

STUDENT PERCEPTION OF UPN "VETERAN" YOGYAKARTA BRAND IMAGE AS A NEW STATE UNIVERSITY

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Abstract

This study aims to identify how the perception of UPN "Veteran" Yogyakarta students about the brand image owned by UPN "Veteran" Yogyakarta, to know what are the obstacles and developments that happened after UPN "Veteran" Yogyakarta became the country. Type of research used in this research is descriptive research type with qualitative method. The theory used is the theory of perception and brand image. Data collection techniques in this study were obtained through interviews, direct observation and documentation. The results showed that the brand image owned UPN "Veteran" Yogyakarta post to State College of New State is a state defense that should be realized not only in the country but also on the international scene. Student perception on brand image UPN "Veteran" Yogyakarta in its application is good enough, because it has applied discipline to the students, lecturers, and employees of UPN "Veteran" Yogyakarta, and the state defend has been attached not only to the students but also to the wider community. However, in the implementation and understanding of the state defense has not been maximal, so there are still UPN "Veteran" Yogyakarta students who do not know how the brand image owned UPN "Veteran" Yogyakarta.

Keywords: brand image, defend country, perception

INTRODUCTION

Higher Education is one of the important pillars in the development of a nation. As the highest level of education in the national education system, higher education becomes the spearhead in encouraging the development of a nation. One of the conditions facing Indonesia's higher education today is the problem of competition that is local, regional and global. Universities in Indonesia, whether state-owned or private, not only compete with local universities but also institutions that are networks of universities at the international level.

To improve the quality of universities there are 14 private universities that changed its status into a new state college. Private universities are transformed into new state universities namely, University of Samudera, Singaperbangsa University, UPN Yogyakarta, UPN East Java, UPN Jakarta, University of West Sulawesi, Timor University, University of Ten November, Tidar University, Teuku Umar University, Kalimantan Institute of Technology, Sumatera Institute of Technology, Siliwangi University, and UIN Ar Raniry.

Table 1. Number of Universities in Indonesia Period 2013/2014 – 2015/2016

Tahun /	2013/2014	2014/2015	2015/2016
JumlahPT	Total	Total	Total
Country	99	121	122
Private	3.181	3.104	3.136
Total	3.280	3.225	3.258

Source: Badan Pusat Statistik (bps.go.id)

The purpose of the change of private universities to PTN is to provide access to wider public education. With the change of UPN status "Veteran" Yogyakarta became a country causing many perceptions from students, that after becoming a country UPN "Veteran" Yogyakarta will become a better university again. The number of perceptions of the students led to misunderstanding between students and university leaders due to lack of socialization and communication after UPN "Veteran" Yogyakarta became a new state university (PTNB). This triggered a demonstration by students on campus.

The existence of the education system is still not good after becoming a country. As it is when students enroll to run KKN, students still have to register by manual way to come to the registration counter and experienced a long queue due to the number of students who want to register. After the registration is completed students still have to do the payment at the bank counter which is also in color with the

number of students who will pay the cost of corruption that caused the long queue. There are other things that cause students to do the demo.

One of the demo that has been done by UPN "Veteran" Yogyakarta students is about the realization of campus democracy, single tuition fee (BKT) and single tuition (UKT) tuition of students starting 2015. Here is the news of demo done by UPN students after their status changed become a new state university (PTNB). The misunderstanding between student perceptions and the ranks of university leaders about the post regulation becomes a new college that triggered the demo of the students can cause the reputation of brand image UPN "Veteran" Yogyakarta to be less good.

This research examines how the brand image image UPN "Veteran" Yogyakarta post new state universities (PTNB). If the student of UPN "V" Yogyakarta has good perception about the brand image of UPN "Veteran" Yogyakarta then the reputation and image of UPN brand image "Veteran" Yogyakarta will also be good in the eyes of the students as well as the community.

This research uses perception theory, because this research relates to student perception and university reputation. Perception is the experience of objects, events, or relationships obtained by

inferring information and interpreting messages. Perception is to give meaning to sensory stimuli (sensory stimuli). The relationship of sensation with perception is clear. Sensation is part of perception. However, interpreting the sense sense information involves not only sensation, but also attention, expectation, motivation, and memory (Rachmat, 2005: 51).

With so many stimuli that can affect a person's mind, in fact only a part of it can be captured by humans. Their perceptions are also influenced by the stimuli relationship with their environment, as well as the physical stimulation of the stimuli as well. Factors that affect perception are attention.

Caution is a mental process when the stimuli or series of stimuli become prominent in consciousness when other stimuli are weakened. Thus the definition given by Kenneth E. Andersen (1972: 46), in a book he wrote as an introduction to the theory of communication. Attention occurs when we consent ourselves to one of our sensory devices, and override the inputs through other sensory devices (Rachmat, 2005: 52)

Attention occurs when a person can concentrate on one of his senses, and override the inputs through other sensory devices. The attractant consists of external factors and internal factors. The shift of

attention from communicator to communicant is more caused because communicant is considered not only target, but more because of the increasing acceptance of philosophy about social communication and mutual communication. Then when talking about perception will certainly intersect with the sensation, because the sensation is part of the perception.

There are 3 factors that can influence the public perception. First, perpetrator, when one views an object and tries to interpret what it sees and its interpretation is strongly influenced by the personal characteristics of the individual perceptor. Second, the target or object, the observed characteristics and targets can affect what is perceived. The target is not viewed in isolation, the targets of a target against its background affect perceptions such as our tendency to group adjacent or similar objects. Thrd, situation, in this case it is important to see the context of the object or event because the elements of the environment affect our perception

METHOD

The type of research used in this study is the type of descriptive research with qualitative methods, is a study that is the exposure of the situation and events. This research is a translation of words to the problems that exist systematically. Descriptive studies only describe situations

or events, do not seek or explain relationships, do not test hypotheses or make predictions. The exposure is done systematically, directed, and accountable so as not to eliminate its scientific nature (Rachmat, 2005: 24).

The research method used is descriptive research method that is research that try to develop concept and collect facts in field. This descriptive method is more memprioritaskan on observation and scientific atmosphere. The case study leads to a detailed and deep description of what is happening in the field (Soetopo, 2002: 111).

DISCUSSION

Student Perception UPN "Veteran" Yogyakarta After UPN "Veteran Yogyakarta Becomes a State University New

Perception is the experience of objects, events, or relationships obtained by inferring information and interpreting messages. Perception is to give meaning to sensory stimuli (sensory stimuli). The relationship of sensation with perception is clear. Sensation is part of perception. However, interpreting the sense sense information involves not only sensation, but also attention, expectation, motivation, and memory (Rachmat, 2005: 51).

Attention occurs when one can concentrate on one of his senses, and override the inputs through another sense device. The attractant consists of external factors and internal factors. The shift of attention from communicator to communicant is more caused because communicant is considered not only target, but more because of the increasing acceptance of philosophy about social communication and mutual communication. Then when talking about perception will certainly intersect with the sensation, because the sensation is part of the perception. According Jalaludin Rakhmat there are 4 factors that can affect the perception that is:

1. Perpetrators, when one views an object and tries to interpret what it sees and its interpretation is strongly influenced by the personal characteristics of the individual's perceptor (Rachmat, 2005: 53). Perpetrator perception of this research is active student UPN "Veteran" Yogyakarta. Student UPN "Veteran" Yogyakarta expressed his perception about UPN "Veteran" Yogyakarta which has become State University New (PTNB) starting on October 6, 2014.
2. The target or object, the observed characteristics and targets can affect

what is perceived. Targets are not viewed in isolated circumstances, the relationship of a target to its background affects perceptions such as our tendency to group adjacent or similar objects (Rachmat, 2005: 53).

3. The target observed in this research is to see how the brand image owned by UPN "Veteran" Yogyakarta post the country, and see how the development experienced UPN "Veteran" Yogyakarta after becoming a State College New. The development in question is on the development of facilities and services owned by UPN "Veteran" Yogyakarta
4. Situation, in this case it is important to see the context of the object or event because the elements of the surrounding environment affect our perception (Rachmat, 2005: 54).

The results of interviews conducted on March 1 to March 7, 2018 to students, leaders and lecturers UPN "Veteran" Yogyakarta has gained results. That the perception of UPN "Veteran" Yogyakarta students about the brand image owned UPN "Veteran" Yogyakarta Post becomes State University New as a state defense campus. Brand image owned by UPN "Veteran"

Yogyakarta is according to the students' perceptions have been good because it has applied the discipline while on campus and while taking the lecture. But in the implementation and understanding of the state defenses have not been implemented maximally, so there are still UPN "Veteran" Yogyakarta students who do not know the brand image owned by UPN "Veteran" Yogyakarta.

Students argue that UPN "Veteran" Yogyakarta after UPN "Veteran" Yogyakarta become New State University still there is a shortage in owned facility. Facilities that are less sense by students are found in the seats used during teaching and learning. According to the UPN "Veteran" Yogyakarta students the seats used should be replaced with better ones.

In addition, the gratitude is still felt by some students UPN "Veteran" Yogyakarta is on the toilet that has not secera overall clean and decent. There are still some students of UPN "Veteran" Yogyakarta who feel the lack of clean water supply in the bathroom. Some students who still complain about the lack of clean water in the toilet mostly felt by students of Faculty of Agriculture and Faculty of Economics.

In terms of service, students UPN "Veteran" Yogyakarta did not feel there his difficulties. According to the student service provided by UPN "Veteran"

Yogyakarta after becoming a State College New is getting better. It's just that at the time of the interview process conducted by the researchers there are students who expect a better service again when doing information to students in the academic calendar to be more structured again and more precise in scheduling lecture activities in UPN "Veteran" Yogyakarta.

Overall perceptions of UPN "Veteran" Yogyakarta students can be concluded that according to UPN students "Veteran" Yogyakarta after becoming a State University of New has undergone a change and progress is quite good. Of course the facility has not been completely updated by the campus, but the UPN "Veteran" Yogyakarta students have felt some changes are being renewed in terms of facilities owned by UPN "Veteran" Yogyakarta. In addition, according to UPN student "Veteran" Yogyakarta, the service provided by UPN "Veteran" Yogyakarta has been getting better. One of his students felt the ease when he was taking care of the need for licensing letters for lectures that can be quickly processed.

From the above opinion submitted by the UPN "Veteran" Yogyakarta students get a similarity with the opinion conveyed by the Head of Public Relations and Cooperation UPN "Veteran" Yogyakarta that is Mr. Mark, that after UPN "Veteran"

Yogyakarta become New State College, the campus will always updating the former does not exist into existence, which will always catch up so that UPN "Veteran" Yogyakarta will always make the process of improvement, which will not be improved and better will be improved.

According to Mr. Markus as Head of Public Relations and Cooperation UPN "Veteran" Yogyakarta said that no obstacles or big problems that occur in UPN "Veteran" Yogyakarta after becoming a State College New. Related to the demo conducted by non-civil servant lecturers who demanded a clarity of status, according to the Head of Public Relations and Cooperation of Mr. Markus and Vice Rector 1 Academic Affairs Mr. Mohammad Irhas Effendi, M.S. explains that this is not a big problem that hampered the course of the lecture at UPN "Veteran" Yogyakarta. According to Vice Rector 1 Academic Affairs Mr. Mohammad Irhas Effendi, M.S. said that all have been accommodated and are waiting for the outcome of the President only.

Brand Image UPN "Veteran" Yogyakarta Post Becoming a New State University

Brand Image is owned by an institution is one important factor that must be owned by an educational institution in college.

With the brand image that melakat in students and society can make the increase of public interest to be part of an institution.

UPN "Veteran" Yogyakarta is one of the institutions that have a good brand image according to the views of its students and also in the outside community. Evident from the results of interviews conducted by researchers that many students who know how the brand image owned by UPN "Veteran" Yogyakarta. In addition, according to UPN "Veteran" Yogyakarta students who interview researchers that the outside community also know how the brand image owned by UPN "Veteran" Yogyakarta.

With the proven his students who know how bagaimana brand image that is owned, there are also mahaiswa less know how brand image owned by UPN "Veteran" Yogyakarta.

In this study researchers used several factors supporting the formation of brand image in relation to the brand association according to Kotler and Keller:

1. Excellence of brand association.

The excellence of brand associations can make consumers believe that the attributes and benefits provided by a brand can satisfy the needs and wants of consumers to create a positive attitude toward the brand. The ultimate goal of any

consumption made by consumers is to get satisfaction of their needs and desires.

UPN "Veteran" Yogyakarta has an advantage on the brand image that is owned by the country's defense. By carrying the identity of his country defending students are expected UPN "Veteran" Yogyakarta can become graduates who have an international competitiveness based on the values of state defense and able to be a pioneer of development. This is evidenced by the cheeses that get by UPN "Veteran" Yogyakarta who get a rating of 1 on the race campus defend the country. The championship was given directly by the government's defense agency.

In addition, the achievement earned in terms of public relations received an award from the Ministry of Kemenristekdikti in the field of its publication UPN "Veteran" Yogyakarta get ranked 1 and on the website owned by UPN "Veteran" Yogyakarta ranked number 3. Various kinds of championships won by UPN "Veteran" Yogyakarta is an excellence of brand association owned by UPN "Veteran" Yogyakarta.

2. Strength of brand association.

The strength of brand associations, depending on how information enters the consumer's memory and how that information is managed by sensory data in the brain as part of the brand image. When

consumers are actively thinking and describing the meaning of information on a product or service it will create an association that is getting stronger in consumer memory. Consumers view an object of stimuli through sensations flowing through the five senses: eyes, ears, nose, skin, and tongue. However, every consumer follows, organizes, and manages this sensory data in their own way.

The strength of the brand association owned by UPN "Veteran" Yogyakarta is in the identity of UPN "Veteran" Yogyakarta regarding its state defenses. Students gain knowledge about defending the country at the time of UPN "Veteran" Yogyakarta students follow the lecture "Widya Mwat Yasa" or Wimaya. In the course, the lecturer gives understanding about the brand image about the state defending which is owned by UPN "Veteran" Yogyakarta. Besides, when attending Wimaya lecture, students also explained how history of UPN "Veteran" Yogyakarta. By knowing how the history of UPN "Veteran" Yogyakarta, students are expected to be able to implement the state defending and the values of the fighting well either inside the campus or after graduating UPN "Veteran" Yogyakarta.

3. The Uniqueness of The Brand Association.

The essence of the uniqueness of assiasi is that the brand has a continuous competitive advantage that provides an exciting reason for the consumer why to buy the brand. Therefore, must be created a competitive advantage that can be used as a reason for consumers to choose a particular brand. Strong and unique associations are critical to the success of a brand. Brand associations help the scope of competition with other products and services. Making a unique impression shows a significant difference between other brands as a competitive edge and getting consumers interested in choosing the brand. The goal of this strategy is to create a strong and unique association deeply embedded in the minds of consumers (Kotler & Keller, 2009: 56-58).

The uniqueness of UPN "Veteran" Yogyakarta is found in sports subjects owned by UPN "Veteran" Yogyakarta. The pride of jewelry is because UPN "Veteran" Yogyakarta is the only one who has a sport course as one of the state defending identity based on the values of state defense. The purpose of the sport course in UPN "Veteran" Yogyakarta is to channel and develop the interests and talents of UPN "Veteran" Yogyakarta students.

According to the results of interviews conducted by researchers there are still students who do not know how bagaiamana brand image owned by UPN "Veteran" Yogyakarta. The socialization of state defending is needed so that the UPN "Veteran" Yogyakarta students can well know how the brand image of state defense owned by UPN "Veteran" Yogyakarta.

Socialization is a process of learning attitude and behavioral attitude of students to participate in an organization that is National Development University "Veteran" Yogyakarta, but socialization applied by National Development University "Veteran" Yogyakarta is still lacking. Lack of such application due to the lack of student participation in the formation of campus identity as a state defense campus, therefore it takes the values of state defense to focus on the formation of state defending characters. The values of state defense that can be grown apart from the socialization that has been done by the Head of the State Defense Center. There are four values that is the love of the homeland, state consciousness, awareness of the nation, social consciousness. These four values are what will be able to increase patriotism and defend the state, at the University of National Development "Veteran"

Yogyakarta as a state defense campus of which has been done.

CONCLUSION

Based on the results of research on the perception of UPN "Veteran" Yogyakarta students on the brand image UPN "Veteran" Yogyakarta post to State University New (PTNB), it can be concluded as follows:

1. The perception of UPN "Veteran" Yogyakarta students to brand image UPN "Veteran" Yogyakarta after becoming a State College New is as a state defense campus capable of producing graduates who have international competitiveness based on the values of state defense and able to be a pioneer in development. Brand image owned by UPN "Veteran" Yogyakarta is according to the perception of students in its application is good enough, because it has applied the discipline while in the campus area UPN "Veteran" Yogyakarta and while being followed the lecture and brand image owned UPN "Veteran" Yogyakarta is already attached not only to the students but also to the community. But in the implementation and understanding of the state defenses have not been implemented maximally, so there are still UPN "Veteran" Yogyakarta students

- who do not know the brand image owned by UPN "Veteran" Yogyakarta.
2. Student perceptions of UPN "Veteran" Yogyakarta after becoming a State University New has been many changes and progress in terms of facilities and services perceived by UPN "Veteran" Yogyakarta students. Although students have felt the progress made by the campus but still feel the lack of students in terms of facilities and services. Students are still having difficulty accessing wifi and lack of clean water at toilet facility in UPN "Veteran" Yogyakarta.
 3. After the UPN "Veteran" Yogyakarta became a country, there were no major obstacles and problems that caused the cessation of teaching and learning system at UPN "Veteran" Yogyakarta. Associated with the demo ever done by students and lecturers PTY, it has been overcome by the leadership UPN "Veteran" Yogyakarta.
 4. Student perceptions and perceptions of UPN "Veteran" Yogyakarta leaders found the similarity that the brand image is owned as a state defense campus capable of producing graduates with international competitiveness based on the values of state defense and able to be a pioneer in development. Bela country owned UPN "Veteran" Yogyakarta must be realized not only in the country but also on the international scene.

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