IMPLEMENTING NEURO LINGUISTIC PROGRAMMING (NLP) IN CHANGING STUDENTS’ BEHAVIOR: RESEARCH DONE AT ISLAMIC UNIVERSITIES IN ACEH

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ABSTRACT

The students of Islamic Universities have learned many Islamic books and knowledge. They should behave honestly in the examination because Islam teaches them to be honest. However, it is found that there are students, especially from Islamic Teaching Department, who cheat in the exam. Their knowledge about religion does not affect their attitude and behavior. So, the researcher wants to implement some of NLP techniques and models during the final exam to see if cheating activities done by the students reduced. Before they start doing the exam, the researcher built the rapport with them, and then said something by using certain words that affect their subconscious mind or called hypnotic language patterns. If this massage becomes the program in their mind, it will change their behavior in exam. After implementing some of NLP techniques or models, it shows that the frequency of cheating can be reduced drastically.
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GARUDA Garba Rujukan Digital
Neuro-linguistic programming (NLP) is an approach to communication, personal development, and psychotherapy created by Richard Bandler and John Grinder in California, United States in the 1970s. NLP's creators claim there is a connection between neurological processes (neuro-), language (linguistic) and behavioral patterns learned through experience (programming), and that these can be changed to achieve specific goals in life. Bandler and Grinder also claim that NLP methodology can “model” the skills Changes in heartbeat and respiration, galvanic skin response – these are physiological responses, for sure, but even more indirect measures of brain activation than are EEG and fMRI. That's not to say that they are unconnected altogether to how individuals are reacting to specific marketing stimuli. KG: Some large marketing research companies and advertising agencies have invested heavily in neuromarketing. fMRI and EEG, in particular, have grabbed a lot of marketers' attention in recent years. First, beginning with fMRI, what do you feel are the pros and cons of these two methods as neuromarketing techniques? For instance, how do the various ROIs involved in language processing interact with each other to allow us to understand and generate speech?