus from a successful student in the academic world (El – Anzi, F. O., 2005). Academic results are a proof of successful study or ability of a student in having his/her learning process based on quality he/she achieves. With a good academic result, there will be university or college graduates who are able to compete after they work in society. They will be able to compete by applying science and technology which they have obtained since they had learning process in university or college.

In fact, there are students from Law and Social Science Faculty in Universitas Bandar Lampung (FISIP UBL) who have decreasing academic results. It can be observed from decreasing Cumulative Grade Point Average in every semester, getting lower scores, or didn't pass from previous class. So, they need to retake the lecture in the next semester.

Decreasing academic results from the students is caused by the existence of less creativity and less motivation. There are factors that make individuals have no achievements. Those are talent, interest, and motivation (Muhibbin, 2007). Besides motivation, creativity also gives a role in attaining academic results (Gras et al., 2010; McCabe, 1991). Therefore, students will get high academic results, if the students have high creativity, and high motivation to study.

Creativity is the ability to make new combinations based on data, information, and element presence. Based on the available data or information, it is found that there are many answer possibilities to problems which emphasize quality, efficiency, graciousness, and originality in thinking and the ability to collaborate an idea (Anna Craft, 2003: 18). As a matter of fact, there are FISIP UBL students who are less motivated. It can be observed from having less of big curiosity, getting seldom to ask questions in class, and being afraid of accepting challenges given by lecturers. The other reasons why it can be happened also because students seldom to give new ideas, having less of giving suggestions and showing their opinions. At last, having less imagination and ability in stating the ideas, and how to solve the problems are becoming part of these problems.

Motivation is an encouragement, desire, wishful, and other driving power which derive from ourselves to do something (Sobour, 2003; 267). In fact, there are FISIP UBL students who have less of

big motivation in studying. It can be seen from getting lazy to study and to come in class, and also having no 'lectures notes'. It is because the students think that they have satisfied enough by only borrowing their friends 'lectures notes' which they will copy the notes instantly. Having less of motivation by the students is also seen from having less intention to discuss about lectures from the lecturers outside of the class, going to study if final examination will be held, or going to study if the students find that assignment given from the lecturer needs further understanding.

### **B. Formulation Of The Problem**

Formulation of the problem in this research is "Are there motivation and creativity influence both partially and fully toward students academic result in Political and Social Science Faculty, University of Bandar Lampung?"

### **The Objective Of The Study**

With the background of the study has been proposed, the objectives of the study that are hoped in this research are :

- I. to identify and analyze the influence of motivation and creativity toward students academic result.
- II. to build and develop motivation and creativity in upgrading students academic result.

## **2. LITERATURE REVIEW**

### **A. Theoretical Framework**

#### **Academic Result**

Academic result or academic achievement is a result of ability, competent, and someone's behaviour in finishing a task (Zainal Arifin, 1991). Result or achievement is a success proof from effort has attained (Winkel, 2007). Learning result or academic result is result that has already done or has already achieved (Poerwodarminto, 1986).

Meanwhile, learning result is knowledge mastery or competent which are developed by subjects that basically measured by test score (Depdikbud, 1989). Learning result or academic result is learning achievement that consists of quantitative data that has already gathered in manual academic book. Final score in every semester is determined by considering both mid test score and final test score with different load. Furthermore for the assessment, it uses 5 score standard (0 until 4) and it is applied in form of final score with grade (A, B, C, D, and E), and each of them is referred with particular load.

Grade Point Average (IP) is a number of cumulative quantity divided by cumulative credit amount that is stated in two numbers before comma. (Uniwidha Klaten, 2009). Learning result is pointed out from someone's effort in studying which is basically showed in the form of average score achieved. The average score, then, is come out (one of them) in the form of students Cumulative Grade Point Average (IPK).

#### **Creativity**

Creativity is ability to create a new thing, ability to give new ideas which can be implemented in solving the problem, or ability to see new correlations among the elements have been existed (Renzulli, 1978). Creativity is ability to deliver composition, product, or the idea which is basically new and previously has never known its made (Hurlock, 2005). In addition, Creativity is ability which is possessed by someone to find and to create a new thing, new ways, new model which give advantages not only for themselves but also for society (Nana Syaodih, 2005).

According to Utami Munandar in Reni Akbar Hawadi dkk (2001: 5-10), she describes that creativity can be measured by :

- a) Curiosity, is always supported to know more, to ask many questions, to always pay attention on people, object, and situation, to be sensitive in observing, and to be curious/observe.
- b) Imaginative, is ability to be example, or imagine things that have never been happened yet, use imagination and fact.
- c) Sense of challenged by the advancement, is solving hard problem, feeling to be challenged by complicated situations, more interested in hard assignments.
- d) Brave to take a risk, is brave to give answer, though the answer is not certainly true, not afraid of becoming failure or getting critic, not becoming hesitate because of vagueness, things that are not conventional or less structure
- e) Respect, is ability to respect counseling and guidelines in life, respect skills and talents that are developing.

## Motivation

Motivation is driving force or encouragement to do something, which can be from inside of the individual (M. Dalyono, 2005). Motivation is also a complex declaration inside of an organism which directs someone's behaviour to an incentive goal with its aim is to limit or to determine organism's behaviour (Purwanto, 2002).

From the explanation above, it can be known that motivation is learning process that is really needed to the advancement in achieving education purpose or study particularly

Motivation can be measured from (1) curiosity, behaviour, encouragement, and need from individual to study. (2) involvement of the individuals in their all seriousness in doing assignments as a form of goes on activity or behaviour that is directed to the achievement of the goal. (3) commitment and someone's intensity to continue study (Hasanah, 2006)

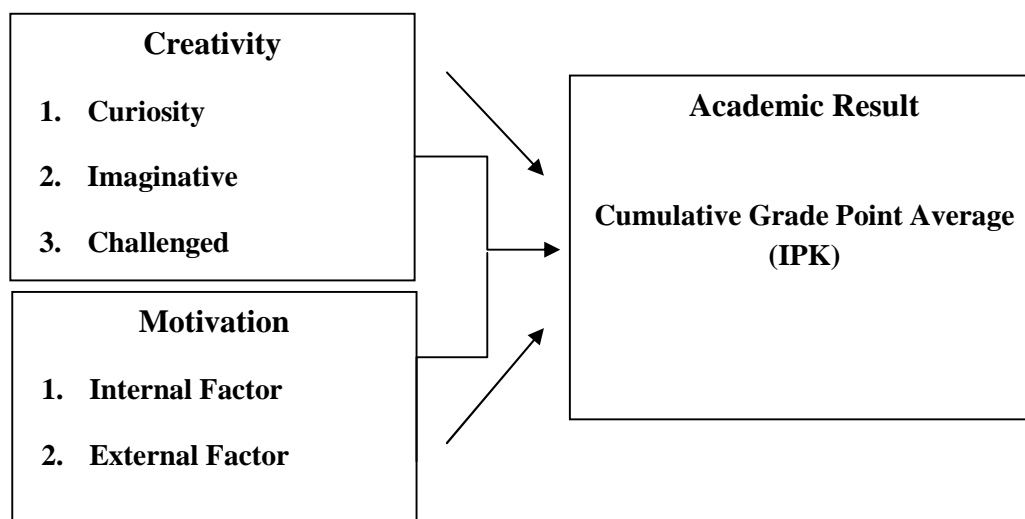
Motivation to study, according to Wlodkowski and Jaynes (2004) is a value and desire to study. While, according to Sardiman (2004), motivation to study is all of driving forces inside of students that cause, assure directness, and give way to learning process. So that, what becomes the aim to be hoped can be achieved. Definition of motivation to study, according to Uno (2007) is external and internal encouragement inside of the students who are in learning process to make behavioural change, which generally supported by some indicators and the supported elements.

Factors that influence motivation to study in students consist of : (1) Internal factor (physical factor and psychology factor); (2) External factor (family factor, school, and society).

Based on the explanation from some premises above, it can be conclude that motivation to study is all of driving forces that becomes strength in individuals who are studying to make all of behavioural change. So, what becomes the aim to be hoped can be achieved.

According to theoritical framework above, we can make sketch of research paradigm as follows :

Table 1. According to theoritical framework



Working hypotheses in this research are :

- I. there is an influence between creativity and students academic result in Law and Social Science, Universitas Bandar Lampung.
- II. there is an influence between motivation and students academic result in Law and Social Science, Universitas Bandar Lampung.
- III. there is an influence among creativity, motivation, and students academic result in Law and Social Science, Universitas Bandar Lampung.

## Method of Research

### I. Research Design

Design used in this research is quantitative research which has aim to understand relation and influence among intelligence, creativity, task commitment, and gender toward study result achievement

both partially and simultaneously. Through quantitative approach, researcher is able to analyze variables scientifically and is able to make prediction from result of the analysis.

This research uses quantitative data analysis and quantitative data analysis. To analyze quantitative data, double linear regression formula ( $y=a+b_1x_1+b_2x_2$ ) is used. It is aimed to find out the influence to one or some variables to one variable.

## **II. Population and Sampling**

### **1) Population**

Population in this research is all active students from even semester. There are 512 students in academic year of 2016/2017 at Political and Social Science Faculty, University of Bandar Lampung.

### **2) Sample**

In determining a number of sample in this research, Arikunto stated that : for only estimating, if subjects in this research is less than 100, it will be good for the researcher to take all subjects. So, the research will be population research. Moreover, if the sample is quite big, the researcher can take the subjects between 10%-15% or 20%-25% or more than that. Based on the above statement, it is because the population in this research is more than 100, the sample taken in this research is 15% of 512 students. So, there are 77 students becoming the subjects to be analyzed (77 students become respondents in this research).

### **3) Data Collecting Technique**

Field collecting data is gathered by deeper interviewing process, participating observation, and document analyses during the research is going on. Those data is arranged in a filed note as starting point in data analysis.

### **4) Data Analyzing Technique**

Data analysis used in this research is by applying double linear regression formula which is supported by using SPSS program.

### **5) Analysis and its Discussion**

Respondents in this research are 77 students from Law and Social Science Faculty, University of Bandar Lampung. Most of them are female respondents. There are 47 female students (61,04%), while for the rest, there are 30 male students (38,96%). Cumulative Grade Point Average (IPK) to the respondents shows that the highest Cumulative Grade Point Average is 3,95 and the lowest Cumulative Grade Point is 2,08, with the average IPK is 3,33.

By looking at previous students' school background, we gain significant data that most of respondents were from Private Senior High School. There are 42 students (54,55%). While for the rest of the respondents, there are 35 students (45,45%) who were from State Senior High School. Most of respondents that were from Senior High School in Bandar Lampung are 39 students (50,65%). Meanwhile, the rest that came from Senior High School in outside of Bandar Lampung are 38 students (49,35%).

Parent education respondents, shows that the majority of respondents' parents are high school graduates as many as 41 people or 53.25%. followed by primary school graduates were 17 or 22, 08% have a college degree as many as 11 people or 14.29% and has at least junior high school graduates as many as eight people or 10.39%.

Seen from the work of parents showed that most are self-employed as many as 19 people or 24.68%, followed by farmers as many as 17 people or 22.08%. the elderly respondents who worked as a trader as many as 15 people or 19.48%, while private sector employees who work as many as 12 people or 15.58%. the remaining 14 people or 18.18% working as civil servants and pensioners.

Based on the results of multiple linear regression analysis with SPSS equation  $Y = 1.872 + 0,012X_1 + 0,014X_2$ . This means that if creativity (X1) and motivation (X2) are considered constant, then the academic achievement of 1,872. If the addition of the points of creativity (X1), it will increase the academic achievement (Y) of 0,012 points (assuming the motivation variable (X2) is considered constant). While in case of the addition of the points of motivation (X2), the academic achievement (Y) will be increased by 0,014 (assuming the creativity variable (X1) is considered constant). Thus the motivation variable (X2) having a regression coefficient of 0.0142 has a contribution or greater influence than on creativity (X1) which has a coefficient of 0.012 to changes in academic achievement. Perhitngan results of linear regression of each variable with SPSS show that creativity has an influence on academic achievement of 86.49%, while the motivation to have an influence on academic achievement of 8.61%.

From the results of calculations with SPSS to test t is known that count as 2,350 with significant value amounted to 0,021, of which 0,021 value less than 0.05 ( $0.21 < 0.05$ ). This means that there is the influence of creativity on academic achievement. Thus the first hypothesis stating that there is a creative influence on academic achievement of students of the Faculty of Social and Political Sciences, University of Bandar Lampung accepted.

Then from the calculation of the t test with SPSS to note that the value tcount of 3,637 with significant value is 0,001, of which 0,001 value less than 0.05 ( $0.001 < 0.05$ ). This means that there is influence of motivation on academic achievement. Thus the second hypothesis that menyatakan that there is influence of motivation on academic achievement of students of Faculty of Social and Political Sciences, University of Bandar Lampung accepted.

Furthermore, the results of calculations with SPSS to test F known that the value of F sesesar 285.175 with significant value of 0.000, of which 0,000 value less than 0.05 ( $0.000 < 0.05$ ). This means that there is the influence of creativity and motivation towards academic achievement. Thus the third menyatakan hypothesis that there is influence of creativity and motivation of the students' academic achievement, Faculty of Social and Political Sciences, University of Bandar Lampung accepted.

Based on the results of calculations using SPSS knowable determination coefficient of 0.885, or 88.5%, so that creativity and achievement motivation terhadap effect of 88.5%.

Creativity is needed to improve student academic achievement, or in other words that the higher the creativity of the students will have an impact on students' academic achievement is also high. This is because the linear regression coefficients for the variables of creativity is positive, which means that every increase in creativity will improve academic achievement.

Besides, the motivation necessary to encourage students to achieve high academic achievement. Students who have high motivation will acquire high academic achievement as well. This is because the linear regression coefficients for the variables of motivation is positive, which means that any increase motivation will have an impact on academic achievement.

Creativity and motivation both affect the level of academic achievement with considerable influence, which amounted to 88.5%. This suggests that in order to increase student academic achievement efforts is to improve motivation, followed by increasing the creativity of students, because the motivation to contribute a greater influence than the creativity in improving student academic achievement. Nonetheless academic achievement is influenced by another factor of 11.5%, among other faculty competence, service level administrative personnel, environment, and education level of parents or relatives are not examined in this study.

### **3. CONCLUSION**

Based on the analysis and discussion can be concluded that:

- a). There is a creative influence on the academic achievement of students of the Faculty of Social and Political Sciences, University of Bandar Lampung.
- b). There is a motivational influence on students' academic achievement, Faculty of Social and Political Sciences, University of Bandar Lampung.
- c). There is the influence of creativity and motivation of the students' academic achievement, Faculty of Social and Political Sciences, University of Bandar Lampung.

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