



**MOTIVATING PARENTS TO CONTINUE EDUCATION OF CHILDREN TO HIGHER EDUCATION IN
NAGARI SUNGAI SARIAK, SUNGAI SARIAK DISTRICT VII KOTO, PADANG PARIAMAN REGENCY**

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ABSTRACT

The most valuable investment is education, with education it will increase the potential of the nation's generation for the progress of the nation and state. In essence, formal education is part of national education in order to form Indonesian citizens who have good personalities, have noble character, are religious, capable, responsible and creative. The problems that occur in Nagari Sungai Sariaik include: 1) The low motivation of parents and children to continue their education at tertiary institutions, 2) The low understanding of parents and children regarding continuing their education to tertiary institutions and 3) The low creative ideas of parents and children to continue their education at university. Therefore there is a need for socialization in motivating parents and children to be able to continue their education to tertiary institutions. Socialization is carried out if there is cooperation with partners in Nagari Sungai Sariaik. The partners in this service are the Wali Nagari and parents whose children are still in high school/equivalent or those who have graduated from high school/equivalent. Solutions that can be taken to solve this problem are: 1) Conducting outreach to motivate parents and children to continue their education to Higher Education, 2) Conducting simulations regarding the facilities for continuing education in Higher Education, 3) Providing creative ideas in continuing education at University. The results of the service show that there is an increase in the motivation of parents and children in continuing their education at tertiary institutions.

Keywords: Motivation, Parents and Children, Higher Education, University

INTRODUCTION

The individual quality of a citizen is not only judged by the extent to which development has been successful in the field of education, but also the quality of life in society, nation and country. To raise a superior generation of the nation, education has an important function and role, with education children can be formed into individuals who are pious, knowledgeable, have skills, can carry out duties and responsibilities for themselves and in society as an investment. According to Syafei in Salmaniah (2013: 12), children who are born into the world have actually brought their own potential, in the form of values and procedures in life which are used as a driving force to carry out their lives in the midst of society, accompanied by other potentials in the form of multiple intelligence. This potential can be developed optimally from the age of zero to the age of eight or what is called the golden age.

Guidance and education taught by parents, the environment, or schools greatly affect the development of children's potential. For parents, the child is the future. To explore the potential possessed by children, parents must play an active role because parents are used as role models for children's development in providing care and education. Furthermore, Puji in Salmaniah (2013:14), father and mother are "first and foremost teachers." Parents are the first people seen by children who are considered all-knowing people. Every child always leans all his hopes or dreams on his parents. When a child has difficulties in any way, he always asks

his parents for help, and when he is playing with his friends, he always tells and makes his parents proud.

Based on the interview process with partners, the implementing team can analyze and draw conclusions about the problems experienced by partners. The findings of the data state that Nagari Sungai Sariaik, Sungai Sariaik VII Koto District, Padang Pariaman Regency, there are still many parents who think that education is not important, it is suspected that a higher education cannot guarantee a decent life. Such a parental response causes the child's motivation to continue their education to decrease due to the lack of support from parents to continue their education and achieve the goals desired by the child.

From the explanation above, the team offers a solution to help partners' difficulties by carrying out an interesting theme, namely the need for socialization to motivate parents and children to be able to continue their education to higher education.

METHODS

This community empowerment activity aims to motivate parents to continue their children's education to higher education. In addition, this activity also aims to increase parents' awareness of the importance of higher education. In this regard, the target audience for this activity are parents who have children who are currently attending high school/equivalent or who have graduated from high school/equivalent. However, not all parents are involved in this service activity. There were several people representing each Korong and students who were also involved in this activity. The following are the activity methods used in this activity:

1. Persuasive Approach

This approach focuses on the ideas, attitudes, and efforts of parents for changing views about continuing education to higher education, directed and selective that come from outsiders so that it creates motivation, creation and innovation for parents to be able to think and act in accordance with the truth. . The persuasive approach taken to parents in Nagari Sungai Sariaik begins with the first meeting with parents through open communication with community leaders who are quite influential in their neighborhood. On this occasion the parents also provided an overview of their motivation and views on education, then filtered and tried to issue program ideas to motivate parents in the Sungai Sariaik nagari, while also providing input and suggestions on what should be improved in the Sungai Sariaik nagari environment so that parents are motivated to continue their education in higher education.

2. Empirical, Normatic and Educative Approaches

Namely concern for the norms that apply both implied and explicit norms in society. The empirical approach is carried out by observing the habits of the people directly in the field and also starting to open communication with parents by opening a question and answer session so that they know firsthand the problems that occur in the Sungai Sariaik Nagri community. The Normatic Approach is carried out by providing an explanation to the Nagari Sungai Sariaik community, the solution to the problem of overcoming school dropouts. The educational approach taken is to provide knowledge and understanding to Nagari Sungai Sariaik parents regarding the magnitude of the benefits of education for their natural children, especially for parents and families in improving the quality of human resources and the economy in the region.

3. Andragogy Approach

Namely a learning system with the principles of participation and art to help parents learn and educate their children. This approach helps parents to increase their role in motivating

children to continue their education to tertiary institutions, and parents with this activity have a good perception of their children's education in the Nagari Sungai Sariaik. This approach can also increase parents' awareness of the importance of education as an inheritance for their children in the future.

RESULTS AND DISCUSSION

The results of this dedication to motivating parents to continue their children's education to higher education in Nagari Sungai Sariaik, Sungai Sariaik VII Koto District, Padang Pariaman Regency are:

1. Increasing the motivation of parents and children in continuing their education in Higher Education. In addition, this activity also aims to increase parents' awareness of the importance of higher education
2. Increased understanding of parents and children regarding continuing education to higher education. Concern for the norms that apply both implied and explicit norms in the community is carried out by reviewing the habits of the community directly in the field and also starting to open communication with parents by opening a question and answer session so that they know firsthand the problems that occur in the Nagari Sungai Sariaik community which is carried out by provide an explanation to the Nagari Sungai Sariaik community, the solution to the problem in overcoming school dropouts.
3. Increased creative ideas for parents and children to continue their education at tertiary institutions. Namely a learning system with the principles of participation and art to help parents learn and educate their children. This helps parents to increase their role in motivating children to continue their education to tertiary institutions, and parents with this activity have a good perception of their children's education in Nagari Sungai Sariaik, which can increase parents' awareness of the importance of education as an inheritance for their children in the future.



Figure 1. Office of the Wali Nagari Sungai Sariaik District of Sungai Sariaik VII Koto Padang Pariaman



Figure 2. Mr. Wali Nagari and his parents in Nagari Sungai Sariak

CONCLUSION

From the results of the activities and discussion above, it can be concluded that parents' motivation to continue their children's education to higher education increases. Namely increasing the knowledge that has been received from teachers and other sources, increasing the understanding of parents and children related to continuing education at tertiary institutions. Concern for children's education in the community is carried out by observing the habits of the community directly in the field and also starting to open communication with parents by opening a question and answer session so that they know directly the problems of children who do not continue their education to tertiary institutions due to a lack of understanding of parents about education in tertiary institutions. , and the increasing creative ideas of parents and children to continue their education in Higher Education. Namely a learning system with the principles of participation and art to help parents learn and educate their children. This helps parents to increase their role in motivating children to continue their education to higher education.

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