

ABSTRACT

The thesis entitled “The Students’ Perception of Content Writing for Creative Industry in Relation to Their Writing Skill of English Department at UIN Sayyid Ali Rahmatullah Tulungagung” was written by Risma Yuliah Chasanah, NIM 1860203221060, English Education Department, Faculty of Tarbiyah and Teacher Training, State Islamic University (UIN) Sayyid Ali Rahmatullah Tulungagung. Supervised by Nany Soengkono Madayani, S.S., M.Pd

Keywords: Students’ Perceptions, Content Writing, Writing Skills and Creative Industry.

This study aims to analyse students’ perceptions of the Content Writing for Creative Industry course and to identify its benefits for students’ writing skills in the English Language Education Program at UIN Sayyid Ali Rahmatullah Tulungagung. This study employs a descriptive quantitative research design. The research subjects were 154 fourth-semester students selected using total sampling. Data were collected via a questionnaire and analysed using descriptive statistics, including frequency, mean and interpretation.

The results of the study indicate that students’ perceptions and writing skills fall within the positive category, with average scores ranging from 3.49 to 3.81. All indicators of student perception—namely, understanding, teaching methods, quality of feedback, and motivation and self-efficacy—fall within the positive category. Similarly, students’ writing skills—covering content, organization, vocabulary, and mechanics—also fall within the positive category. Furthermore,

the research findings indicate that this course offers various benefits in enhancing students' creativity, self-confidence, and practical writing skills, including the ability to write digital content, create blogs, and adapt writing for various platforms.

Overall, the Content Writing for Creative Industry course offers a meaningful and relevant learning experience. This course not only enhances students' writing skills but also equips them with practical and adaptable writing abilities that meet the demands of the real world and the creative industry.

ABSTRAK

Skripsi dengan judul “The Students’ Perception of Content Writing for Creative Industry toward Writing Skill of English Department at UIN Sayyid Ali Rahmatullah Tulungagung” ditulis oleh Risma Yuliah Chasanah, NIM 1860203221060, Jurusan Tadris Bahasa Inggris, Fakultas Tarbiyah dan Keguruan. Universitas Islam Negeri (UIN) Sayyid Ali Rahmatullah Tulungagung. Dibimbing oleh Nany Soengkono Madayani, S.S., M.Pd.

Kata kunci: Persepsi Siswa, Penulisan Konten, Keterampilan Menulis, dan Industri Kreatif.

Penelitian ini bertujuan untuk menganalisis persepsi mahasiswa terhadap mata kuliah Penulisan Konten untuk Industri Kreatif serta mengidentifikasi manfaatnya bagi keterampilan menulis mahasiswa di Program Studi Pendidikan Bahasa Inggris, UIN Sayyid Ali Rahmatullah Tulungagung. Penelitian ini menggunakan desain penelitian kuantitatif deskriptif. Subjek penelitian terdiri dari 154 mahasiswa semester empat yang dipilih melalui teknik sampling total. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan statistik deskriptif, termasuk frekuensi, rata-rata, dan interpretasi.

Hasil penelitian menunjukkan bahwa persepsi dan keterampilan menulis siswa termasuk dalam kategori positif, dengan skor rata-rata berkisar antara 3,49 hingga 3,81. Semua indikator persepsi siswa—yaitu pemahaman, metode pengajaran, kualitas umpan balik, serta motivasi dan efikasi diri—termasuk dalam kategori positif. Demikian pula, keterampilan menulis siswa—yang mencakup isi,

organisasi, kosakata, dan tata bahasa—juga termasuk dalam kategori positif. Selain itu, temuan penelitian menunjukkan bahwa mata kuliah ini menawarkan berbagai manfaat dalam meningkatkan kreativitas, kepercayaan diri, dan keterampilan menulis praktis mahasiswa, termasuk kemampuan menulis konten digital, membuat blog, dan menyesuaikan tulisan untuk berbagai platform.

Secara keseluruhan, kursus Penulisan Konten untuk Industri Kreatif menawarkan pengalaman belajar yang bermakna dan relevan. Kursus ini tidak hanya meningkatkan keterampilan menulis para peserta didik, tetapi juga membekali mereka dengan kemampuan menulis yang praktis dan fleksibel, yang sesuai dengan tuntutan dunia nyata dan industri kreatif.