

ABSTRAK

Dalam kesuksesan kariernya mahasiswa keperawatan akan terjun ke berbagai bidang kehidupan di masyarakat, mahasiswa harus dapat menyalurkan perasaan dan pikiran secara jujur sehingga terjalin kerja sama yang baik antara semua pemberi asuhan kesehatan dan masyarakat, dalam hal ini perilaku asertif sangat diperlukan. Harga diri memegang peranan penting dalam berperilaku asertif, karena mahasiswa yang memiliki tingkat harga diri tinggi tidak memiliki kekhawatiran yang besar terhadap penilaian orang lain. Penelitian ini bertujuan untuk mengetahui hubungan antara harga diri (*self esteem*) dengan perilaku asertif mahasiswa program studi sarjana keperawatan Universitas Bhakti Kencana. Jenis penelitian dalam penelitian ini deskriptif korelatif dengan pendekatan *cross sectional*. Populasinya sebanyak 63 mahasiswa aktif pada organisasi BEM, HIMA dan BPM, dengan sample dalam penelitian ini 39 mahasiswa Universitas Bhakti Kencana Bandung. Pengumpulan data menggunakan *kuesioner* harga diri (*self esteem*) dan *kuesioner* perilaku asertif. Analisis yang digunakan menggunakan *kolmogrov-smirnov*. Hasil analisa univariat menunjukkan sebagian besar mahasiswa (56,4%) memiliki harga diri rendah dan hampir seluruh dari mahasiswa (76,9%) memiliki perilaku asertif yang sedang. Hasil penelitian di dapatkan nilai *p-value* 0,000 sehingga disimpulkan bahwa terdapat hubungan antara harga diri (*self esteem*) dengan perilaku asertif mahasiswa program studi sarjana keperawatan Universitas Bhakti Kencana Bandung. Harga diri mampu berkontribusi terhadap perilaku asertif pada mahasiswa sebesar 59,4%. Berdasarkan hasil penelitian disarankan kepada pihak institusi dapat mendorong mahasiswa untuk wajib mengikuti kegiatan organisasi di kampus minimal satu organisasi agar kepercayaan diri dan perilaku asertif mahasiswa dapat terlatih.

Kata Kunci : Harga Diri, Mahasiswa, Perilaku Asertif

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10 Jurnal (2014-2018)

4 Website (2010-2018)

ABSTRACT

In the success of his career nursing students will dive into various fields of life in the community, students must be able to channel their feelings and thoughts honestly so that there is good cooperation between all caregivers health and society, of course in this case assertive behavior is very necessary. Self-esteem plays an important role in of assertive behavior, because students who have a high level of self-esteem do not have major concerns about the assessment of others. This study aims to determine the relationship between self-esteem with assertive behavior undergraduate nursing program students at Bhakti Kencana University. The type of research in this study is descriptive correlative with cross sectional approach. The population is 63 active students in the BEM, HIMA and BPM organizations, with samples in this study 39 students of Bhakti Kencana University Bandung. Data collection uses self-esteem questionnaires and assertive behavior questionnaires. The analysis used was Kolmogrov-Smirnov. Univariate analysis results showed that all students (56.4%) had low self-esteem and almost all of the students (76.9%) had high assertive behavior. The results of the study obtained a p-value of 0,000 so that it was concluded that there is a relationship between self-esteem (self-esteem) with assertive behavior undergraduate nursing students at the University of Bhakti Kencana University in Bandung. Self-esteem is able to contribute assertive behavior in students is 59.4%. Based on the results of the research, it is suggested that the institution can encourage students to be obliged to participate in organizational activities in at least one organization so that students' self-confidence and assertive behavior can be trained.

Keywords: *Assertive Behavior, Self-Esteem, Students*

Bibliography: *23 Books (2010-2018)*

10 Journals (2014-2018)

4 Website (2010-2018)