

## **FUNGSI TIGA DAYA TARIK RETORIKA DALAM KOMUNIKASI PEMBELAJARAN DARING DI MASA PANDEMI COVID 19**

### **ABSTRAK**

Di masa pandemi Covid 19, pemerintah menetapkan kebijakan Belajar Dari Rumah (BDR) daring yang kegiatan pembelajarannya dilakukan dari rumah masing-masing peserta didik dan guru secara daring dan dengan komunikasi pembelajaran juga dilakukan secara daring. Perubahan metode pembelajaran ini melahirkan situasi retoris dengan ketiga dimensinya yaitu urgensi, batasan, dan audiens. „Batasan“ atau salah satu dimensi situasi retoris hadir berupa hambatan komunikasi pembelajaran daring. Dalam kondisi atau situasi seperti ini „urgen“ dibutuhkan suatu tindakan retoris yaitu penerapan tiga daya tarik retorika *ethos*, *pathos*, dan *logos* sebagai solusi dari situasi retoris tersebut. Sesuai dengan tujuan penelitian ini, peneliti ingin mengetahui bagaimana guru menerapkan tiga daya tarik retorika Aristoteles; *ethos*, *pathos*, dan *logos*, untuk mempersuasi peserta didik membangun komunikasi pembelajaran daring yang efektif dalam pembelajaran daring di masa pandemi Covid 19.

Teori yang digunakan adalah tiga daya tarik retorika Aristoteles yaitu *ethos*, *pathos*, dan *logos*. Ketiga unsur retorika tersebut divisualisasikan dalam segitiga retorika. Peneliti melakukan analisis retoris terhadap penerapan keseluruhan fungsi *ethos*, *pathos*, dan *logos* dalam pelaksanaan komunikasi pembelajaran daring sehingga diperoleh gambaran secara utuh penerapan kekuatan karakter *ethos*, *pathos*, dan *logos* dalam komunikasi pembelajaran daring

Jenis penelitian deskriptif kualitatif dengan metode penelitian studi kasus. Subjek penelitian adalah guru dan siswa sebagai pelaksana komunikasi pembelajaran online di masa pandemi.

Hasil penelitian adalah ditemukannya karakter *ethos* guru dalam pengelolaan teknologi media pembelajaran berbasis internet. *Logos* ditemukan saat guru dapat menjelaskan materi pembelajaran secara sistematis dan logis. *Pathos* ditemukan ketika guru mencoba untuk berempati, memberikan motivasi, dan berusaha membangun kesadaran peserta didik untuk mematuhi peraturan di kelas daring. Ditemukan bahwa guru harus berusaha untuk menarik semua daya tarik retorika *ethos*, *logos*, dan *pathos* agar dapat membangun komunikasi pembelajaran daring yang efektif. Diperlukan penelitian lebih lanjut mengenai penerapan *ethos*, *pathos*, dan *logos* yang kuat untuk mendukung komunikasi pembelajaran daring yang efektif.

**Kata Kunci:** tiga daya tarik retorika Aristoteles, analisa retoris, komunikasi pembelajaran daring, pandemi Covid 19

# **FUNCTIONS OF THE RHETORICAL APPEALS IN ONLINE LEARNING COMMUNICATIONS DURING THE COVID-19 PANDEMIC**

## **ABSTRACT**

During the Covid 19 pandemic, the government established an online Learning From Home policy in which learning activities are carried out from the homes of each student and teacher with online learning communication. This change in learning method gave birth to a rhetorical situation with three dimensions, namely urgency, limitation, and audience. 'Boundaries' or one of the dimensions of a rhetorical situation are present in the form of barriers to online learning communication. In such a condition or situation, it is 'urgent' that a rhetorical action is needed, the application of the three rhetorical appeals of ethos, pathos, and logos as a solution to the rhetorical situation. In accordance with the purpose of this study, the researcher wanted to know how the teacher applied the three appeals of Aristotelian rhetoric; ethos, pathos, and logos, to persuade students to build effective online learning communication during the Covid 19 pandemic.

The theory used is the three appeals of Aristotle's rhetoric, ethos, pathos, and logos. The three elements of rhetoric are visualized in a rhetorical triangle. Researchers conducted a rhetorical analysis of the application of the overall functions of ethos, pathos, and logos in the implementation of online learning communication in order to obtain a complete picture of the application of ethos, pathos, and logos in online learning communication.

This type of qualitative descriptive research with case study research methods. The research subjects were teachers and students as implementers of online learning communication during the pandemic.

The result of the research is the discovery of the teacher's ethos character in the management of internet-based learning media technology. Logos is found when the teacher can explain learning material systematically and logically. Pathos is found when teachers try to empathize, provide motivation, and try to build students' awareness to obey the rules in online classes. It was found that teachers should try to attract all the appeal of the rhetoric of ethos, logos, and pathos in order to build effective online learning communication. Further research is needed on the application of strong ethos, pathos, and logos to support effective online learning communication.

**Keywords:** three appeals of Aristotle's rhetoric, rhetorical analysis, online learning communication, Covid 19 pandemic