

Rosy Malinda. 170531100021. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura. Komunikasi Orang Tua dan Anak Dalam Edukasi *Personal Hygiene* Selama Pandemi Covid-19 (Studi Deskriptif Kualitatif Komunikasi Pola Asuh Orang Tua Dan Anak Usia Dini Di Desa Ngimbangan, Kecamatan Mojosari – Kabupaten Mojokerto). Pembimbing : Dr. Sri Wahyuningsih, S.Sos., M.Si.

ABSTRAK

Pola asuh atau *parenting* adalah suatu proses interaksi yang berkelanjutan antara orang tua dan anak. Tujuan penelitian dari penelitian ini adalah untuk mengetahui komunikasi pola asuh orang tua dan anak usia dini dan untuk mengetahui hambatan komunikasi orang tua dan anak dalam membimbing penerapan *personal hygiene* anak usia dini dimasa pandemi covid-19.

Penelitian ini merupakan penelitian yang bersifat kualitatif deskriptif. Data yang diperoleh dari hasil observasi, wawancara, dan dokumentasi. Objek penelitian ini adalah perihal proses komunikasi pola asuh orang tua dan anak dan bagaimana hambatan komunikasi orang tua dan anak dalam membimbing penerapan *personal hygiene*. Subjek penelitian ini yaitu, orang tua keluarga atau pengasuh, dan praktisi kesehatan. Teknik sampling, menggunakan *purposive* sampling. Teknik analisis data menggunakan pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan. Teknik keabsahan data menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa komunikasi pola asuh yang di terapkan orang tua dalam pemberian edukasi *personal hygiene* saat belajar bersama dan di waktu yang santai, penyampaianya di buat menarik, pemberian edukasi sertai pemberian contoh, pemberian hadiah dan kalimat pujian di berikan sebagai apresiasi, selalu mendukung kegiatan anak. Hambatan yang dialami saat pembimbingan edukasi diantaranya, waktu yang di miliki orang tua dengan anak terbatas, suasana hati anak yang mudah berubah dan waktu penerimaan edukasi *personal hygiene* yang berbeda.. Penerapan teori Elaboration Likelihood Models ini juga di lakukan orang tua dengan menggunakan jalur sentral sebagai penyampaian pesan yang di kemas secara menarik dan jalur periferal untuk mendukung kegiatan anak.

Kata kunci : Personal hygiene, Edukasi, Pola Asuh

Rosy Malinda. 170531100021. *Communication Sciences Study Program, Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Parent and Child Communication in Personal Hygiene Education During the Covid-19 Pandemic (Qualitative Descriptive Study of Parenting and Early Childhood Communication in Ngimbangan Village, Mojokerto District - Mojokerto Regency). Adviser: Dr. Sri Wahyuningsih, S.Sos., M.Sc.*

ABSTRACT

Parenting is a continuous process of interaction between parents and children. The research objectives of this study were to determine the communication of parenting patterns between parents and early childhood and to identify barriers to communication between parents and children in guiding the application of personal hygiene for early childhood during the COVID-19 pandemic.

This research is descriptive qualitative research. Data was obtained from observations, interviews, and documentation. The object of this research is about the communication process of parenting and children and how the communication barriers between parents and children in guiding the application of personal hygiene. The subjects of this study were parents, family or caregivers, and health practitioners. Sampling technique, using purposive sampling. The data analysis technique uses data collection, data reduction, data presentation, and concluding. The data validity technique uses source triangulation.

The results showed that parenting communication applied by parents in providing personal hygiene education when studying together and in leisure time, the delivery was made interesting, education provided along with giving examples, giving gifts and sentences of praise given as appreciation, always supporting activities child. Obstacles experienced during educational guidance include limited time for parents with children, children's moods that are easy to change, and the timing of receiving different personal hygiene education. The application of the Elaboration Likelihood Models theory is also carried out by parents using the central line as delivery of attractively packaged messages and peripheral lines to support children's activities.

Keywords: Personal hygiene, Education, Parenting