

Abstrak

Nadia Risma Rahmadanti. 170531100097. Program Studi Ilmu Komunikasi. Strategi Komunikasi Guru MIM 1 Kesambi Lamongan Masa Pembelajaran Tatap Muka di Situasi Pandemi Covid-19.

Situasi pandemi Covid-19 membuat dunia pendidikan mengalami banyak perubahan terkait sistem pembelajaran. Mempertimbangkan situasi kasus Covid-19 yang mulai menurun, serta untuk mengefektifkan kembali pendidikan di Indonesia maka pemerintah memutuskan memperbolehkan pelaksanaan pembelajaran tatap muka dengan mematuhi protokol kesehatan yang ditetapkan. Menurut peneliti masalah yang dihadapi guru ketika proses belajar mengajar tatap muka saat pandemi Covid-19 adalah banyak siswa yang mengalami kesulitan memahami materi yang disampaikan saat pembelajaran daring sebelumnya yang menyebabkan *learning loss* atau penurunan capaian belajar sehingga terjadi miskomunikasi dengan siswa ketika pelaksanaan pembelajaran tatap muka sehingga komunikasi yang dilakukan kurang efektif.

Maka diadakan penelitian ini dengan judul Strategi komunikasi guru MIM 1 Kesambi Lamongan masa pembelajaran tatap muka di situasi pandemi Covid-19, yang berlokasi di MIM 1 Kesambi yang terbilang sekolah yang maju dan memiliki banyak siswa berprestasi, dan juga salah satu sekolah yang telah lama berdiri. Tujuan dari penelitian ini adalah mengetahui dan memaparkan strategi komunikasi guru MIM 1 Kesambi ketika pembelajaran tatap muka disituasi pandemi Covid-19. Jenis penelitian ini ialah deskriptif kualitatif yang menggunakan data analisis dari hasil wawancara, observasi, dan dokumentasi. Penentuan narasumber dilakukan dengan metode purposive sampling. Metode yang digunakan untuk menganalisis data adalah metode reduksi data, penyajian data, dan membuat kesimpulan. Triangulasi sumber, metode, dan teori digunakan untuk menguji keabsahan data.

Hasil penelitian menunjukkan bahwa dalam pembelajaran tatap muka, strategi komunikasi yang dilakukan guru ialah dengan strategi keterampilan komunikasi yang dilakukan dengan variasi stimulus, strategi komunikasi metode mengajar perorangan, strategi komunikasi ketika menutup pembelajaran. Metode pembelajaran yang variatif sesuai karakteristik siswa, penyusunan pesan yang mengarah pada aspek informatif, edukatif, dan persuasif, penggunaan media penunjang penyampaian materi pembelajaran sehingga siswa menjadi lebih tertarik dan fokus, serta guru memberikan penghargaan (reward) sebagai bentuk motivasi dan apresiasi.

Kata kunci : Strategi Komunikasi, Guru, Pembelajaran Tatap Muka, Media, Pandemi Covid-19.

Abstract

Nadia Risma Rahmadanti. 170531100097. Communication Department. MIM 1 Kesambi Lamongan's Teacher Communication Strategy During Face-To-Face Learning in the Covid-19 Pandemic Situation.

The Covid-19 pandemic situation has changed the world of education related learning system. Considering the situation of Covid-19 case which is starting to decline, and to make Indonesian education more effective, the government has decided to allow face-to-face learning by complying with the established health protocols. According to researchers, the problem faced by teachers during the face-to-face teaching and learning process during the Covid-19 pandemic was that many students had difficulty understanding the material presented during previous online learning which caused learning loss or decreased learning achievement resulting in miscommunication with students during face-to-face learning so that communication is less effective.

So this research was held with the title MIM 1 Kesambi Lamongan's Teacher Communication Strategy During Face-To-Face Learning in the Covid-19 Pandemic Situation, located at MIM 1 Kesambi Lamongan which is a fairly advanced school and has many outstanding students, also one of the schools that has been around for a long time. The purpose of this study was to identify and explain the communication strategy of the MIM 1 Kesambi teacher during face-to-face learning in the Covid-19 pandemic situation. This type of research is descriptive qualitative using data analysis from interviews, observations, and documentation. Determination of resource persons is done by purposive sampling method. Method that used to analyze the data is the method of data reduction, data presentation, and making conclusions. Triangulation of sources methods, and theories is used to test the validity of the data.

The results showed that the teacher's communication strategy in Face-to-face learning are carried out with a variety of stimuli, communication strategies for individual teaching methods, communication strategies when closing the lesson, various learning methods that are in accordance with the student's characteristics, compiling messages that lead to informative, educative, and persuasive aspects, the use of supporting media for delivering learning material so the students become more interested and focus, and the teacher gives awards as a form of motivation and appreciation.

Keywords: Communications Strategy, Teacher, Face-to-Face Learning, Covid-19 Pandemic Situation.