



THE INFLUENCE OF XAVIERA COC COMPETENCE ON THE INTEREST IN LEARNING OF FEMALE STUDENTS OF THE FACULTY OF SOCIAL SCIENCES AND LAW, UNIVERSITAS NEGERI JAKARTA

Citra Amalia¹, Dewandaru Satryo², Haura Zahra Yoelianto³, Lorra Camelia⁴, Rangga⁵,
M. Rendy Ramadhan⁶, M. Fikri Akbar⁷, Sandy Allifiansyah⁸

1 Communication Science, Universitas Negeri Jakarta
email : citra_1410622037@mhs.unj.ac.id

2 Communication Science, Universitas Negeri Jakarta
email : dewandaru_1410622112@mhs.unj.ac.id

3 Communication Science, Universitas Negeri Jakarta
email : haura_1410622047@mhs.unj.ac.id

4 Communication Science, Universitas Negeri Jakarta
email : lorra_1410622025@mhs.unj.ac.id

5 Communication Science, Universitas Negeri Jakarta
email : rangga_1410622107@mhs.unj.ac.id

6 Communication Science, Universitas Negeri Jakarta
email : m.rendy_1410620082@mhs.unj.ac.id

7 Communication Science, Universitas Negeri Jakarta
email : m.fikri@unj.ac.id

8 Communication Science, Universitas Negeri Jakarta
email : sandyallifiansyah@unj.ac.id

Abstract. This study aims to analyze the influence of Xaviera's appearance, knowledge, skills, and engagement as an influencer on the respondents' interest in learning and developing public speaking skills. A survey was conducted among 50 respondents to evaluate their views on various aspects of Xaviera's personal branding, such as the way she looks, the influence of content on understanding, and the impact of interaction with the audience. The results showed that most respondents gave a positive assessment of Xaviera's appearance and understanding of personal branding, with an average score close to the "Strongly Agree" category on various questions. In addition, Xaviera is also considered to have a high curiosity in exploring new things and being able to apply her analytical skills on various occasions. In terms of skills, the majority of respondents feel inspired by the content presented, and Xaviera's interaction with the audience is considered effective in supporting the understanding of the messages conveyed. Although there were a number of neutral respondents, the overall results showed that Xaviera had a significant positive impact on increasing the learning interest and public speaking skills of its audience. This research provides insight into the importance of consistency in personal branding and effective communication skills in inspiring and increasing audience engagement.

Keywords: Personal Branding, Influencers, Appearance, Audience Engagement, Motivation to Learn



I. INTRODUCTION

1.1. Background

The utilization of social media platforms has become an indispensable facet that necessitates attention. On a daily basis, individuals increasingly engage with social networks to acquire news and information, as well as to fulfill their emotional needs through the consumption of appealing entertainment content. According to data

from the Indonesian Internet Service Organizers Association (APJII) in 2022, the total population of internet users in Indonesia reached 210 million. A considerable majority of these individuals, specifically over 98.02%, utilize internet connectivity primarily to interact with various social media platforms.

The utilization of social media is inescapable. Given the advent of the internet, various forms of social media have been. In the context of modern education, the integration of technology and games in the learning process has gained significant attention. One interesting example is the game Clash of Champions, which not only serves as a means of entertainment but also has the potential to develop certain competencies among its players. These competencies include strategic ability, decision-making, and teamwork, which can contribute to increasing students' interest in learning, especially among female students of the Faculty of Social Sciences and Law (FISH) at the State University of Jakarta (UNJ).

According to Sirait (2016), individuals

who have a high interest in learning will follow the learning process well so that it will produce the best output in their learning. It can also be interpreted that interest in learning can be expressed by female students as a student and then manifested by being active in teaching and learning activities. Meanwhile, according to Rusmiati (2017), it is said that interest in learning is a characteristic of ability and also the concentration of attention on one particular topic that is liked and discussed. Al Fuad and Zuraini (2016), explain several factors that can affect individual learning interest, namely: First, internal / internal factors, this factor consists of several aspects, namely, a) physical aspects, which include physical condition or physical health, of course physical health is an important factor because excellent physical condition can increase individual interest and productivity, b) psychological / psychological aspects, this factor includes attention, responses to ways of thinking and also observation. Second, external factors such as a) family, is the first educational institution for an individual, b) school, a legal educational institution that teaches teaching methods, manners, manners with the surrounding environment and others, c) community environment, this factor is also important in shaping individuals, the community environment includes peers, activities in the community, and also the place of residence.

Playing Clash of Champions requires players to think critically and make strategic decisions in dynamic situations, creating an experience that can enrich the learning process. Through competitive game mechanics, players learn to work together in teams, manage resources, and plan strategic moves, all skills that are highly relevant in education. Research by Hamari et al.



(2016) showed that gamification elements, similar to game mechanics, can increase student motivation and engagement in learning.

This study aims to measure the extent to which Xaviera's competencies, which include the ability to communicate, how to deliver material, contribute to increasing the interest in learning of female students of the Faculty of Social Sciences and Law, Universitas Negeri Jakarta. Therefore, the problem formulation of this study is "How much influence does Xaviera's competence in CoC have on the interest in learning of female students of FISH UNJ?"

Literature review

Agenda-setting theory focuses on how media or individuals shape audience perceptions about issues that are considered important. According to Efendi, et al (2023) Agenda setting theory was first introduced by Maxwell McCombs and Donald Shaw. This theory says that the media has a great influence on audiences on a particular issue. Agenda setting theory is built on the idea that the mass media sets the agenda for what the audience should pay attention to.

In this study, Xaviera Putri, who is known in the Clash of Champions event, can be analyzed as an agent that influences students of the Faculty of Social Sciences and Law, Universitas Negeri Jakarta.

Stephen W. Littlejohn in (Efendi, et al. 2023) says that in the process, agenda setting is divided into 3, one of which is media agenda setting. In this study, we focus on the "Media Agenda Setting" process, which emphasizes the content of media content, which in this case, Xaviera's Instagram and Youtube social media become a medium on the educational content media agenda. Xaviera with her competence indirectly sets the public agenda, namely the encouragement or motivation of the audience who are FISH UNJ students to prioritize learning as an important thing.

Xaviera's competence not only creates an agenda, but also "frames" education issues as interesting, important, and relevant through her communication style, way of speaking, and content presented on social media.

The success of agenda-setting is highly dependent on Xaviera's credibility and competence; if she is seen as an inspirational figure, the message conveyed will be easier for the audience to accept. Interactive content utilizing technology and inspirational narratives can make learning motivation more relevant and interesting.

Edison, Anwar, & Komariyah, (2017) describe competence as the ability of individuals to be able to carry out activities or work correctly and have excellence based on things that include knowledge, attitudes and expertise. Meanwhile, according to Sutrisno (2019), competence can be defined as the behavior of expertise and also the superiority of a leader or staff who has qualified expertise and knowledge. Competence is a very important concept to be able to measure individual abilities. In general, competence can be understood as a set of knowledge, skills, attitudes, and behaviors needed by individuals to be able to carry out certain tasks effectively and efficiently in a certain context. Competencies are not only limited to technical aspects, but also include social and personal aspects that affect individual performance in a work or educational environment.

According to Ginnett & Curphy (2019), competence is described as the ability to combine various cognitive, affective, and technical elements to complete a given task or job. These competencies can be specialized knowledge or skills applied in a professional context, but can also include personal qualities, such



as motivation, leadership, and the ability to adapt to change.

Interest in learning, according to Achru (2019), is an internal drive that encourages individuals to actively engage in learning activities to expand knowledge, improve skills and enrich experiences. This interest is not just a feeling of liking a subject, but an intrinsic motivation that makes a person driven to understand new things, overcome challenges, and develop continuously. With interest in learning, the learning process becomes more meaningful, not only as an obligation, but as a conscious effort to achieve maximum potential in various aspects of life.

Method

In the research “The Influence of Xavier's Clash of Champions (CoC) Competence on Student Interest in Studying at the Faculty of Social Sciences and Law, State University of Jakarta”, quantitative research methods are used to obtain data that can be measured numerically and analyzed using relevant statistical techniques. This study aims to examine the effect of Xavier's competence (a figure known through the Clash of Champions event) on student interest in learning, as well as to see the extent to which Xavier's personal branding plays a role in influencing the relationship.

RESEARCH RESULTS AND DISCUSSION

Research Results

Table 1. Correlation Test Result

		X	Y
X	Pearson Correlation	1	.662**
	Sig. (2-tailed)		.000
	N	50	50
Y	Pearson Correlation	.662**	1
	Sig. (2-tailed)	.000	
	N	50	50

Source: The SPSS 26 Statistics Output was processed by researchers in December 2024.

Based on the table above, it can be concluded:

Score of $\text{sig} = 0,00 < 0,05$, then the X variable is Competency have the correlations with the Y variable, namely Learning Interest.

Correlation value 0,662 which means

X variabel and Y variabel have strong correlation based on the relation degree table. This means that based on the correlation test, there is a hubungan positif yang kuat antara Xaveira's Competency towards Learning Interest.

Table 2. Regression Test Result
Coefficients^a

Standar
dized



		B	Std. Error	Beta		
1	(Constant)	29.863	12.177		2.45	.018
	kompetensi	.503	.082	.662	6.12	.000

a. Dependent Variable: minat belajar

Source: The SPSS 26 Statistics Output was processed by researchers in December 2024. Based on the table presented above, it is known that the R square value or the coefficient of determination is 0.438 or can also be interpreted as 43.8%.

This means:

The R square value shows the influence of variable X on Y, which is 43.8%.

Then to calculate the value that is not explained by the regression model, the formula is used:

$$100 - R^2$$

Means $1 - 43.8\% = 56.2\%$ which means there are 56.2% of FISH students' interest in learning which is influenced by other factors not examined in this study.

Table 3. Hypothesis Test Coefficients^a

Model		Unstandardized Coefficients	Std. Error	Beta	t	Sig.
1	(Constant)	56.255	14.946		3.76	.000
	minat belajar	.872	.142	.662	6.12	.000

a. Dependent Variable: kompetensi

Source: The SPSS 26 Statistics Output was processed by researchers in December 2024

.Based on the table above, it can be concluded that the T-count is greater than the T-table ($6.121 > 0.2009$). This means that there is evidence of a significant relationship between competence and interest in learning. Which means, H_0 is rejected and H_1 is accepted, which means there is a correlation between variables. In conclusion, Xaviera's competence affects the learning interest of FISH UNJ female students.

Discussion

According to the findings of a study conducted by researchers, it can be concluded that the significance score (Sig) of 0.00 is less than the threshold of 0.05, indicating that the X variable, Competency, has a correlation with the Y variable, Learning Interest. The correlation value of 0.662 suggests a strong relationship between these two variables, as classified by the degree of correlation table. This result demonstrates that there is a strong positive relationship between Xaviera's competency and her learning interest, as revealed by the correlation test. Furthermore, the influence percentage determined was 43.8%. This indicates that the X variable, represented by Xaviera's Competency—with research indicators such as skills, knowledge, and attitudes—affects the Y variable, specifically Learning Interest, which is assessed through indicators like enthusiasm, focus, and persistence in learning. Thus, an increase in the value of the X variable corresponds to an increase in the value of the Y variable, demonstrating that competency plays a significant role in fostering a stronger interest in learning.

Based on the analysis of the data collected, it can be concluded that Xaviera Putri's



competency significantly impacts the learning interest of students at the Faculty of Social Sciences and Law, Universitas Negeri Jakarta (FISH UNJ). This relationship can be explained using Agenda-Setting Theory, which examines how media or individuals influence audience perceptions about the importance of certain topics. As noted by Efendi et al. (2023), this theory, introduced by Maxwell McCombs and Donald Shaw, suggests that the media plays a crucial role in shaping what the audience deems important.

In this study, Xaviera's activity on social media platforms such as Instagram and YouTube exemplifies the concept of "Media Agenda Setting," a process described by Stephen W. Littlejohn (Efendi et al., 2023). Through her educational content, Xaviera indirectly establishes a public agenda by motivating and inspiring FISH UNJ students to prioritize their learning. Her displayed competencies act as a catalyst for students to develop stronger academic focus and motivation. This aligns with the principles of Agenda-Setting Theory, highlighting how media figures like Xaviera can use their platforms to influence and encourage positive behavioral changes, particularly in fostering a greater commitment to education.

Based on the cumulative results of the Y variable, which reflects learning interest, the analysis indicates that 56.2% of FISH UNJ students' learning interest is influenced by factors outside the scope of this study. This calculation is derived using the formula $(100\% - R^2)$, where $(R^2 = 43.8\%)$, leaving 56.2% of the variance unexplained by the regression model.

This suggests that while Xaviera Putri's competency plays a significant role in shaping students'

learning interest, other external factors also contribute substantially to their motivation to learn. These factors might include peer influence, teaching quality, personal goals, or environmental conditions. Such findings align with studies that emphasize the multifaceted nature of learning interest, where a combination of individual competencies and external influences collaboratively shapes educational motivation and behavior.

The analysis of the data presented above reveals that the T-count value of

6.121 exceeds the T-table value of 0.2009. This result provides evidence of a statistically significant relationship between competency and learning interest. Consequently, the null hypothesis (H_0), which posits no relationship between the variables, is rejected, while the alternative hypothesis (H_1) is accepted, confirming the existence of a correlation between Xaviera's competency and the learning interest of FISH UNJ female students.

This finding underscores the impact of Xaviera's abilities, skills, and attributes in fostering a positive influence on students' motivation to learn. By demonstrating competence, Xaviera serves as a role model, inspiring students to prioritize and enhance their own learning efforts. Such an influence highlights the importance of individual competencies in shaping attitudes and interests within an educational context, further reinforcing the pivotal role of personal and social factors in driving academic engagement.

Female students of the Faculty of Social Sciences and Law (FISH UNJ), who serve as the main subjects of this study, are at a stage where educational interest and motivation play a critical role in shaping their academic behavior. As individuals navigate a dynamic social environment, their learning interests



are influenced by both internal competencies and external factors, including peer relationships and social norms. Individuals in this stage of development are particularly sensitive to social acceptance and association, which strongly shape their habits and priorities.

In this context, the findings of the study demonstrate that Xavier's competencies, presented through her achievements and digital presence, contribute to shaping the academic motivations of these students. Her activities on platforms like Instagram and YouTube act as an influential medium, fostering a learning-oriented mindset among her audience. The frequency and depth of exposure to her content create a reinforcing effect, encouraging students to view learning as a valuable and prioritized pursuit.

The results indicate that such exposure not only enhances intrinsic motivations but also aligns with broader social dynamics where academic behaviors can be positively influenced by peer and community standards. This dynamic interplay underscores the importance of role models like Xavier in creating a supportive educational atmosphere that inspires students to adopt and sustain positive learning behaviors.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The research highlights Xavier's exceptional strengths in personal branding, communication, and analytical skills, as recognized by respondents. Her professional and attractive self-image, combined with a dynamic and approachable personality, enables her to leave a strong positive impression. Xavier's curiosity and commitment to continuous learning are widely appreciated, and her ability to apply

innovative strategies and in-depth analysis, as demonstrated in competitions like Clash of Champions, showcases her intelligence and creativity in high-pressure situations.

Additionally, Xavier's communication skills stand out as a defining strength. Her ability to deliver ideas clearly and persuasively, both in direct interactions and on digital platforms, reflects her adaptability and audience awareness. She excels in crafting engaging, interactive content that informs and inspires, leaving a tangible positive impact. Xavier's empathetic and authentic approach to building interpersonal relationships further enhances her influence, making her a respected and inspirational figure. Overall, the research positions Xavier as a role model with significant potential to motivate and inspire across academic, professional, and social contexts.

Suggestion

Based on the research results, Xavier's competence demonstrated through her success in Clash of Champions (CoC) can be strategically utilized to address the lack of motivation and interest in learning among college students. By sharing her experience in creating innovative strategies and in-depth analysis, Xavier can serve as an inspiration through seminars or educational platforms. Xavier's strong personal branding can also build an emotional connection with students, encouraging them to be more active in their learning. Using social media to spread inspirational messages about the importance of education and meaningful learning is also an effective strategy.

However, the limited number of studies on the influence of public figure



competence on learning motivation is a challenge that needs to be overcome. Further studies could involve Xaviera to explore the concrete impact of public figures on students' learning motivation, providing a scientific foundation for the development of inspiration-based educational programs. By designing interactive and engaging learning materials, Xaviera can encourage the creation of a dynamic and sustainable learning culture, making education an interesting and meaningful process for students.

REFERENCES

- Al Fuad, Z. (2016). Faktor-faktor yang mempengaruhi minat belajar siswa kelas I SDN 7 Kute Panang. *Jurnal Tunas Bangsa*, 3(2), 42-54.
- Ditonto, T. (2018). A face fit for office? Appearance-based competence inferences in high-information environments. *Electoral Studies*, 54.
- Efendi, E., Taufiqurrohman, A., Supriadi, T., & Kuswananda, E. (2023). Teori Agenda Setting. *Jurnal Pendidikan Tambusai*, 7(1), 1715-1718.
- Hamari, J., Koivisto, J., & Sarsa, H. (2014). Does gamification work?--a literature review of empirical studies on gamification. In 2014 47th Hawaii international conference on system sciences (pp. 3025-3034).
- Hanafiah, H. (2022). Implementation Of Character Strengthening In Boarding School Students, *International Journal of Education and Digital Learning (IJEDL)*, 1(2), 49-54.
- Jaeger, B., Evans, A. M., Stel, M., & van Beest, I. (2022). Understanding the role of faces in person perception: Increased reliance on facial appearance when judging sociability. *Journal of Experimental Social Psychology*, 100, 1-18.
- Pratami, E. I., & Subwarkah, C. (2024). Pengaruh Fungsi Kepemimpinan, Budaya Kerja, Kompetensi dan Motivasi Terhadap Kinerja Pegawai Sekretariat Dprd. *Jurnal Ekonomi Bisnis dan Manajemen*, 2(1), 198-208.
- Rusmiati, R. (2017). Pengaruh Minat Belajar Terhadap Prestasi Belajar Bidang Studi Ekonomi Siswa MA AL FATTAH Sumbermulyo. *Utility: Jurnal Ilmiah Pendidikan dan Ekonomi*, 1(1), 21-36.
- Sirait, E. D. (2016). Pengaruh minat belajar terhadap prestasi Belajar Matematika. *Formatif: Jurnal Ilmiah Pendidikan MIPA*, 6(1).
- Talamas, S. N., Mavor, K. I., & Perrett, D. I. (2016). Blinded by beauty: Attractiveness bias and accurate perceptions of academic performance. *PloS one*, 11(2), 1-12.