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Strategi Komunikasi Guru Kepada Siswa Tentang Sistem Pembelajaran Online Terhadap Pemahaman Materi Pada Massa Pandemic Covid 19 Di SDN Kedaung, Ciputat.

Jumlah halaman : 5 bab + 108 Halaman + lampiran 11 + 9 E-journal + 20 Buku

ABSTRAK

Pandemic covid 19 membuat sistem pembelajaran menjadi berubah, di butuhnya komunikasi yang baik bagi guru dan siswa tentang sistem pembelajaran online. Penelitian bertujuan untuk mengetahui apa Strategi Komunikasi Guru Kepada Siswa Tentang System Pembelajaran Online Terhadap Pemahaman Materi Pada Masa Pandemic Covid 19.

Peneliti ini menggunakan Teori Effendy menjelaskan strategi komunikasi merupakan perencanaan yang efektif dalam penyampaian suatu informasi pesan sehingga mudah dipahami oleh komunikan dan bisa menerima apa yang telah disampaikan sehingga bisa merubah sikap atau perilaku seseorang di dalam kehidupan sehari hari.

Penelitian ini menggunakan metode kualitatif dengan Paradigma Post Positivisme, pengumpulan data dilakukan dengan cara wawancara mendalam terhadap 6 informan yang mengetahui strategi komunikasi guru kepada siswa tentang system pembelajaran online pada masa pandemic covid 19 di SDN Kedaung, Ciputat.

Berdasarkan hasil penelitian menunjukkan bahwa ada nya strategi komunikasi guru kepada siswa tentang system pembelajaran online terhadap pemahaman materi dilakukan dengan cara. 1. Menggunakan media komunikasi yang paling sesuai dengan kebutuhan system pembelajaran online seperti Google Classroom, Google Meet, Zoom meeting, WhatsApp grub, dan Youtube. 2 Guru aktif dalam mengkomunikasikan materi pembelajaran kepada siswa dan orang tua murid melalui WhatsApp group dan menjadwalkan video call Zoom dan Google Meet. 3. Memberikan video tutorial contoh di Youtube . 4. Guru berkomunikasi secara pribadi kepada siswa apabila tidak paham dengan mengulang ngulang materi pembelajaran.

Kata kunci : Strategi Komunikasi, Sistem Pembelajaran Online, Pemahaman Materi



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Teacher Communication Strategies to Students About The Online Learning System Towards Understanding Material In The Mass Of The Covid 19 Pandemic At SDN Kedaung, Ciputat.

Number of pages : 5 chapters + 108 Pages + 11 attachments + 9 E-journals + 20 Books

ABSTRACT

The COVID-19 pandemic has made the learning system change, in the need for good communication for teachers and students about the online learning system. The study aims to find out what the Teacher Communication Strategy is to Students About the Online Learning System Towards Understanding The Material During the Covid-19 Pandemic.

This researcher uses Effendy's Theory to explain that communication strategies are effective planning in conveying a message information so that it is easily understood by communicants and can accept what has been conveyed so that it can change a person's attitude or behavior in everyday life.

This research uses a qualitative method with the Post Positivism Paradigm, data collection was carried out by means of in-depth interviews with 6 informants who knew the teacher's communication strategy to students about the online learning system during the Covid-19 pandemic at SDN Kedaung, Ciputat.

Based on the results of the study, it shows that there is a communication strategy for teachers to students about the online learning system towards understanding the material carried out the way. 1. Using communication media that best suits the needs of online learning systems such as Google Classroom, Google Meet, Zoom meetings, WhatsApp grub, and Youtube. 2 Teachers are active in communicating learning materials to students and parents through WhatsApp groups and scheduling Zoom and Google Meet video calls. 3. Provide tutorial videos or case examples on Youtube. 4. Teachers communicate privately to students if they do not understand by repeating their learning materials

Keywords : Communication Strategy, Online Learning System, Material Understanding