

Counseling on finding research title ideas for STIE Pancasetia Banjarmasin students

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Abstract

This community service activity was carried out with the aim of providing counseling and guidance to students of Sekolah Tinggi Ilmu Ekonomi (STIE) Pancasetia Banjarmasin in developing ideas for determining appropriate and relevant research titles. Many students still face challenges in identifying research problems, formulating ideas, and aligning them with their field of study, particularly in management and accounting. Therefore, this activity was designed to help students understand how to observe phenomena, recognize real problems, and transform them into researchable topics. The counseling session was conducted online via Zoom using a direct interaction method that combined presentations through PowerPoint and an open question-and-answer format. This approach encouraged active student participation and allowed for immediate feedback and clarification. The results of the activity indicated that students gained better understanding and confidence in starting their research journey by formulating logical reasons behind their chosen research titles. They were able to connect observed problems to theoretical foundations and current issues in their respective disciplines. Additionally, the activity helped improve students' ability to think critically and systematically in identifying phenomena and defining the scope of their research. In conclusion, this community service program provided significant benefits for students in developing strong, relevant, and academically valuable research title ideas that will support their future thesis preparation and overall academic growth.

Keywords: research title, idea formulation, student counseling, academic guidance, STIE Pancasetia Banjarmasin, community service

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1. Introduction

Final assignments are academic works that must be completed by students at the end of their studies. These assignments are a form of scientific training and are generally carried out by students at the final level of undergraduate or postgraduate education. The final project may take the form of a thesis, dissertation, or other academic paper, depending on the level of study pursued. The main objective of writing a thesis is to train students to independently apply their scientific reasoning abilities in formulating problems, finding solutions, and communicating the results both in written and oral forms during the final examination. Beyond serving as an academic requirement, the process of writing a thesis is also intended to demonstrate students' ability to think logically, explain, and solve problems systematically. Before preparing a thesis, students must determine a suitable title that aligns with their interests, research topics, and relevant issues. This stage is crucial because it determines the clarity and direction of the entire research process.

Based on this background, a community service program entitled "Counseling on Finding Research Title Ideas for Students of STIE Pancasetia Banjarmasin" was conducted. This activity aims to train and develop students' understanding and skills in identifying problems and transforming them into appropriate research titles. The main goal of this community service is to provide knowledge and guidance to students on how to determine or discover research title ideas based on real phenomena and their personal research interests. Through this program, students are expected to acquire practical insights into selecting suitable research topics and overcoming the common difficulties encountered when choosing a thesis title.

The implementation of this activity is highly relevant considering that many students often face challenges in preparing their final assignments. These challenges include confusion in selecting topics, difficulty in finding novelty, and limited understanding of research methodologies. As stated by Baharudin and Wahyuni (2015:25, 31), learning outcomes and talent are essential mental factors that determine students' learning nature and performance. Similarly, the ability to develop and articulate research ideas reflects a student's academic maturity and intellectual independence. Therefore, this community service program is designed to strengthen students' analytical capacity and research orientation in the field of management and accounting.

During the counseling session, participants were introduced to the types of theses based on research methods—quantitative and qualitative—as well as practical steps to discover potential research titles. Quantitative theses generally rely on survey data processed using statistical software such as SPSS or MATLAB, while qualitative theses emphasize in-depth interviews and field observations. Furthermore, students were guided to explore several strategies in finding research ideas, such as recognizing personal interests, keeping updated with current information, reviewing relevant literature, conducting observations, discussing with senior students, and consulting with academic supervisors.

The counseling also discussed common obstacles faced by students when writing a thesis, including confusion in selecting a topic, difficulties in coordinating with supervisors, and poor time management. To address these issues, the facilitators provided useful tips on how to propose a thesis title effectively, such as ensuring alignment with their study program, identifying significant research gaps, avoiding plagiarism, and demonstrating novelty in their research ideas. Students were also encouraged to read extensively and understand their research thoroughly before submission.

In addition, the program elaborated on various research fields within accounting, including financial accounting, management accounting, public sector accounting, auditing, taxation, budgeting, governmental accounting, and behavioral accounting, among others. Introducing these research areas helps students identify the most suitable scope for their academic interests and professional aspirations.

The subjects of this community service were students from the Management and Accounting departments at STIE Pancasetia Banjarmasin. The activity provided valuable insights and practical guidance to help them formulate research ideas and prepare their thesis proposals effectively. Ultimately, this program contributed to enhancing students' research readiness, broadening their academic perspectives, and fostering independent scientific thinking in accordance with their field of study.

2. Community Service Design and Method

The community service activity titled "Counseling on Finding Research Title Ideas for Students of STIE Pancasetia Banjarmasin" was designed to assist students in developing the ability to identify, formulate, and refine research topics that are relevant to their academic disciplines—particularly in the fields of economics, management, and accounting. The importance of generating appropriate and well-structured research ideas lies in their function as the foundation for determining a suitable thesis title. A precise title not only guides the direction of the research but also clarifies its objectives and helps readers easily

understand the overall content of the study. Therefore, this program aims to enhance students' capability in choosing meaningful, feasible, and academically sound research titles aligned with their study focus.

This counseling activity employed an interactive and participatory method emphasizing direct engagement between facilitators and students. The main approach used was a discussion and question-and-answer session, which allowed students to openly express their difficulties in determining research titles and receive immediate feedback. The counseling also incorporated a direct-action method, enabling participants to practice identifying research problems and transforming them into potential thesis titles during the session.

To facilitate understanding, the material was presented through digital learning media, specifically using a laptop and PowerPoint slides. The entire session was conducted online via the Zoom platform, ensuring accessibility for all students regardless of their physical location. This approach not only supported active participation but also encouraged students to become more confident in exploring research topics independently.

The structure of the community service activity consisted of two main sessions. The first session focused on exploring the concept of research ideas, providing practical guidance on how to identify issues, generate ideas, and formulate relevant titles within the field of economics. The second session emphasized research areas within management and accounting, guiding students in selecting topics suitable for their specialization. Each session included clear success indicators, such as students' ability to articulate research ideas, propose relevant titles, and identify research fields appropriate to their academic background.

Overall, this community service program was designed not only as a one-way knowledge-sharing activity but also as an interactive academic mentoring session that fosters analytical thinking, creativity, and research readiness among students. Conducted in an online format, the program successfully provided an accessible and engaging learning experience that contributes to improving students' competencies in academic research preparation.

3. Results and Discussion

The results of this community service activity show that students of the Sekolah Tinggi Ilmu Ekonomi Pancasetia Banjarmasin, before preparing their research proposals, should first be able to analyze and identify phenomena and problems that can be obtained through observation, complaints, or comparisons. The research topic should be aligned with the student's field of study, such as management or accounting.

For final-year students who are in the process of preparing their thesis proposals, it is common to be asked why they chose a particular title. Therefore, students need to provide a clear and logical explanation for their choice of research topic to convince their supervisors. They also need to present strong arguments to support their reasoning, such as by describing the most complex or relevant problems found in their research area. This is important to ensure that the lecturers or supervisors are convinced and approve the chosen title.

Based on the discussion session during the counseling activity, it was found that many students were still confused about how to determine their research titles, where to start, who their research objects should be, and how to identify the problems properly.

The results of this activity are expected to be beneficial for students in determining appropriate research titles by developing creative ideas and approaches that can support the quality and relevance of their research.

4. Conclusions

Based on the implementation of this community service activity, it can be concluded that the main

purpose of the counseling session was to provide students with knowledge and understanding related to identifying research problems, formulating appropriate research titles, and aligning them with their chosen field of study. After participating in the session, students are expected to have a clearer understanding of how to begin the process of selecting a suitable research title and how to identify phenomena or issues through observation.

In addition, students are encouraged to reflect on the subjects they have studied as potential references for developing their research ideas. When determining a research title, students should have strong reasons for their choice—such as the presence of a real problem to investigate, personal interest in the topic, the relevance of the issue to current conditions, or the novelty of the topic. A well-chosen research title not only reflects the student's analytical ability but also demonstrates awareness of ongoing academic and practical issues in the field of economics, management, and accounting.

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