

## **ABSTRACT**

*Higher education is one of many ways from society to increase their standard of living. Telkom University is a private institution conducting higher education. It has seven faculties and one of them is the Faculty of Industrial Engineering that consist of Industrial Engineering and System Information study program. Rule applied in Telkom University first year students in college is called Tahap Persiapan Bersama (TPB). The purpose of TPB is to provide a strong foundation of science and technology for new students. TPB regulation at Telkom University requires students to graduate with a GPA more than 2,00 within time limits of 2 years. A research is being conducted on the student learning success based on motivational beliefs characteristic at the level of TPB to increase business value of Telkom University and to see the extent which the objectives of the institution match its realization using data to information conversion process 5C consist of Contextualized, Categorized, Calculated, Corrected, and Condensed.*

*The conversion process begins with identification of the data, understanding the benefits of data, grouping data into specific categories, perform calculations, making corrections, and summarize the information. Data that has been used in this research consist of student personal data (gender, age and residence differences with parents), GPA value in first semester, and data from the Motivated Strategies for Learning Questionnaire that has been adapted with study case. Motivation is divided into six parts, Intrinsic Goal, Goal Extrinsic, Task Value, Control of Learning Beliefs, Self-Efficacy and Test Anxiety. The results of the study is in the form of information about student GPA in first semester and learning motivation is based on the characteristics of the GPA value in 1<sup>st</sup> semester and other factors such as gender, age and residence differences with parents. Student grades classified into five groups, I, II, III, IV and V. Component of motivation is being clustered using Blauth Formula so that there are six levels of motivation namely very low, low, low enough, high enough, high and very high.*

*Based on the analysis and data processing results it could be concluded that the data is converted into information can be used as an evaluation of student learning success at TPB level. Further studies can continue the process of information to knowledge conversion with 4C method consist of comparison, consequence, connection, and conversation.*

**Keyword : Higher education, TPB, GPA, Knowledge Conversion, 5C, Motivation, Motivated Strategies for Learning Questionnaire, Student Learning Success.**