Student Selective Perception of The Anti-Corruption Campaign on Facebook

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Abstract. Almost every day, news about the Corruption Eradication Commission (in Indonesia it is known as KPK) appears in various mass media and social media, although the news is sometimes not directly related to information from the KPK itself, but from other parties who feel an interest in the existence of the KPK whether the contents of the news are in accordance with facts or hoaxes. The aim of this research is to answer the challenges of science and technology needs by real sector users, who also want to know, analyze, and discuss the selective perceptions of Islamic university students and public universities about anti-corruption prevention campaigns in society. The research method used is a survey method through a comparative descriptive study at two tertiary institutions, namely Islamic Universities and State Universities. The results of research on selective perception of Islamic university students and public universities about anti-corruption prevention campaigns in society show that in general, the students did not know or rarely paid attention to social media Facebook which presenting anti-corruption messages.

Keywords: KPK, anti-corruption values, corrupt behavior

Introduction

Education is the most powerful medium for changing the mentality of the nation. The nation's mentality can be changed if education is carried out seriously, not just a formality. Moral education is crucial to support the formation of national character and personality that is superior and responsible for living life. Here it is stated that education plays an important role in advancing a country because it can improve the quality of human resources (Asrial, Syahrial, Maison, Kurniawan, & Piyana, 2020). It is clear that moral education has a role in instilling moral values such as integrity, ethics, responsibility, discipline, assertiveness, hard work, and others. To create a clean life order, an anti-corruption education system is needed which contains the dissemination of forms of corruption, ways of preventing and reporting as well as monitoring of criminal acts of corruption. Education like this must be instilled in an integrative manner starting from basic education to tertiary education (Zuber, 2018).

The education of anti-corruption is a form of learning properly designed with educational learning design in Indonesia comprising the material of anti-corruption education which intended to provide the knowledge and its mitigation since the first time. The anti-corruption education is not only stand alone as one field of subject, but could also be internalized into various subjects at universities (Ulya, Eko, & Mujiyanto, 2016). The role of education instilled by educators will greatly affect the attitude of students to behave in accordance with expectations, including to ward off the emergence of seeds of corruption and not commit acts of corruption. To ward off the seeds of corruption, it is necessary to implement anti-corruption education. Anti-Corruption Education in the world of education is very necessary. Actually, the values of Anti-Corruption Education are the responsibility of all educators. Educators or teachers have a crucial role in instilling moral values so that the seeds of corruption do not appear because without being aware

of the cheating that occurs in the learning process at school, it can instill corrupt values in students (Asmorojati, A.W. 2017).

Corruption in Indonesia from year to year is very concerning. It even destroys the economic system, democracy, politics, law, government, and social order; although government efforts have been made through various means to eradicate corruption, but those efforts still not showing optimal results. Corruption is a problem that threatens various sectors, such as politics, education, economy, culture, and health. At the area level, corruption cases are a threat that is difficult to detect because of the absence of ad-hoc institutions in conducting surveillance. Therefore, it takes an independent civil society at the area level to enable monitoring and voiced the idea of anti-corruption (Rahmandani & Samsuri, 2019). One of the government's efforts through the Corruption Eradication Commission is to carry out anti-corruption campaigns on various media platforms, both mainstream media and social media. One of the recipients of the anti-corruption campaign is a student who has received Anti-Corruption Education on campus. Students' perceptions in the context of receiving campaign content will be greatly influenced by their selectivity when receiving campaign messages known as campaign messages selective perception. Perception is a mental process to identify, evaluate, and respond any situation around. Knowledge, experience, and socio-cultural orientation will define image and perspective of the problems. The difference of experience, analyzing and knowledge, and an individual framework describes the result of perception among individuals that are different (Sandi, Suprayitno, & Jaya, 2020). Perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment (Robbins & Judge, 2013:166). Sarwoto, SW (Alizamar & Couto, 2016) argued that the human ability to differentiate, classify and then focus the mind on something and to interpret is called perception. Perception formation takes place when a person receives a stimulus from his environment through his five senses and processed it through the thought (by the brain) to form an understanding.

The position of perception in communication is in intrapersonal communication, therefore the process of perception is the process of where information enters the five senses into a cognitive process in a person which includes the process of gathering information through the five human senses, the process of mixing new information with previously stored information, the process of selecting information that is in accordance with previous perceptions, the process of organizing and compiling information, and finally the process of interpreting information so as to produce a point of view on someone about something they perceive. From this series of perceptual processes, a person will produce perceptions whose results are unique that arise from his interpretation of an information situation. Thus, perception is a very complex cognitive process of describing the world of reality that is subjective and unique, which of course, since it is subjective, the subjective reality may be far different from reality in the real world. Perception is a very subjective impression and meaning, therefore, for perception to approach accuracy, it requires a process of learning and experience. Perceptual accuracy is the starting point for effective communication because perception determines whether the message is ignored or responded to. Not only that, the interpretation of the meaning of sensory information does not only involve sensation, but also attention, expectation, motivation, and memory. Basically, perception is the meaning of the five senses we have and the experiences we have experienced (Aprianita, D. & Hidayat, D. 2020). Perception is learned and experienced through interactions with other people and perception is the result of a collection of information that enters a person since his childhood.

In the context of research on student selective perception of the anti-corruption campaign, it is carried out through the social media of Facebook by the reason (and based on previous research results) that Facebook is more effective than Instagram. Related to the concept of selective perception, it is stated that selective perception is interpreting selectively what a person sees based on a person's interests, background, experience, and attitudes. Selective perception allows one to "read" another individual quickly, but there is a risk that a person may get an inaccurate picture. It is because seeing what one wants to see, one can draw unwarranted conclusions from ambiguous situations (Tewal, B., Adolfina., Pandowo, MCH., & Tawas, HN. 2017). Thus, it can be said that the perception can be inaccurate as a result of a complexity of selective

perception process where individuals (students) perceive selectively according to the information. They receive information in accordance with their point of view related to campaign messages through social media Facebook while ignoring opposing points of view. Selective perception is a broad term to identify a person's behavior. When receiving messages in the form of anti-corruption campaigns, students' selective perceptions will tend to choose messages according to their needs and preferences. Usually, a person will choose to quickly perceive an information that has an impression and is his main concern, so that he tends to forget stimuli that cause emotional discomfort and go against his or her beliefs. According to Parek (in Riadi, M.: 2020), based on the senses as recipients of the stimulus, there are several types of perceptions that can be selected by a person, mely 1) Visual perception, 2) Auditory perception, 3) tactile perception, 4) olfactory perception, and 5) Perception of taste. Of the five types, only two are related to the anti-corruption campaign through the social media Facebook, namely 1) Visual perception. Visual perception is the sense of sight, namely the eyes. This perception is the earliest perception developed in infants and affects infants and toddlers to understand their world. Visual perception is the result of what we see, both before we see or still imagine and after doing the object in question. 2) Perception of auditory or hearing. Auditory perception is a perception obtained from the sense of hearing, namely the ear. A person can perceive something from what he hears.

The anti-corruption campaign displayed on the social media Facebook, whether presented in the form of visual messages received through sight, audio received through hearing, or in the form of audio-visual received through the sense of sight and hearing will certainly be perceived by students regarding corruption and anti-corruption where the campaign message is adapted to the situation and conditions that are happening. In accordance with the youthful spirit and negative habits of students, they often corrupt their time, cheat, leave absences, lie about tuition fees, and other small negative things. These are all seeds of corruption whose effects can be dangerous if they are not handled early. In the following, it is argued that the process of seeding corrupt souls begins to grow in students from the practice of reducing time,

playing with their grades, use the tuition fees for something else, or other small things. Little by little corruption comes as an understandable part (Habibi, 2018).

As a result of small things that are not handled properly, in the future when he becomes a public official and has a good position, it is feared that these bad habits will be carried away or the soul always wants to carry out illegal activities and violate the rules that are prone to corruption. Some of the following definitions of corruption can be reviewed that the most common definition of corruption revolves around the rules guiding public officials in their public duties. Under this definition, behavior becomes corrupt when it deviates from the official rules for the sake of private interests or monetary gains (Zimelis, 2020). Meanwhile, another definition suggests that:

corruption as *"an illegal activity (bribery, fraud, financial crime, abuse, falsification, favoritism, nepotism, manipulation, etc.) conducted through misuse of authority or power by public (government) or private (firms) officeholders for private gain and benefit, financial or otherwise."* Our definition of corruption captures three important characteristics of corruption in the international business context. The first is that the person or firm is conducting some form of illegal activity. The second is that the person or firm is misusing power or authority in violation of existing rules and regulations or acting beyond legal limits. The third characteristic is that the person or firm is using a position of power to reap personal benefits (financial or otherwise) instead of benefiting the nation or the shareholders (Bahoo, Alon, & Paltrinieri, 2020)

Based on data from the Corruption Perception Index (CPI) score, corruption in Indonesia is very worrying, which can be seen in the following data: Transparency International (TI) discovered that the score of Corruption Perception Index (CPI) Indonesia in 2020 is 37/100 and took the position of the 102nd out of 180 measured countries. The Indonesian score gradually increased 5 points since 2012 (International, Transparency, 2020).

Meanwhile, Indonesia Corruption Watch (ICW) researcher Wana Alamsyah said that there were 169 cases of corruption during the first semester of 2020, which was based on monitoring conducted by ICW
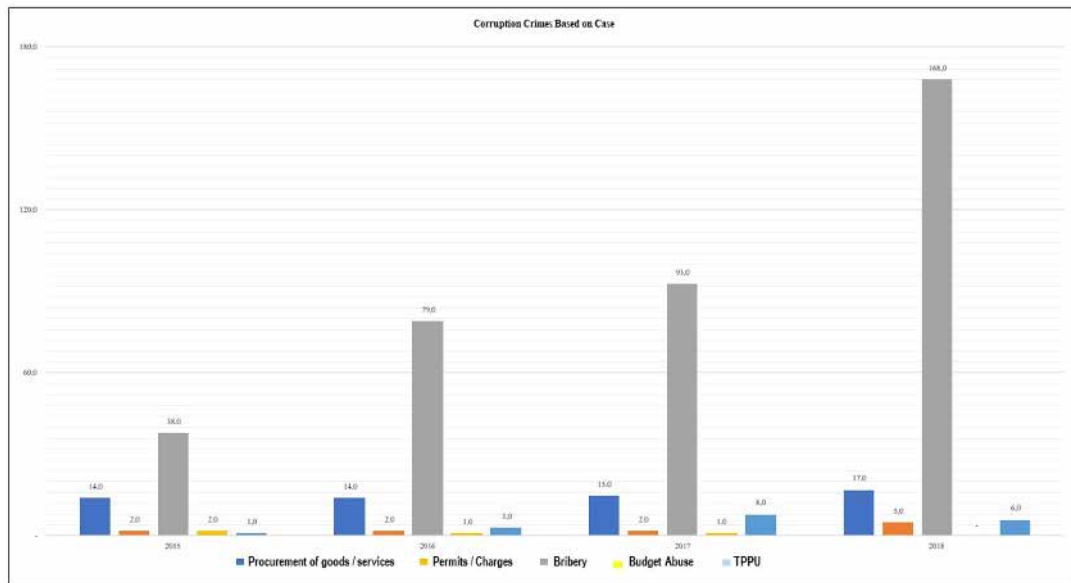
Figure 1. Corruption Crimes Based on Case
Source: (Corruption Eradication Commission, 2018)

from January 1 to June 30, 2020 (Mashabi, 2020). This situation greatly disturbs political stability, the economy, and others. Corruption will lead to the disruption of the country's survival and hampers its development. Corruption has occurred at all levels, which is marked by numerous government officials and law enforcement officers being involved in corruption (Dirwan, 2019).

The condition of corruption in Indonesia is very concerning. Indonesia is already in a state that has reached the stage of systemic corruption which can damage the joints of politics and government. Therefore, Haris's corruption eradication program is supported by all parties so that eradication can run smoothly and be easier. It is stated that the current eradication of corruption is expected to not only be a political commodity or merely to attract public sympathy (Ali, 2019). Corruption in Indonesia has reached a stage of systemic corruption that is capable of damaging the joints of politics and government (Alkostar, 2015). Thus, it is necessary to overhaul the legal system and instruments in Indonesia (Alkostar, 2015). In addition, it requires law enforcement agencies that have the courage to face the problem of corruption in Indonesia (Alkostar, 2015).

Indonesia has a Corruption Eradication Commission (KPK), however, corruption eradication carried out by the KPK is always stagnant, however, eradicating corruption is not only the responsibility of

the government with a formal structural approach. Cooperation between the internal environment of the bureaucracy and its environment is a necessity for bureaucratic efforts to reform itself (Irawati, 2013). Eradicating corruption can be divided into 3 things, namely preventive action, repressive action, and restorative action (Rakhmat, 2015). Efforts to eradicate corruption in Indonesia have been carried out in various ways, but until now there is still corruption carried out by various institutions. There are several dangers as a result of corruption, namely dangers to society and individuals, young generation, politics, the nation's economy and the bureaucracy (Setiadi, 2018).

Satria (2017: 94) stated "When discussing about corruption, in fact it is a very broad term in scope. It depends on someone's point of view in understanding the term of corruption. Because the scope of corruption is very broad, the approach to understanding it can also vary according to the way we see the problem".

In Indonesia, there is still a lot of corruption, for example in complicated public service procedures, licensing, procurement of goods and services, etc., thus triggering opportunities for corruption. However, in this era of industry 4.0, the government is determined to carry out good government and clean government as is often echoed, and this is greeted enthusiastically by all levels of society.

Strategy or efforts to eradicate corruption put forward by Fijnaut and Huberts (2002): *It is always necessary to relate anti-corruption strategies to characteristics of the actors involved (and the environment they operate in). There is no single concept and program of good governance for all countries and organizations, there is no 'one right way'. There are many initiatives, and most are tailored to specifics contexts, societies, and organizations will have to seek their own solutions*.

Students at the Islamic University of Bandung received lectures on anti-corruption education which were subsequently exposed to anti-corruption campaign messages through the social media of Facebook. A campaign is a form of communication activity carried out in a planned manner to create a certain impact on the public. These activities are generally organized by an institution, both government and private (Khoerunnisa, Abidin, & Ma'arif, 2018). A campaign that educates the public to be more concerned about current and future environmental conditions can be said to be a social campaign, where this is a communication process carried out to disseminate important messages that are urgently needed by the community. Admittedly, there are many innovations, ideas, which are social in nature and important to be conveyed to the public (Anwar & Agustine, 2020).

The following states that a campaign can be of various kinds. The focus of the campaign is novelty and difference. This means that the programs offered in gaining the sympathy of voters are not only new or original, but also clearly show differences with rival candidates (Pulungan, Rahmatunnisa, & Herdiansah, 2020). Thus, the most important part of a campaign is the novelty value of information that must be conveyed with reasons to attract interest and be chosen to be listened to by readers/listeners of the campaign, especially on the social media Facebook.

The anti-corruption campaign presented on the social media Facebook consists of various kinds of messages related to anti-corruption, such as recent issues about corruption cases, prevention of corruption, eradicating corruption, anti-corruption education, and others. Those messages will hit the recipients, especially if they are conveyed through social media currently in demand by students, as it is stated that for educated circles, campaigns using information technology are more effective and efficient than using outdoor props such as billboards or banners. This is because voters tend to no longer trust the contents of billboards or banners, but rather trust what their friends or colleagues say on social media (Arianto, 2015). For the campaign through the social media of Facebook to be successful and effective, it must be well managed and planned according to the needs and targets. The following states that the success of achieving campaign objectives is largely determined by planning. Campaign aspects (actors, messages, channels, targets, and strategies) were chosen in a planned and measured manner so that objectives could be achieved (Permana, 2017). For the anti-corruption campaign on social media to be effective and successful, creative content managers who will present messages on social media must know the character of social media users, especially Facebook. Social media is a means for sharing text, images, audio, and video information. The concept of social media as stated by Nasrullah (2017: 11) is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form social bonds virtually.

This research was conducted with the aim of examining the selective perception process of Islamic college students and public universities who were selected as respondents related to anti-corruption campaigns or corruption prevention in the society.

Research Methodology

The research team determined that this research used descriptive-analytical method, namely a method that describes a situation or event. The informants of this study are subjects who understand the information on the object of research, thus, the research subjects are also called research informants. The informants of this research are observing those who manage anti-corruption messages and post them on the KPK RI Facebook during a one-month presentation in July 2020, as many as 31 posts.

The object of research is the anti-corruption campaign carried out by the Corruption Eradication Commission

via Facebook. The population in this study were netizens from Facebook as many as 1,341,951. Sampling technique used was the Slovin formula with α = 0.1, so that a sample of 200 Facebook netizens was obtained. This study used quantitative research methods through a descriptive-analytical approach, namely a method that describes situations and events through an explanatory survey.

The data collection technique was carried out by distributing questionnaires, The informants of this research are observing those who manage anti-corruption messages and post them on the KPK RI Facebook during a one-month presentation in July 2020, as many as 31 posts. This study uses a quantitative research method through a descriptive-analytical approach, namely a method that describes situations and events through an explanatory survey.

Observations were made on messages posted on Facebook and the types of messages and reader responses to the Facebook messages presented, and also literature study. The research team distributed questionnaires via google form directly to the selected 200 netizens as respondents of the research sample from the population of 1,341,951 netizens.

Various variables in this study examine the attractiveness of the message, the values contained, integrity, campaign presentation, and student awareness as netizens of the Indonesian KPK.

The data analysis technique was carried out through descriptive tables with the percentage of research results.

Results And Discussion

The attractiveness of anti-corruption campaign information on KPK Facebook.

As many as 41% of respondents expressed interest in reading more about the anti-corruption campaign information on Facebook. 18% of respondents stated they did not know and 36% expressed no interest. Nearly 50% of respondents expressed interest, meaning that the KPK anti-corruption Facebook has the potential to provide knowledge and awareness of the public about the dangers of corruption, which is supported by quite interesting and updated information.

According to Hurlock (in Aji, Hartati, & Rusmawati: 2011), interest as a source of motivation that directs someone when he was given the freedom to choose. When something has a meaning for someone, then he will attract to it, which in the end will lead to his satisfaction. The issue of corruption for most people is an issue that must be addressed seriously so that they are interested in issues related to anti-corruption. However, there are still many who are less interested and do not know about it. This is possible that the KPK institution has not intensively introduced its social media presence to the public.

The KPK's Anti-Corruption Campaign on Facebook is Interesting to Read More deeply

As many as 42% of respondents said it was interesting to read deeper information on the KPK Facebook page, while 29% of
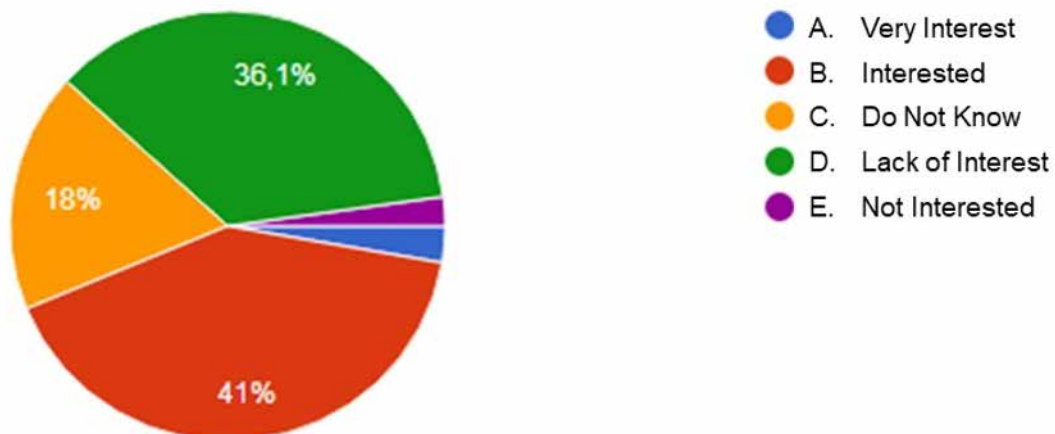

Figure 2:

The Attractiveness of Anti-Corruption Campaign Information on KPK Facebook
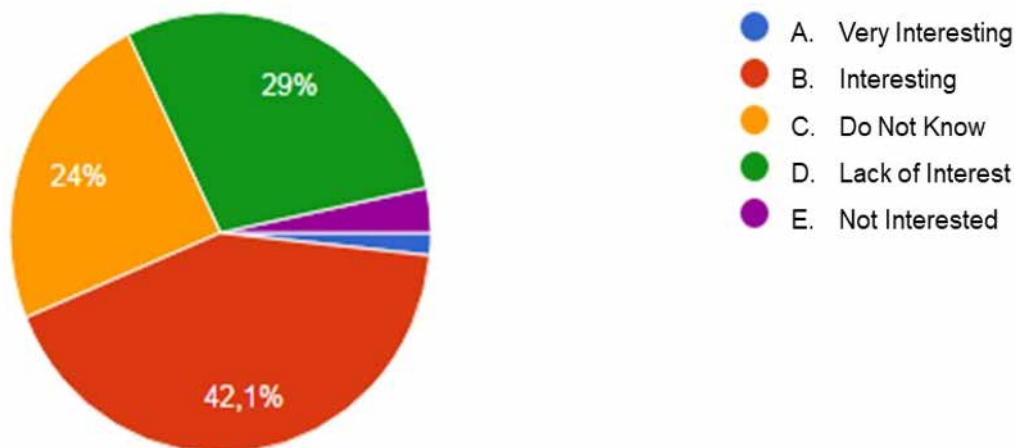
Figure 3:

The KPK's Anti-Corruption Campaign on Facebook is Interesting to Read More Deeply

respondents said it was not interesting, and the remaining 24% said they did not know.

Most respondents said it was interesting to read more about corruption on KPK Facebook social media. This was made possible by interesting headlines, for example "KPK synergizes corruption eradication with law enforcement in Bali Province", which will attracts KPK Facebook visitors to find out about the implementation of cooperation carried out by the KPK and Balinese law enforcers. Respondents who stated that they did not know and were not interesting were possible because the KPK issue did not benefit them, as stated by Bilson, an attitude has a function for a person, including the adjustment function, which is a function that directs objects that are pleasant or bring benefits and keeps people away from things unattractive or unwanted.

Almost 42% of respondents stated that the presentation of messages on the KPK RI Facebook account has attractiveness, among others because the cases raised are in accordance with existing facts, respondents hope that the anti-corruption campaign will be able to clear Indonesia's name in the eyes of the international community, and respondents support the anti-corruption campaign openly posted by KPK RI on social media Facebook. So far the eradication of corruption is often viewed negatively and difficult to eradicate, therefore the anti-corruption campaign attracts the attention of respondents.

The Anti-Corruption Campaign on KPK's Facebook is in Line With the Knowledge

Respondents (37.7%) stated that the anti-corruption campaign on the KPK Facebook page were in line with their knowledge, 16.9% stated that they were not suitable, and 40.4% said they did not know. Less than 40% of respondents stated that the anti-corruption campaign on KPK's Facebook was not in accordance with reality, which shows that there are still many internet users who do not understand the meaning of anti-corruption campaigned by the KPK. This is supported by the statements of other respondents who stated that the campaigns did not match and they did not know about them. McShane in Wibowo argues that perceptions with the process of receiving information make us understand the world around us, and this requires consideration of information which needs attention, the ability to categorize information, and how to interpret it within our existing knowledge framework.

The Corruption Eradication Commission together with stakeholders must periodically review the Anti-corruption Education material, recommending its knowledge to the Indonesian Ministry of Higher Education Research and Technology as its implementation in Higher Education; and each educational institution strengthens the Anti-Corruption Literacy Movement and/ or the establishment of an extracurricular activity for the Anti-Corruption Student Community (Sumaryati, Murtiningsih, & Maharani, 2020).
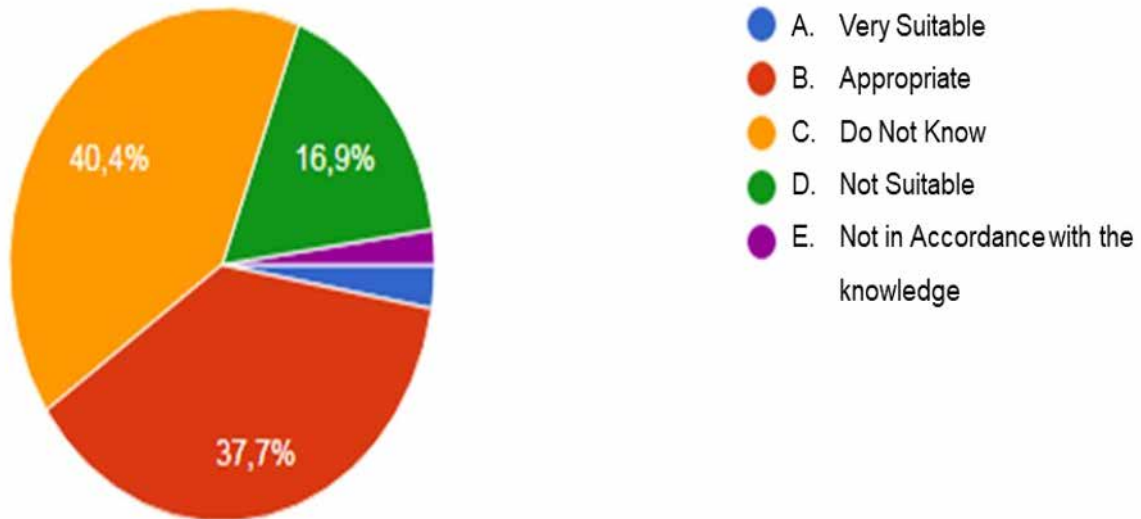
Figure 4:
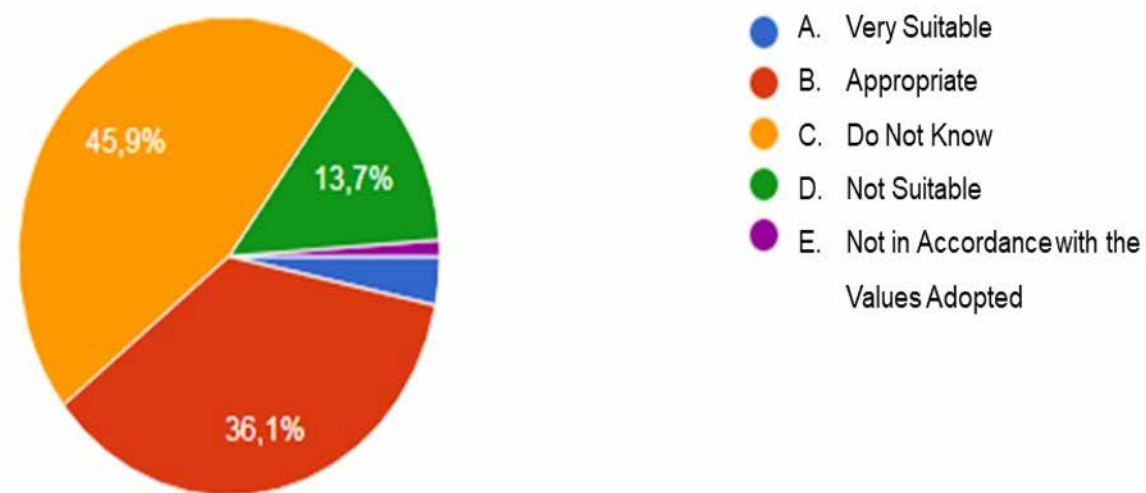*The Anti-Corruption Campaign on KPK's Facebook is in Line with the Knowledge*

Figure 5:
The Anti-Corruption Campaign on KPK's Facebook is in Line with the Values Adopted

The Anti-Corruption Campaign on KPK's Facebook is in Line with the Values Adopted

Most of the respondents, namely 45.9%, stated that they did not know the anti-corruption campaign on the KPK Facebook page was in line with the values adopted. 36.1% of respondents stated that it was appropriate and the remaining 13.7% of respondents said they did not know.

The word value, in Latin "velere", or ancient French "valoir" can be interpreted as useful, able to, empowered, valid, and most true according to the belief of a person or group of people. Information relating to

values has not been responded positively by most respondents, which is made possible by the news about corruption that is not in accordance with the expectations of the community. For example, the legal treatment of corruptors is not in accordance with the mistakes committed by the perpetrators of corruption.

In figure 5 above, it can be seen that the majority of the answers or 45.9% answers are don't know, even the respondents who answered not suitable are 13.7%. Thus, if it is added with respondents who answered not in accordance with the value adopted, the total number is more than
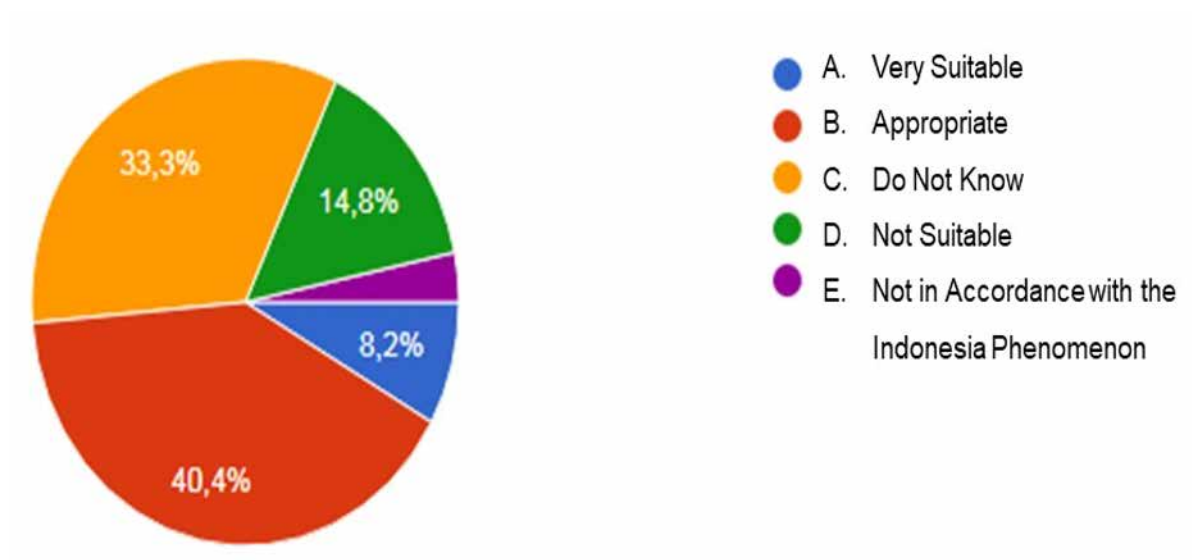
Figure 6:

The Anti-Corruption Campaign on KPK's Facebook is in Line with a phenomenon in Indonesia

60%. This phenomenon can be interpreted from various sides: 1. Respondents do not understand the values adopted; 2. Respondents do not respond positively to the anti-corruption campaign presented by the KPK; 3. The anti-corruption campaign on Facebook does not meet the expectations so they tend to answer do not know to be safe; 4. Legal treatment of corruptors is not as expected or relatively unfair, and others. Thus, the respondent's answer takes the middle or neutral path. These are some of the reasons why many respondents answered do not know, even not suitable.

The Anti-Corruption Campaign on KPK's Facebook is in Line with Phenomenon in Indonesia

Most respondents, namely 40.4%, stated that the Anti-Corruption campaign on the KPK Facebook page was in line with the existing phenomena in Indonesia, 8.2% stated it was very suitable, 33.3% of respondents said they did not know, and 14.8% of respondents said it was not suitable. According to Wawan and Dewi (2010), among the various factors that influence attitude formation is a personal experience.

To be the basis for the formation of attitudes, personal experiences must leave a strong impression. Therefore, attitudes will be more easily formed when personal experiences involve emotional factors. In situations involving emotions, the appreciation of the experience will be deeper and last longer. Nearly 50% of respondents stated that the anti-corruption campaign on the KPK Facebook is in accordance with the existing phenomena in Indonesia. This is in accordance with data from databoks. katadata.co.id stating that Indonesia's corruption perception index in 2019 is ranked fourth in Southeast Asia. The score obtained by Indonesia is 40 points, up 2 points from 2018 which was 38. Singapore is the country in Southeast Asia with the highest corruption perception index of 85 points. For the information, the closer a country gets 100 points, the more likely it is free from corruption (Jayani, 2020).

Perceptions of Corruption Perpetrators Conveyed on KPK's Facebook

Regarding the perception of perpetrators of corruption that were conveyed by the KPK on Facebook, most of the respondents (41.5%) considered them to be shameless; as many as 18% said they were very evil; and as much as 31.7% considered it a habit.

Respondents differ in their responses which allow them to have their respective perceptions in seeing the perpetrators of corruption. Perception according to Pride and Ferrel (in Fadila and Lestari, 2013: 45) is all processes of selecting, organizing and interpreting information input, sensations received through sight, feeling, hearing, smell and touch to produce meaning.
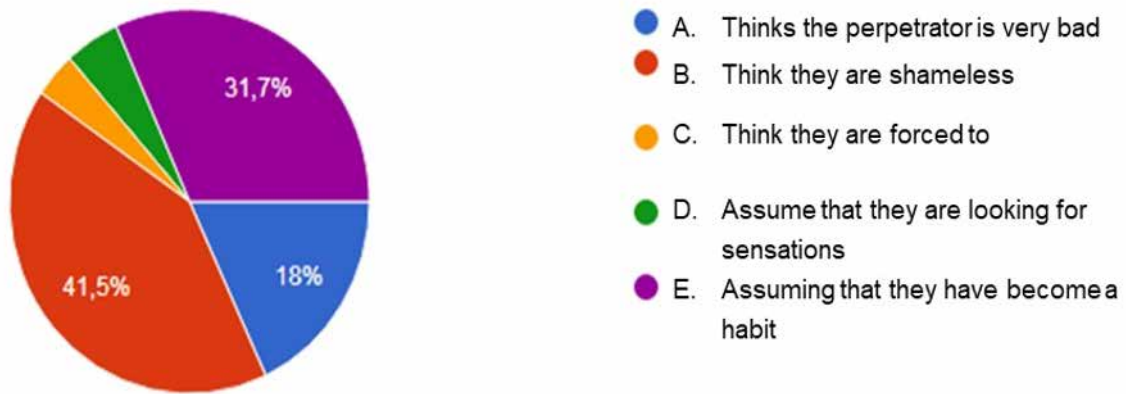
Figure 7:

Perceptions of Corruption Perpetrators Conveyed by the KPK on Facebook

Student Opinion of Honesty Campaign on Facebook to Support Anti-Corruption Values

As many as 33.9% of respondents stated that the KPK Campaign in the form of honest message and not commit acts of corruption on social media Facebook that support in spreading anti-corruption values tends to be effective, and 11.5% think it is effective. However, 31.1% of respondents expressed doubts and 19.7% stated that they were ineffective.

From the data above, it is clear that students generally support and even strongly support the campaign that voices honesty which is presented on Facebook of KPK RI. This student opinion can be interpreted as a positive message in the campaign for anti-corruption values. If you add up the opinions

of students who show a supportive opinion, the total is 45.4%. Meanwhile, the opinion of students who expressed doubt as much as 33.9% could be interpreted as a lack of understanding, uncertainty, neutral attitude, tending to want to be safe, indifferent, or not seriously listening to the anti-corruption issues presented in the anti-corruption campaign on Facebook.

Most of the respondents stated that anti-corruption campaign has to be supported with honesty because if it instilled in everyone, then the acts of corruption can be prevented, as is stated by the Deputy Chairman of the KPK, Lili Pintauli as follows:

"The corruption prevention strategy that can be used by the Ministry of Manpower is to intervene by improving the system and behavior of its employees. There are three
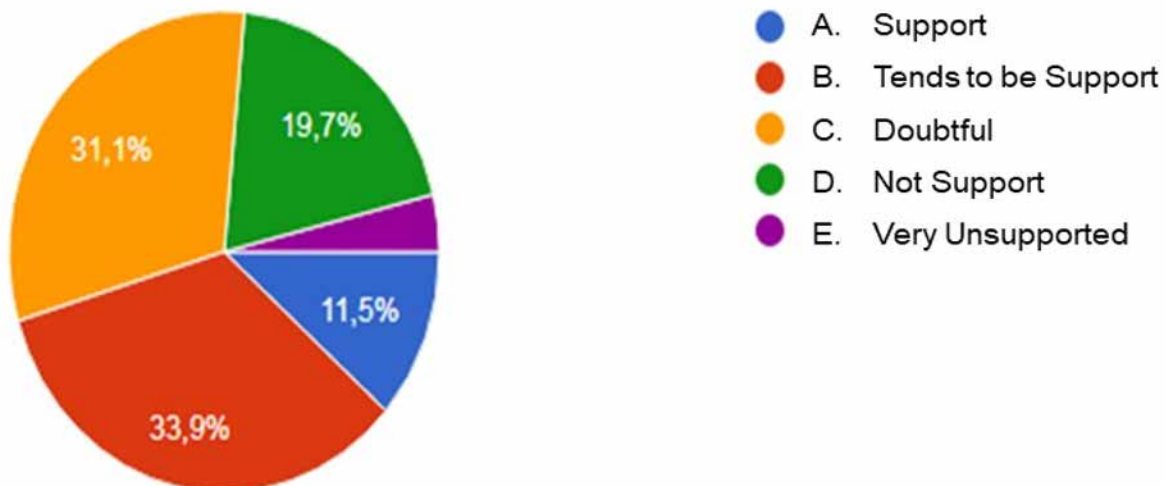

Figure 8:

Student Opinion of Honesty Campaign on Facebook to Support Anti-Corruption Values

A. Often
B. Almost Often
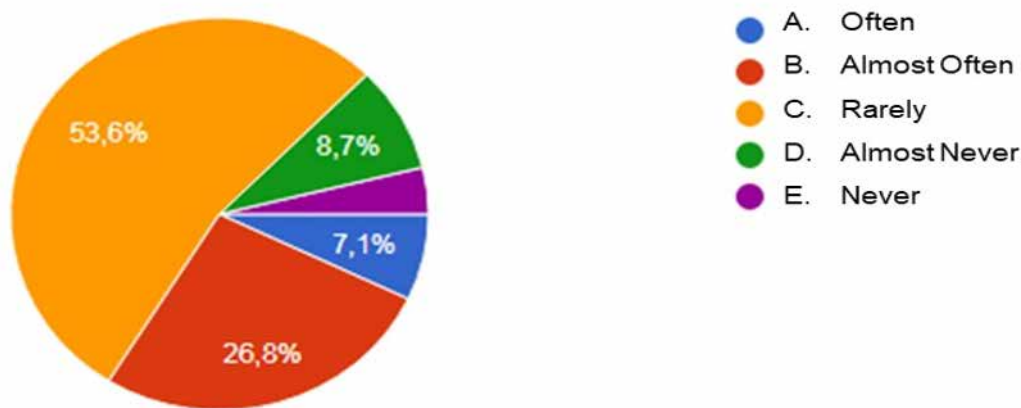C. Rarely
D. Almost Never
E. Never

Figure 9:

Facebook Often Campaigns (Raise the Awareness) of Corrupt Behavior in Any Environment, Including Campuses

stages of strategies that can be used. First, a short-term strategy by providing direction in prevention efforts. Second, an intermediate strategy in the form of system improvements to close the gaps in corruption. Third is a long-term strategy by changing the culture. When the culture of honesty has been built, then everyone will look after and remind each other." (KPK, 2020).

The Corruption Eradication Commission (KPK) carries out preventive measures or efforts by providing anti-corruption education at every level of education. The steps that have been conducted by the KPK are cooperation agreements with four ministries and encouraging the government to issue regional regulations to implement anti-corruption education as efforts to eradicate corruption (Hambali, 2020).

Facebook Often Campaigns (Raise the Awareness) of Corrupt Behavior in Any Environment, Including Campuses

Most respondents (53.6%) stated that the KPK Facebook frequently presents campaigns of corrupt behavior that often occurs in any environment, including campuses. 26.8% of respondents said it is almost often. A small proportion of respondents (7.1%) said often, and 8.7% said almost never.

Data obtained from respondents shows that corruption can occur anywhere, including in the campus environment. As reported by tirto.id as follows: "The Corruption Eradication Commission (KPK) has so far received many reports about allegations of corruption occurring in universities".

Read in full article under the title "KPK Receives Many Reports of Alleged Corruption on Campus" (Bernie, 2019).

The Anti-Corruption Education Curriculum is one of the scientific perspectives that depart from the real problem phenomena as well as a cultural approach as an alternative learning solution which will emphasize more on building anti-corruption character for each individual student. The purpose of anti-corruption course is to form an anti-corruption in the students' personality, as well as to build their enthusiasm and competence as an agent of change for a society and state, and living a life that is clean and free from the threat of corruption. It is hoped that the active role of students will be more focused on efforts to prevent corruption by participating in building an anti-corruption culture in society. Students are expected to play a role as agents of change and the driving force for the anti-corruption movement in society (Ayuningtyas, 2020).

KPK's Facebook Has Conveyed Messages, Values, and the Spirit of Anti-Corruption.

41.5% of respondents stated that KPK has, although it does not often, conveyed anti-corruption messages, values, and the spirit of anti-corruption on Facebook for the younger generation or for college students. 12.6% of respondents said KPK often does that, while 33.9% of other respondents said KPK rarely does that and the remaining 8.7% of respondents said almost never. Most of the respondents stated that anti-
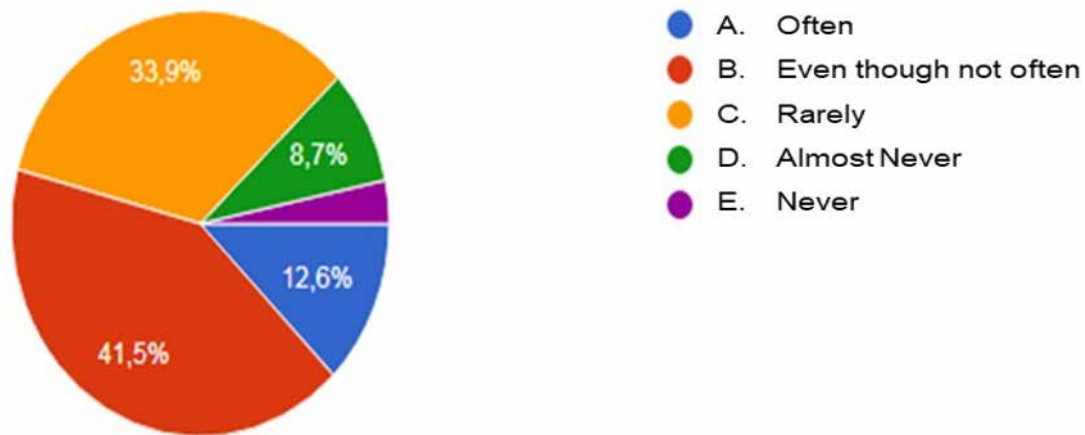
Figure 10:

The KPK's Facebook Has Conveyed Messages, Values, and the Spirit of Anti-Corruption

corruption campaigns have been carried out by delivering anti-corruption messages on Facebook for the younger generation or students.

Strategic anti-corruption education is carried out for young people including students as future leaders who must have integrity and honesty in carrying out their leadership activities so that it is necessary to provide an understanding of the dangers of corruption. As it is stated in the following statement:

"If we look inward to find out what the nature of students is, we will find that students have many sides. On the one hand, students are learners; they are projected to become bureaucrats, technocrats, entrepreneurs, and various other professions. In this case, students are required to have intellectual intelligence, emotional intelligence, and spiritual intelligence. This is because intellectual intelligence alone cannot prevent people from being greedy, selfish, and having other negative attitudes. Armed with these things, students will be able to become reliable agents of reform, who replace the roles of their predecessors in the future and will be able to make improvements to existing conditions in a better direction. On the other hand, students are also required to play a role in exercising social control over deviations that occur in the systems, norms and values that exist in society. In addition, students can also play a role in influencing public policy from the government." (BPKP, 2020).

The Anti-Corruption Campaign on KPK's Facebook is an Option that Should Be Followed

As many as 30.6% of respondents stated that almost all the anti-corruption campaign presentations by the KPK on Facebook were selected and followed, only 6% of respondents stated that all were selected and followed, while 47.5% expressed doubts, and the remaining 10.9% were almost not entirely selected and followed.

Most of respondents, namely 47.5%, answered that the anti-corruption campaign on Facebook was doubtful in the sense of doubting, 30.6% answered that almost all anti-corruption campaigns on Facebook were chosen and followed, and 6% of respondents answered very extreme, namely all were chosen and followed. This answer can be interpreted that respondent can determine the anti-corruption campaign on the KPK Facebook as an option that must be followed because they agree and have the same views so that the anti-corruption campaign presented by the Indonesian KPK on Facebook is an option they followed. Respondents who answered doubtful, even disagreed, and relatively did not want to follow and it definitely did not become their choice because they have different views in aspects of campaign techniques, campaign messages, campaign appearances, campaign problems, choice of cases presented. and others.

The majority of respondents answered doubtfully or even disagreed, meaning that respondents did not support
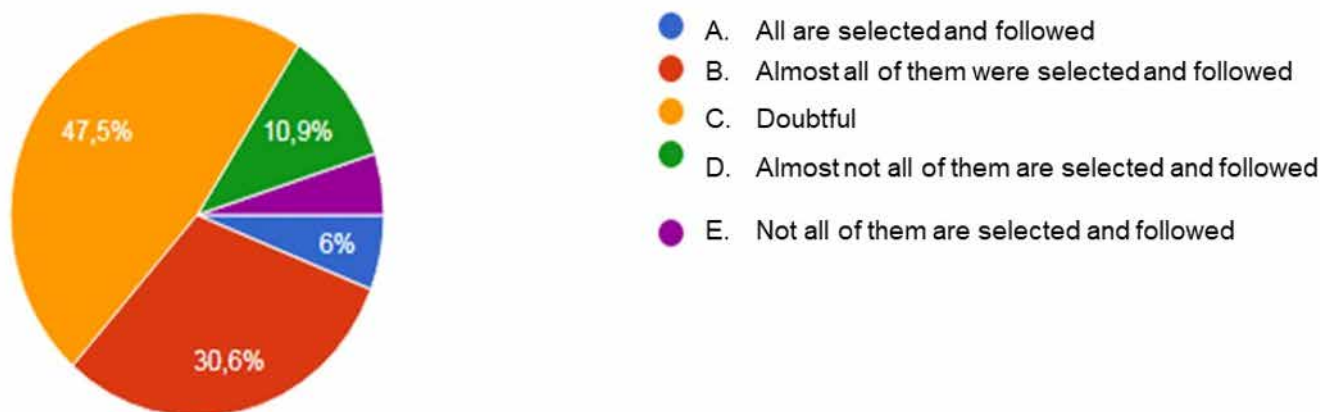
A. All are selected and followed
B. Almost all of them were selected and followed
C. Doubtful
D. Almost not all of them are selected and followed
E. Not all of them are selected and followed

Figure 11:

The Anti-Corruption Campaign on KPK's Facebook is an Option that Should Be Followed

the campaign, did not agree with the content of the campaign message, and did not like campaign issues; the anti-corruption presented by the Indonesian KPK on Facebook from the perspective of the anti-corruption campaign respondents was less inspiring. Respondents want to follow (or not) depend on and be their own choice.

Different interests of respondents in the following information about anti-corruption are possible because of different interests. Interests are permanent in the subject or someone who is experiencing it in a certain field or thing and there is a sense of joy that makes someone more interested in it. Interest is a feeling of preference and interest in something or an activity occurs without being asked (Slameto, 2013: 121). It is possible that there are different feelings of interest regarding anti-corruption issues resulting in differences in choosing and following the information presented on the Facebook of KPK.

Conclusions

In general, responses to the selective perceptions of Islamic students and state universities about corruption prevention campaigns in society are divided into two categories. The first one is answers at level 2 and 1, namely respondents who respond well to anti-corruption campaign statements on the KPK Facebook page, consisting of respondents who are interested in anti-corruption campaign messages on the KPK Facebook page and respondents who are interested in exploring anti-corruption. Furthermore, respondents stated that the

campaign message was in accordance with the phenomenon that occurred in Indonesia. Corrupt behavior and honesty campaigns have been responded to effectively. In line with that, respondents stated that the KPK had conveyed the message, values, and spirit of anti-corruption on Facebook. The Second one is answers at level 3, 4, and 5, namely the respondent responds neutrally and still answers at a safe level. It means they do not know or rarely pay attention to social media of Facebook that present anti-corruption messages, especially the one addressing the suitability of anti-corruption campaign with knowledge and values. In the context of the frequency of delivery of anti-corruption campaign messages in various environments, including campuses, and on KPK's Facebook, is one of the options that must be followed, answered, or responded to by respondents with neutral and do not know.

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