

Student Perceptions on The Lifestyle of KIP Scholarship Students

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Abstract: *This research was conducted with the aim of students' perceptions on lifestyle of KIP scholarship recipients. This research uses descriptive qualitative methods. In this study using data collection techniques through observation, interviews, and documentation. The technique of taking research informants uses random purposive sampling. The results of the study show that the perceptions of studentson lifestyle of KIP scholarship recipients are quite good, it can be seen from internal factors such as background, experience, personality, value system, and self-acceptance work together to shape students' perceptions of lifestyle of KIP scholarship recipients so as to encourage that KIP scholarship recipients must have a simple and responsible lifestyle. External factors which can be seen such as intensity, experience, personality, value system, and self-acceptance. External factors such as intensity, size, contrast, movement, repetition, familiarity, and novelty work together to form complex and diverse perceptions among students, emphasizing the importance of simplicity and responsibility in the use of KIP scholarships.*

Keywords: *Lifestyle Perception, KIP Students, Internal Factors and External Factors.*

Introduction

In the 21st century era like today, humans are required to have skills and expertise. A developed country requires good quality human resources. Improving the quality of human resources can support and realize the goals of the country. The higher a person's education, the more guaranteed the quality that exists in him (Kharismayanti, 2017). College is one way for someone to develop skills so that they can be better prepared to face the world of work. Some people can continue to college easily because they have the funds to continue their studies, but some of them have difficulty in continuing their studies because they do not have the funds to pay for college. Not a few of them are those who have good academic achievements, but cannot continue their studies because they do not have the funds. This causes a lot of unemployment due to the high dropout rate. This problem has become the focus of the government to be overcome. One way the government overcomes it is by providing KIP-Kuliah scholarships.

KIP-Kuliah is a government educational cost assistance for high school graduates/ equivalent who have good academic potential but have economic limitations. KIP-Kuliah is an assistance in the form of educational costs given to prospective students who are unable but have high academic achievements. The purpose of organizing KIP-Kuliah is to provide opportunities to study at state universities, to students who are less fortunate.

KIP-Kuliah is expected to help meet academic needs and support the lives of recipient students so that the lecture process can run smoothly and gain knowledge that can be applied in the future.

As stated, KIP-Kuliah recipient students are entitled to receive tuition fee exemption each semester, which is IDR 6,600,000.00 (six million six hundred thousand rupiah) until they graduate on time, which is 4 years. The funds are allocated to KIP-Kuliah scholarship recipient students as a fund for tuition fees managed or paid to each university or commonly referred to as UKT of IDR 2,400,000/semester and a living cost assistance fund that is given to KIP-Kuliah recipient students per semester, which is IDR 4,200,000.00 (four million two hundred thousand rupiah). The provision of pocket money to KIP-Kuliah students is expected so that they can use it as best as possible to support their living expenses and support the smooth running of their studies. The funds should be used as well as possible and not misused for inappropriate uses. (unived.ac.id).

If we look at the explanation that the researcher explained above, it can be concluded that KIP-Kuliah is only intended for prospective students who are unable to afford it. However, if we look at the reality, the provision of KIP-Kuliah scholarships by the government is not a little wrongly targeted. The provision of KIP-Kuliah scholarships has become a concern for several parties because there is a mistargeting in the distribution of KIP-Kuliah scholarship funds. This is in line with the statement made by the Ministry of Education and Culture (2015: 227) that there is a discrepancy in the provision of social assistance in the form of KIP-Kuliah. The government's inaccuracy in providing KIP-Kuliah scholarships can shift the main objective of the KIP-Kuliah scholarship, which is to revive the hope of learning for the less fortunate in order to break the chain of poverty.

The inaccuracy of the provision of KIP-Kuliah funds can be seen from the lifestyle of KIP-Kuliah scholarship recipients. Not a few KIP-Kuliah scholarship recipients have inappropriate lifestyles, because KIP-Kuliah scholarship recipients should come from people with poor economic conditions. A handful of KIP-Kuliah scholarship recipients have lifestyles that KIP-Kuliah scholarship students should not have. Therefore, there is a sense of jealousy towards students who are not KIP-Kuliah recipients, where the results of observations in the field show that many students think that KIP-Kuliah recipients are not in accordance with what they see, where they know that KIP-Kuliah scholarship recipients are intended for students who are underprivileged and achieve, but what they see on campus is that many students are not from underprivileged families but most of them are from well-off families, this makes students who are not KIP-Kuliah recipients perceive that the campus is not on target in providing the KIP-Kuliah scholarship.

Lifestyle can be interpreted as a way chosen by someone to achieve a predetermined goal in life (Awilsol, 2014: 73). Lifestyle is a principle that guides someone to understand their behavior, therefore this lifestyle is different for each person (Sujanto, 2008: 76). So, it can be concluded that lifestyle is a way for someone to show themselves and their identity to others. This lifestyle includes how people use their assets or money, such as showing how to dress, the shape of the house, wealth or type of painting (Setyaningrum, Udaya & Efendi, 2015: 108). Lifestyle in humans can be shown in the activities, interests and hobbies they do. Students who receive KIP-Kuliah scholarships are teenagers who follow their lusts like most, therefore many KIP-Kuliah scholarship recipients are tempted

to follow a hedonistic lifestyle in order to have high social recognition, regardless of being a KIP-Kuliah scholarship recipient.

Sonia (2008: 10) stated that teenagers in Indonesia are increasingly consumptive every day, they always change brands, like to be consumed by trends, and always want to look cool and fashionable. Today's young people are easily tempted by advertisements and refer to the upper middle class lifestyle (Rahman, 2016). They use the KIP-Kuliah scholarship money inappropriately and use it to buy things that are less effective. Seeing the facts that the author describes above, some KIP-Kuliah scholarship recipients are less able to utilize the scholarship funds properly and use them to support their lifestyle. However, not all KIP-Kuliah scholarship recipients are like that, on the other hand there are some KIP-Kuliah scholarship recipients who use the scholarship funds appropriately.

Dehasen University Bengkulu is one of the state universities in Bengkulu that also contributes to the implementation of the KIP-Kuliah scholarship program. Dehasen University Bengkulu is one of the universities in Bengkulu that has a large number of students receiving KIP-Kuliah scholarships. This can be seen from the data on KIP-Kuliah scholarship recipients in the last 3 years. In 2020, there were 145 students receiving KIP-Kuliah scholarships, in 2021 there were 233 students receiving KIP-Kuliah scholarships, and in 2022 there were 267 students receiving KIP-Kuliah scholarships and the data comes from the student affairs department of Dehasen University Bengkulu (unived.ac.id).

Based on the number of KIP-Kuliah scholarship recipients at Dehasen University Bengkulu, there are several students who are considered to be the wrong target. The wrong target of KIP-Kuliah scholarship fund distribution is assessed from the lifestyle of students who do not reflect KIP-Kuliah scholarship recipients. From the observations obtained by the researcher, some KIP-Kuliah scholarship recipients at Dehasen University Bengkulu have a fashionable appearance and wear jewelry and accessories. Some of the KIP-Kuliah scholarship recipients at Dehasen University Bengkulu are also seen hanging out in coffee shops, shopping for branded goods, going to the mall and watching movies at the cinema. In fact, as we know, KIP-Kuliah scholarship recipients should come from families with low economic income.

The Directorate of Learning and Student Affairs of the Directorate General of Higher Education provides a forum for the public who have complaints about students who are deemed unworthy of receiving the KIP-Kuliah scholarship, by filling in the form provided on the official KIP-Kuliah scholarship website. The public who write their complaints in the column must be responsible for the truth of their complaints, because later the complaint will be followed up by the government. However, as researchers found on campus, students who have complaints related to the inaccuracy of the target of KIP-Kuliah scholarship recipients mostly do not know about the facility and complain about the inaccuracy in the provision of KIP-Kuliah scholarships. Thus, it can be concluded that the government has not been able to overcome the mistargeting of KIP-Kuliah scholarship recipients at Dehasen University, Bengkulu.

Based on the author's observations, KIP students, especially in the faculty of social sciences in the communication science study program, found several irregularities regarding the inconsistency of the lifestyle of KIP scholarship recipients at Dehasen University, Bengkulu. Therefore, the author is interested in further researching the

lifestyle of KIP scholarship recipients at Dehasen University, Bengkulu. Thus, this study takes the title "Student Perceptions of the Lifestyle of KIP Scholarship Recipients". This study was conducted to see How Students Perceive the Lifestyle of KIP Scholarship Recipients in the Dehasen Bengkulu Communication Science Study Program.

Methodology

This study uses a qualitative research method, because the qualitative method directly meets and conducts deeper interviews, therefore the research conducted by the author regarding Student Perceptions on the Lifestyle of KIP Scholarship Recipients is very suitable to use a qualitative approach. In the study, the author used the Random purposive sampling technique, which is a technique for determining research samples with several specific considerations that aim to make the data obtained later more representative. In this study, the informants were students. In terms of collecting this data, the author went directly to the research object to obtain valid data, so the researcher used the following data collection techniques: Observation, interviews, documentation. Miles and Huberman (2014) stated that activities in qualitative data analysis are carried out interactively and continue continuously until complete. Activities in data analysis are data reduction (data reduction), data presentation (data display), and drawing conclusions (verification).

Result and Discussion

Research Results

1. Internal Factors Affecting Perception

According to Pareek (1996) in Rahmat Dahlan, internal factors that affect a person's perception consist of personality, value system, and self-acceptance. Based on the results of interviews with three informants, the following is an analysis of how these factors affect their perceptions of the lifestyle of KIP Scholarship recipients.

a. Background.

Background that affects the things chosen in perception. Where we know that KIP scholarship recipients have a poor economic background, but most of the KIP scholarship recipients have a luxurious lifestyle. There is a perception for students who are not KIP scholarship recipients regarding the luxurious lifestyle they display on campus. From interviews with several students, some have different perceptions because they are seen from their backgrounds, who are from well-off families but receive KIP scholarships. In line with what has been conveyed by Yoga Saputra, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Dimas Rukendra, M. Dwi Fadli as students who are not KIP recipients:

"I see that the lifestyle of KIP scholarship students is quite varied. Some remain simple and some tend to be more luxurious." (source: interview with Yoga Saputra, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Dimas Rukendra, M. Dwi Fadli. May 31, 2024).

In line with the information on the perception of students who are not KIP recipients, Yoga Saputa, Septi Herdiana. as students who are not KIP recipients also have a perception stating how students view the lifestyle of KIP scholarship students, namely that most KIP scholarship students live a simple lifestyle.

"I see that most of them still live simply, although there are some who appear more luxurious." (source: interview with Yoga Saputa, Septi Herdiana. May 31, 2024).

Not in line with the perception of other students who are not KIP recipients Zakyya Holiva, Anisa Sukma, Hepy Dayanti, Putra Berry Aryandi., stated that how students view the lifestyle of KIP scholarship recipients, namely KIP recipient students at Dehasen University, they seem more hedonistic compared to students who are not KIP recipients.

"In my opinion, the lifestyle of KIP scholarship recipients at Dehasen University seems more hedonistic than students who are not KIP scholarship recipients." (source: interview with Zakyya Holiva, Anisa Sukma, Hepy Dayanti, Putra Berry Aryandi. June 27, 2024)

From several interview perceptions above, it can be concluded that KIP scholarship recipients come from well-off families but they receive scholarships and this makes students who are not KIP scholarship recipients feel jealous. Where they use the funds not for campus needs but use the funds for their personal needs, and the lifestyle of KIP scholarship recipients should tend to be a simple lifestyle and not a hedonistic lifestyle on campus. Where students who are not KIP recipients see scholarships as assistance that should be used wisely for educational purposes but instead the funds are used for their personal needs.

b. Experience.

Experience is the same as background, namely the experience factor, experience prepares someone to look for people, things, and symptoms that may be similar to personal experiences. Where students who are not KIP scholarship recipients perceive that KIP scholarship recipients have a change before receiving KIP funds and after receiving KIP scholarship funds, and a perception arises towards students who are not KIP scholarship recipients. In line with the similarity of perceptions about the lifestyle of students who are not KIP that have been conveyed by Yoga Saputa, Shinta Herdiana, Nunuk Parwati, as students who are not KIP recipients stated:

"In my opinion, there are many changes that are shown by KIP scholarship recipients, starting from cellphones that have changed from Android to iPhones, but I also don't know whether they are used for their needs or just following current trends." (source: interview with Yoga Saputa, Shinta Herdiana, Nunuk Parwati. May 31, 2024).

However, it is not in line with the perception of other students who are not KIP recipients Sinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma, Hepy Dayanti, Dimas Rulendra, M.Dwi Fadli, Putra Berry Aryandi stated how students view the lifestyle of KIP students after receiving scholarship funds and before receiving KIP scholarship funds according to students who are not KIP there is no change at all, maybe there are some but they don't really emphasize a luxurious lifestyle.

"In my opinion there is no change at all, maybe there are some but they don't really emphasize a luxurious lifestyle." (source: interview with Sinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma, Hepy Dayanti, Dimas Rulendra, M.Dwi Fadli, Putra Berry Aryandi. May 31, 2024)

From several interviews with students who are not KIP scholarship recipients above, it can be concluded that there are those who have different perceptions about the experience. Where students who are KIP recipients have changes after receiving the KIP scholarship funds. Such as using the funds for things that are not too important, for example buying a new cellphone just for their own lifestyle needs, and there are also students who use the KIP funds for campus needs.

c. **Personality**

Where the personality pattern possessed by an individual will produce different perceptions. In this regard, the process of forming perceptions is influenced by a person's self, the perception between one person and another is different or also between one group and another, where students who are not KIP perceive that the personalities of KIP scholarship recipients are quite different, some tend to have a luxurious lifestyle and some tend to have a simple lifestyle, and is it appropriate for KIP scholarship recipients to appear luxurious on campus. In line with what has been conveyed by Yoga Saputra, Septi Herdiana, Nunu Parwati, Shinta Yanuarsavitri as students who are not KIP scholarship recipients stated:

"From my point of view, it's okay because it also gives them a neat impression, so there's nothing wrong." (source: interview with Yoga Saputra, Septi Herdiana, Nunu Parwati, Shinta Yanuarsavitri. May 31, 2024).

In line with the perception of non-KIP students Hepy Dayanti, Dimas Rulendra, M.Dwi Fadli, Putra Berry Aryandi, Where non-KIP students have a different perception that the personalities of KIP scholarship recipients are quite different, some tend to have a luxurious lifestyle and some tend to have a simple lifestyle, and is it appropriate for KIP scholarship recipients to appear luxurious on campus.

"From my own perspective, there are simple and luxurious student lifestyles, but what is said to be luxurious is not too excessive, but it just gives a neat impression, see their appearance." (source: interview Hepy Dayanti, Dimas Rulendra, M.Dwi Fadli, Putra Berry Aryandi, May 31, 2024)

From several interview results above, it can be concluded that it is important to live simply and not excessively for KIP scholarship recipients. In showing a realistic and pragmatic personality, his practical approach to lifestyle shows that he sees scholarship funds as a tool for education that must be used wisely. A pragmatic personality influences the view that a simple lifestyle is the right response to receiving a scholarship.

d. **Value System.**

The value system that applies in a society also influences perception. Where students who are not KIP perceive that a luxurious lifestyle is not good to be shown in front of students who are not KIP recipients because it can create a different perception towards students who are not KIP recipients. By displaying a high lifestyle, do KIP students influence students who are not KIP towards a hedonistic lifestyle. In

line with what has been conveyed by Yoga Saputa, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Zakyya Holiva, Septi Herdiana, Nunuk Parwati. as a non-KIP student stated:

"In my opinion, it is very influential because KIP students should not appear hedonistic because it can cause jealousy towards non-KIP students." (source: interview with Yoga Saputa, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Zakyya Holiva, Septi Herdiana, Nunuk Parwati, June 27, 2024)

However, it is not in line with the perception of other students Shinta Yanuarsavitri, Anisa Sukma Hepi Dayanti, Dimar Rulendra, M. Dwi Fadli, Putra Berry Aryandi. By displaying a high lifestyle, do KIP students influence non-KIP students towards a hedonistic lifestyle, namely it is very influential because with that we who are not KIP scholarship recipients feel jealous which should be KIP students who are simple but this displays a high lifestyle, so it is not suitable to get a KIP scholarship.

"I think it is very influential because that way we who are not KIP scholarship recipients feel jealous, where KIP students should have a simple style but this shows a high style, so it is not suitable to get a KIP scholarship." (source: interview with Shinta Yanuarsavitri, Anisa Sukma Hepi Dayanti, Dimar Rulendra, M.Dwi Fadli, Putra Berry Aryandi June 27, 2024)

From the interview above, it can be concluded that the value system that applies in a society also influences perception. And the perception of students who are not KIP towards KIP recipient students is seen as having a high lifestyle and creates envy towards students who are not KIP.

e. Self-acceptance.

Self-acceptance is an important trait that influences perception. The perception of non-KIP students about themselves and attitudes towards the appearance of KIP recipient students influence the self-acceptance of non-KIP students. Non-KIP students who have good self-acceptance tend to think more realistically about their appearance and how they see the appearance of the KIP student lifestyle. What kind of style should be shown by KIP scholarship students such as a simple and not excessive lifestyle, they should focus more on academics and other positive activities. In line with what has been conveyed by students Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Zakyya Holiva. who are not KIP scholarship recipients stated:

"KIP scholarship recipients should demonstrate a simple, professional lifestyle, and focus on academic achievement and positive activities that support personal and community development." (source: interview Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Zakyya Holiva June 27, 2024)

However, this is not in line with the perceptions of other students Anisa Sukma, Hepi Dayanti, Dimas Rulendra, M. Dwi Fadli, Putra Berry Aaryandi. about what kind of lifestyle KIP scholarship recipients should show, namely avoiding an excessive lifestyle, looking for cheaper alternatives for non-essential needs, looking for part-time work for additional income. (source: interview June 27, 2024)

"avoid an excessive lifestyle, looking for cheaper alternatives for non-essential needs, looking for part-time work for additional income." (source: interview Anisa Sukma, Hepi Dayanti, Dimas Rulendra, M. Dwi Fadli, Putra Berry Aaryandi June 27, 2024)

From the results of the student interviews above, it can be concluded that they have a high level of self-acceptance, and understand their position as students and the importance of wise use of scholarship funds. A high level of self-acceptance makes students able to accept reality and assess that a simple life is a form of responsibility for scholarship recipients. This self-acceptance strengthens students' perceptions of a wise and responsible lifestyle.

Based on the analysis above, it can be concluded that internal factors such as background, experience, personality, value systems, and self-acceptance have a significant influence on students' perceptions of the lifestyle of KIP Scholarship recipients at Dehasen University, Bengkulu. A realistic personality, a value system that values simplicity, and a high level of self-acceptance encourage the perception that scholarship recipients must live simply and responsibly. Although there are variations in the views of each informant, the values of simplicity and responsibility remain the main foundations in their perceptions.

2. External Factors Affecting Perception

In this analysis, we will see how external factors affect students' perceptions of the lifestyle of KIP Scholarship recipients based on the results of interviews with three informants. According to the theory, external factors that affect perception include intensity, size, contrast, movement, repetition, familiarity, and novelty.

a. Intensity.

Generally, more intensive stimuli get more responses than less intense stimuli. And emphasizes that a luxurious lifestyle is inappropriate for KIP Scholarship recipients. Students may be more influenced by intensive examples of a luxurious lifestyle that looks flashy. When he sees some scholarship recipients who are very prominent in their appearance, this strengthens his perception that it is not in accordance with the purpose of the scholarship. Do KIP students deserve to make the campus proud by showing a hedonistic lifestyle, which is inappropriate, because the purpose of the KIP scholarship is to help underprivileged students, not for a luxurious lifestyle. In line with what has been conveyed by several students Yoga Saputra, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Anisa Sukma, Hepi Dayanti. as students who are not KIP stated:

"I think it is inappropriate, because the purpose of the KIP scholarship is to help underprivileged students, not for a luxurious lifestyle." (source: interview with Yoga Saputra, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Anisa Sukma, Hepi Dayanti. June 27, 2024)

In line with the perception of other students Zakyya Holiva as a student who is not KIP stated whether KIP students should be proud of the campus by showing a hedonistic lifestyle, namely it is inappropriate if students receiving KIP scholarships are given to help students from underprivileged families in meeting their educational needs, not for a luxurious lifestyle.

"In my opinion, it is inappropriate if students receiving KIP scholarships look luxurious, KIP scholarships are given to help students from underprivileged families in meeting their

educational needs, not for a luxurious lifestyle." (source: interview with Zakyya Holiva, June 27, 2024)

In line with student Anisa Sukma, Hepi Dayanti stated whether KIP students deserve to be proud of the campus by showing a hedonistic lifestyle, namely inappropriate, because to be proud of the campus does not have to be a hedonistic lifestyle.

"Inappropriate, because to be proud of the campus does not have to be a hedonistic lifestyle." (source: interview with Hepi Dayanti June 27, 2024)

Not in line with student Dimas Rulendra, M, Dwi Fadli, Putra Berry Aaryandi. stated whether KIP students deserve to be proud of the campus by showing a hedonistic lifestyle is appropriate as long as the luxury goods are needed for use during college.

"In my opinion, it is appropriate as long as the luxury goods are needed for use during college." (source: interview with Dimas Rulendra, M, Dwi Fadli, Putra Berry Aaryandi June 27, 2024)

From the results of the interview above, it can be concluded that students who are not KIP tend to pay attention to the intensity aspect in the use of scholarship funds for striking things such as lifestyle. This may influence their views on the effectiveness and transparency of the use of scholarship funds in the context of equal access to education, and also believe that scholarship recipients must live simply because may be influenced by the intensity of the luxurious appearance they see, strengthening their perception that scholarships must maintain simplicity.

b. Size

Larger objects are generally more attractive attention. noticed that KIP Scholarship recipients who stand out with a luxurious lifestyle attract more attention because of the size and visual impact of their appearance. is it appropriate for KIP students to follow the hedonistic lifestyle trend on campus, in line with what has been conveyed by Septi Herdiana. As a student who is not a KIP recipient, he stated:

"I see that most of them still live simply, although there are some who appear more luxurious and hedonistic." (source: interview with Septi Herdiana on June 27, 2024)

Not in line with student Nunuk Parwati. stating whether it is appropriate for KIP students to follow the hedonistic lifestyle trend on campus, according to NP, appearance is their personal right but it might cause negative reactions for students who see it, especially if their appearance is too excessive, like the items they wear are expensive but the result of KIP money, even though KIP is assistance from the government to support education for underprivileged students.

"In my opinion, appearance is their personal right but it might cause negative reactions for students who see it, especially if their appearance is too excessive, like the items they wear are expensive but the result of KIP money, even though KIP is assistance from the

government to support education for underprivileged students.” (source: interview with Nunuk Parwati on June 27, 2024)

Not in line with students Yoga Saputa, Zakyya Holiva, Anisa Sukma, Shinta Yanuarsavitri. stating whether it is appropriate for KIP students to follow the hedonistic lifestyle trend on campus, according to students who are not KIP, they perceive that it is inappropriate for KIP recipient students to follow the hedonistic lifestyle trend, they should focus on their main goal, namely education and use scholarship funds for academic needs and self-development.

“In my opinion, it is inappropriate for KIP recipient students to follow the hedonistic lifestyle trend, they should focus on their main goal, namely education and use scholarship funds for academic needs and self-development.” (source: interview with Yoga Saputa, Zakyya Holiva, Anisa Sukma, Shinta Yanuarsavitri June 27, 2024)

Not in line with the perception of students Hepi Dayanti, Dimas Rulendra, M.Dwi Fadli, Putra Berry Aryandi, stated whether it is appropriate for KIP students to follow the hedonistic lifestyle trend on campus, according to them it is okay but it is better to prioritize the interests of the campus first.

“it’s okay but it’s better to prioritize campus interests first” (source: interview with Hepi Dayanti, Dimas Rulendra, M.Dwi Fadli, Putra Berry Aryandi June 27, 2024)

From the results of the interview above, we can conclude that KIP scholarship recipients who have a luxurious appearance are more visible and stand out compared to non-KIP students, even though the majority of these students live simply.

c. Contrast

In general, things that are usually seen will quickly attract attention. may be more influenced by the contrast between the simple lifestyle that scholarship recipients should have and the hedonistic appearance of some students. Do KIP scholarship recipients always display a lifestyle that is always changing, in the perception of non-KIP students that they see Most of them still live simply, even though there are some who look more luxurious. In line with what has been conveyed by Yoga Saputa, Septi Herdiana, Shinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma As students who are not KIP stated:

“I see most of them still live simply, although there are some who look more luxurious.” (source: interview with Yoga Saputa, Septi Herdiana, Shinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma June 27, 2024)

However, it is not in line with information from Hepi Dayanti, Dimas Rulendra, M.Dwi Fadli, Puta Berry Aryandi As students who are not KIP stated whether KIP scholarship recipients always display a lifestyle that is always changing, KIP scholarship recipients are the ones who display a changing style Where I saw when he received the KIP scholarship funds, their lifestyle must have looked luxurious from an Android cellphone immediately changing to an iPhone, that's a simple example that I saw.

"In my opinion, I saw when they got the KIP scholarship funds, their lifestyle definitely changed to look luxurious, for example from an Android cellphone to an iPhone, that's a simple example that I saw." (source: interview with Hepi Dayanti, Dimas Rulendra, M.Dwi Fadli, Puta Berry Aryandi, June 27, 2024)

From the results of interviews with several students above, it can be concluded that students who are not KIP tend to be influenced by contrasts, including the management of scholarship funds for a striking lifestyle and the values of simplicity. Understanding contrast reflects sensitivity to social values and the possibility of tension in the use of these scholarship funds.

d. Movement

Moving objects attract more attention than still things. may be influenced by the dynamic and active behavior of several scholarship recipients who appear striking with their lifestyle. So that it creates a perception of students who are not KIP when they see the lifestyle of KIP students. How do non-KIP students view KIP students who repeatedly display a luxurious lifestyle on campus with that appearance, it is their personal right but it might cause a negative reaction for students who see it, especially if their appearance is too excessive, like the items they wear are expensive but the result of KIP money, even though KIP is assistance from the government to support education for underprivileged students. In line with what has been conveyed by Yoga Saputa, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma, Dimas Rulendra as a non-KIP student stated:

"In my opinion, appearance is their personal right but it might cause a negative reaction for students who see it, especially if their appearance is too excessive, like the items they wear are expensive but the result of KIP money, even though KIP is assistance from the government to support education for underprivileged students." (source: interview with Yoga Saputa, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma, Dimas Rulendra June 27, 2024)

In line with information from M. Dwi Fadli, Putra Berry Aryandi as a non-KIP student stated How do non-KIP students view KIP students who always repeatedly display a luxurious lifestyle on campus with the lifestyle of KIP students now only prioritizing their personal lifestyle rather than interests on campus.

"In my opinion, the lifestyle of KIP students now only prioritizes their personal lifestyle rather than interests on campus." (source: interview with M. Dwi Fadli, Putra Berry Aryandi June 27, 2024)

From the results of the interview above, it can be concluded that KIP scholarship recipients can be seen from the striking activities of several scholarship recipients, such as following trends and excessive social activities, which influence perceptions of non-KIP students.

e. Repetition

Repetition is usually something that is repeated and can attract attention. Seeing the behavior or luxurious appearance that is repeated from several KIP scholarship recipients, strengthens the perception of non-KIP students that it is inappropriate. Like

always showing off what they have just bought and showing off the items, it can create a perception towards non-KIP recipient students, that it should not be normal for KIP students to show off the items but they still boast about it. What is the negative impact of KIP students after receiving KIP scholarship funds, namely they are lulled by the money given to live a hedonistic lifestyle. In line with what has been conveyed by Yoga Saputra, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma, Hepi Dayanti as a non-KIP student stated:

"the negative impact is that they are lulled by the money given to live a hedonistic lifestyle." (source: interview with Yoga Saputra, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma, Hepi Dayanti June 27, 2024)

In line with information from Dimas Rulendra, M.Dwi Fadli, Putra Berry Aryandi as a student who is not a KIP scholarship recipient stated What are the negative impacts of KIP students after receiving KIP scholarship funds, namely using scholarship money to buy unnecessary items and many KIP students rarely attend lectures.

"The negative impacts are using scholarship money to buy unnecessary items, and many KIP students rarely attend lectures." (source: interview with Dimas Rulendra, M.Dwi Fadli, Putra Berry Aryandi June 27, 2024)

From the results of the interview above, it can be concluded that students who are not KIP recipients see the behavior of the negative impact of the use of KIP scholarship funds being misused, they only use the KIP funds for personal needs but not for campus needs. Some scholarship recipients, strengthening their perception that this is inappropriate for KIP scholarship recipients.

f. Familiarity

Something that is familiar or well-known attracts more attention so that students who are not KIP scholarship recipients tend to pay attention to familiarity in the use of KIP scholarship funds in influencing the use of KIP scholarship funds. Where we know that KIP scholarship recipients use the KIP funds for campus needs, not for luxurious lifestyle needs on campus, in line with what has been conveyed by students who are not KIP with perceptions Yoga Saputa, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma, Hepi Dayanti stated whether it is appropriate

KIP scholarship recipients use KIP funds to buy goods from the KIP scholarship funds according to them is inappropriate, because the purpose of the KIP scholarship is to help underprivileged students, not for a luxurious lifestyle.

"I think it is inappropriate, because the purpose of the KIP scholarship is to help underprivileged students, not for a luxurious lifestyle." (source: interview with Yoga Saputa, Septi Herdiana, Nunuk Parwati, Shinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma, Hepi Dayanti June 27, 2024)

Not in line with students Nunuk Parwati, Dimas Rulendra, M.Dwi Fadli, Putr Berry Aryandi stated whether it is appropriate for students receiving KIP scholarships to use KIP funds to buy goods from the KIP scholarship funds according to them for a luxurious appearance style on campus is a sign that they are capable, right, so the KIP should be targeted for students who really want to go to college but lack the funds.

"In my opinion, for those who have a luxurious appearance style on campus, it is a sign that they are capable, right, so the KIP should be targeted for students who really want to go to college but lack the funds" (source: interview with Nunuk Parwati, Dimas Rulendra, M.Dwi Fadli, Putr Berry Aryandi June 27, 2024)

From the interview results above, it can be concluded that KIP scholarship recipients should be able to use the KIP scholarship funds as well as possible so that there is no perception that students who are not KIP and use the funds for campus needs are not for a luxurious lifestyle.

g. Something New

This factor sounds contrary to familiarity, but this element also influences someone in selecting information. may be influenced by new lifestyle trends that conflict with scholarship values, strengthening their perception that a simple lifestyle is more appropriate. in line with what has been conveyed by Yoga Saputra, Septi Herdiana, Shinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma Dimas Rulendra as a student who is not KIP stated Is it appropriate for KIP students to appear in a luxurious lifestyle on campus, namely simple and not excessive. They should focus more on academics and other positive activities.

"Simple and not excessive. They should focus more on academics and other positive activities." (source: interview with Yoga Saputra, Septi Herdiana, Shinta Yanuarsavitri, Zakyya Holiva, Anisa Sukma Dimas Rulendra June 27, 2024)

Not in line with student M. Dwi Fadli, Putra Berry Aryandi stated whether it is appropriate for KIP students to have a luxurious lifestyle on campus, according to them it is appropriate as long as the luxury goods are needed for use during college, and do not cause negative impacts such as using scholarship money to buy unnecessary items, and many KIP students rarely attend lectures.

"I think it is appropriate as long as the luxury goods are needed for use during college. It also does not cause negative impacts such as using scholarship money to buy unnecessary items, and many KIP students rarely attend lectures." (source: interview with M. Dwi Fadli, Putra Berry Aryandi, June 27, 2024)

Analysis of external factors shows that students' perceptions of the lifestyle of KIP Scholarship recipients at Dehasen University, Bengkulu are influenced by the intensity, size, contrast, movement, repetition, familiarity, and novelty of the observed behavior and appearance. These factors work together to form complex and diverse perceptions among students, with an emphasis on the importance of simplicity and responsibility in using the scholarship. Although there is variation in views, most

students agree that KIP scholarship recipients should live a simple lifestyle and in accordance with the objectives of the scholarship.

Discussion

Based on the results of the study, it can be concluded that the perception of students on the lifestyle of KIP scholarship recipients is quite good. This can be seen from the factors that influence the perception of lifestyle Where students who are not KIP recipients see the background of KIP recipient students as having a poor economy, but have a luxurious lifestyle so that a perception arises towards students who are not KIP.

However, in line with the experience of students who are not KIP, KIP students should have a simple lifestyle but they display a luxurious lifestyle on campus so that students who are not KIP perceive that it is inappropriate for students who receive KIP scholarships.

From the results of the author's observations, the personalities of KIP recipient students are also quite different, some tend to have a luxurious lifestyle and some tend to have a simple lifestyle. The value system also applies that KIP scholarship recipients should avoid an excessive lifestyle to avoid jealousy among students who are not KIP. Self-acceptance is also an important trait that influences the perception of non-KIP students about themselves and their attitudes towards the appearance of KIP students. This shows that perception is not only formed from a single factor, but rather the result of the interaction of various internal factors within the individual.

External factors play a significant role in shaping students' perceptions of the lifestyle of KIP (Smart Indonesia Card) Scholarship recipients at Dehasen University, Bengkulu. Based on the results of the study, several main external factors that influence their perceptions can be identified, namely intensity, size, contrast, movement, repetition, familiarity, and elements of novelty.

External intensity, such as information delivered in a prominent manner, can influence how someone pays attention to and interprets information. In the context of scholarship fund management, messages delivered intensely may be more likely to attract attention and influence perceptions of the lifestyle of KIP scholarship recipients. Larger sizes attract attention, non-KIP students noticed that KIP scholarship recipients who highlighted their luxurious lifestyles attracted more attention because of the size and visual impact of their appearance. also plays a role in attracting attention and creating certain perceptions of scholarship fund management.

Contrast in general, things that are commonly seen will quickly attract attention, perhaps more influenced by the contrast between the simple lifestyle that scholarship recipients should have and the hedonistic appearance of some students. Non-KIP students also see the Movement that attracts attention from the quiet, perhaps influenced by the active behavior of some KIP scholarship recipients who appear striking with their lifestyle so that non-KIP students perceive that they are using KIP funds for their personal needs.

Repetition is also usually something that is repeated can attract attention, seeing the behavior or appearance of a luxurious lifestyle that is always repeated from some KIP scholarship recipients, strengthening the perception of non-KIP students that this is inappropriate for KIP recipients and can increase awareness and understanding of the purpose and benefits of scholarship funds. Perceptions about the sustainability or

consistency of the program can influence individual support and participation in the management of scholarship funds. Something that is familiar or known is more interesting so that non-KIP students tend to pay attention to familiarity in the use of KIP scholarship funds in influencing the use of KIP scholarship funds.

Something new is also influenced by new lifestyle trends that conflict with scholarship values, reinforcing the perception that a simple lifestyle is more appropriate so that it does not cause perceptions of non-KIP students. External factors such as intensity, size, contrast, movement, repetition, familiarity, and novelty work together to shape students' perceptions of the KIP Scholarship recipients' lifestyles. These factors interact with internal factors such as personality. and individual values, creating complex and diverse perceptions among students. The intensity and contrast of the luxurious appearance tend to reinforce negative perceptions of the lifestyle, while familiarity with the variety of lifestyles allows for a more inclusive and balanced view. This analysis shows that perceptions of the scholarship recipients' lifestyles are not only the result of direct observation, but are also influenced by various external factors that reinforce or change individual views.

Conclusion

Based on the results of research and analysis of student perceptions on the lifestyle of KIP (Smart Indonesia Card) scholarship recipients at Dehasen University, Bengkulu, the following conclusions can be drawn:

1. Internal Factors:

- a. The background of KIP students tends to be from well-off families but they receive KIP scholarships and they emphasize a luxurious lifestyle so that perceptions arise towards students who are not KIP.
- b. The experience of students who are not KIP perceive changes in KIP students after receiving KIP scholarship funds, such as changing from an Android cellphone to an iPhone.
- c. Personality that influences the view that a simple lifestyle is the right response to receiving a scholarship.
- d. The value system that applies in a society also influences the perception of non-KIP students towards KIP students so that they are seen as having a high lifestyle.
- e. High self-acceptance and understanding of their position as students and the importance of using KIP scholarship funds wisely.

2. External Factors

- a. Intensity of emphasizing that a luxurious lifestyle is inappropriate for KIP scholarship recipients.
- b. The size notes that some KIP scholarship students who appear luxurious are more visible and stand out than others, even though the majority live simply.
- c. Contrast reflects sensitivity to social values and the possibility of tension in the use of KIP scholarship funds.
- d. Movements such as following trends and excessive social activities, which affect perceptions of non-KIP students.

- e. Repetition can be seen that negative behavior towards the use of KIP scholarship funds is misused and they only prioritize personal needs compared to campus interests.
- f. Familiarity can be seen that KIP students tend to use KIP funds to appear luxurious on campus.

Something new that KIP students show such as a luxurious lifestyle tends to strengthen negative perceptions of a luxurious lifestyle.

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