



Effectiveness Of Teacher And Student Communication In The Learning Process Through Quipper School At Private High School Of PGRI 12 Medan

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ABSTRACT

This research was motivated by the fact that during the Covid-19 pandemic the learning system was shifted online, this was also in accordance with instructions from the government. With the aim of knowing the effectiveness of teacher and student communication during the learning process through Quipper School at SMA PGRI 12 Medan. The theory used in this study is the theory of Uses and Effects. The method used in this research is descriptive qualitative. With data collection techniques, namely interviews, observation and documentation. Then the results obtained from the study showed that teacher and student communication through Quipper School in the learning process was less effective because there were still students who did not understand or understand the learning material provided by the teacher, and there were several obstacles to teacher and student communication in the learning process through Quipper School. so that it can reduce the effectiveness of teacher and student communication in the learning process.

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1. INTRODUCTION

Communication is the process of delivering information from the sender of information to the recipient of information. According to Harold Lasswell quoted in the book entitled *The Science of Communication An Introduction*, namely "(the best way to describe communication is by answering the following questions), Who Says What in With Channel To Whom With What Impact? who with what influence?" (Mulyana, 2007: 69).

Basically, the communication process consists of 5 elements that influence each other, namely: communicator, communicant, message, media, feedback. The communicator is the sender while the communicant is the receiver. A communicator sends messages that contain information using

a medium directly or indirectly. The message is received by the communicant who will later provide feedback on the message conveyed.

In a learning process, communication activities are the most important thing that supports the learning process activities. The teacher conveys a learning material directly to students and students. The message that contains the learning material certainly causes a response from the students in the form of changing mindsets and increasing knowledge.

The world of education is a determining factor in the progress of a country. The progress of a country cannot be separated from the role of teachers who can produce students who are creative, competent, and independent. Therefore, the communication activities of teachers to students should be effective. The effectiveness of communication will certainly occur if the purpose of communication is achieved properly. In the learning process which is intended with the aim of achieving the effectiveness of teacher and student communication, that is if students understand a subject matter.

The application of Quipper School can be used as a media to connect the distance between teachers and students (students) while giving assignments and online lessons that are compatible with the subject matter of the course of study programs in Indonesia. This median can be used by teachers in giving lessons to students easily and teachers can also see how the learning progress of their students. Meanwhile, Quipper School students serve as a forum for completing tasks that have been distributed by the teacher, an entry point for studying subject matter, and can also exchange messages with teachers when experiencing difficulties in understanding learning materials.

If the subject matter is delivered in a non-lecture style, it will make it a little easier if it is applied in online learning, on the other hand, if there is subject matter using a lecture style, it will be difficult for students to understand, so it is likely that it will be difficult to apply it in online learning. Behind these obstacles, of course, there are advantages that can be made in online learning in conditions of the current Covid-19 pandemic, namely teachers are asked to know more about how to communicate with students using different languages and media. The advantages of learning media and online learning methods must be utilized by teachers to the maximum extent possible. This is to improve the process of implementing online learning during the Covid-19 pandemic at an unknown time when the implementation of online learning (on the network) will end.

The use of the Quipper School media was also applied to the Private High School (SMA) PGRI 12 Medan. This utilization is intended to keep the learning process going without having to do it face-to-face. Of course, the effectiveness of communication between teachers and students is questionable at the present time. Can the communication that is made can be effective in learning methods.

2. RESEARCH METHODE

This study utilizes a case study approach research method that wishes to present the findings and seeks to obtain an overall schema of the conditions. The incident to be studied is a topic that requires an in-depth descriptive analysis so that this method is the right choice.

Case study is an activity process that analyzes phenomena in real life, where the boundaries between phenomena and context are not clearly visible and where the origin of evidence is used. The case study is also a research method in the social sciences which in general this method is one of the most suitable plans if the point of the question in the research relates to the how and why questions. Furthermore, there are three types of case studies, namely explanatory, exploratory

and descriptive case studies (Robert K. Yin 2006: 1). And in this study the author focuses more on a descriptive case study approach.

The subject of the research is to divide the limitations on the research subject such as objects, things and even people where the data will be used as research variables, and those in question. In a study, the research subject has the most important position, because the research subject is the data on the variables that the author examines.

3. RESULT AND ANALYSIS

The development of the internet that gave rise to interactive communication media that continues to grow and can be seen significantly is the development of social media. Interactions carried out on social media such as Quipper School must of course pay attention to ethics in interacting. This is very important in the learning process either directly or indirectly. Quipper School is one of the social media that is currently widely used in the online learning process. Seeing the many users of the Quipper School application in the learning process, the Quipper School application presents features to make it easier for users in the learning process.

Communication is an activity or process of delivering messages that are carried out by humans every day. Communication can be said to be effective if all messages conveyed by the communicator can be received by the communicant and in accordance with what is meant by the communicator. Effective communication will help everyone, where in this study a teacher who provides knowledge and guidance to students is not only determined by the knowledge they have, but is also determined by how the teacher communicates. If the communication is not successful then it is like wasting time.

That way in the current era teachers are required to be more creative especially in using media, methods and strategies in learning. In the implementation of the learning process, teachers are expected to be able to create learning media that will make it easier for students to understand the material presented by the teacher. Examples include animated videos, power points, or direct explanation videos from the teacher which will make it easier for students to understand the material presented during online learning.

This study itself discusses "The Effectiveness of Teacher and Student Communication in Learning through Quipper School at PGRI 12 Medan Senior High School". Based on the results of observations that have been made, it is known, due to the Covid-19 pandemic and instructions from the education office, face-to-face learning is usually carried out in the learning process temporarily replaced by online or online learning which will take effect in March 2020.

Online learning is distance learning, which is a method of delivering teaching materials and the interaction takes place with the intermediary of internet technology. Therefore, the continuity of online learning cannot be separated from the existence of internet infrastructure as the main technology. Learning this method can be done anywhere and anytime in accordance with the availability of supporting tools used.

This was also applied to the PGRI 12 Medan Private High School, when online learning they used Quipper School as the learning process. Where in the use of Quipper School, the teacher provides material and questions, whether in the form of videos, links, or writing and students will answer the questions given by the teacher.

From the results of interviews with several informants who match the criteria of the research subjects, the researchers can conclude that the results of the interview data analysis and research observations above about the effectiveness of teacher and student communication in the learning process indicate that communication between teachers and students in the learning process through Quipper School is lacking. effective, because in the online learning process there are

some students who do not understand the online learning method. In the implementation of the online learning process through Quipper School students are only given the task of working on evaluation questions, there is no explanation regarding the learning carried out and the teacher also does not know whether the student really understands or not, for example, when learning mathematics.

Effective communication is if the message conveyed when communication can be received and interpreted in accordance with the message conveyed, in short, the message conveyed by the communicator can be received both for the communicant. When the message is fully understood, it can be said that the communication process is running effectively. Effective communication is also communication that has the least obstacles, both internal and external.

Whether it's direct or indirect communication, there must be obstacles. The obstacles encountered during direct communication are not as much as indirect communication. But because the situation does not allow for direct communication during the learning process. Therefore, communication in the learning process is also transferred virtually so that the communication remains established, both for teachers and students.

Based on the exposure of the previous data regarding the obstacles faced in the learning process through Quipper School, namely:

- a) Some of PGRI 12 Medan's private high school students do not have android. If you have an Android, some students are also constrained by a limited quota and an unstable internet network. This is certainly one of the reasons for some students in carrying out the learning process through Quipper School. So that the communication that exists with the teacher during online learning does not go well and is less effective
- b) Conducting online learning through the Quipper School application is certainly an obstacle for some students who have smartphones with limited storage capacity, such as downloading the Quipper School application itself and storing assignments given by the teacher in the form of files as well as images and videos. This also makes communication less effective.

If there are many obstacles encountered during the learning communication process, it can be said that communication in the learning process is said to be less effective. Ineffective communication affects students' enthusiasm for learning, because the communication that occurs makes them feel bored because they feel bored and cannot understand the learning material provided.

The data collection technique is the process of finding data obtained from observations, interviews and documentation. Because in this study, data collection was carried out using the interview method, then the data analysis technique, namely interviews and analysis of responses from interview data that had been carried out with teachers and students of SMA Swasta PGRI 12 Medan and was supported by documentation related to the problems studied. Data analysis is intended to understand, explain or describe the effectiveness of teacher and student communication in the learning process through Quipper School.

In this study, researchers used the Uses and Effects theory. Uses and Effects theory is a theory that focuses on how the application of media includes creating effects in several ways. If the content of the media later creates a certain effect, then the application of the means will create a certain impact as well, and if any of them occur simultaneously between the content of the media and the application of the media, it will create a consequence (a mixture of consequences and effects). Where half the results are caused by content that builds learning (effect), and the other half is the result of a process of applying the media (consequences) which automatically has and has

knowledge of the media (consequence). Where this influence can be found at the individual level and the group level.

If this theory is associated with this research, then this theory focuses on how the application of the media itself is whether the application is effective and creates an effect for its users. The cause of the application of this media will provide a way for understanding and predicting the results of a communication process between teachers and students. So this theory is related to the research that the researcher did, where the effect of communication between teachers and students obtained from the learning process through Quipper School has been explained that the communication between teachers and students is less effective.

Because there are still students who don't understand the communication from the learning process, so they don't get the effect of understanding and estimates about the communication that exists in the learning process through Quipper School. Whether it's from Uses or the use of students in the learning process through Quipper School, it is more than 2 hours a day or more precisely 4 hours. This further strengthens the effective communication that exists between teachers and students because almost every day the learning process is carried out less effectively with several obstacles encountered during the learning process through Quipper School.

4. CONCLUSION

Based on the research that has been conducted with the title "The Effectiveness of Teacher and Student Communication in the Learning Process Through Quipper School in Private Senior High School PGRI 12 Medan", it can be concluded that the effectiveness of communication between teachers and students on the learning process is less effective. Because there are still students who don't understand the communication from the learning process, so they don't get the effect of understanding and estimates about the communication that exists in the learning process through Quipper School. Effective communication is if all messages conveyed by the communicator can be received by the communicant and in accordance with what the communicator intended. When the message is fully understood, it can be said that the communication process is running effectively. Effective communication is also communication that has the least obstacles, both internal and external. Therefore, the reason for the lack of effective communication on the learning process through Quipper School is due to the many obstacles faced by students during the learning process.

As the researcher explained earlier, there are several obstacles in the effectiveness of teacher and student communication in the learning process through Quipper School, namely there are some students who do not have an unstable network or signal, inadequate internet quota, and limited mobile phone storage space capacity, and the error is the media or the mobile device itself. If there are several obstacles encountered during the learning communication process, it can be said that communication in the learning process is said to be less effective. Ineffective communication affects students' enthusiasm for learning, because the communication that occurs makes them feel bored because they feel bored and cannot understand the learning material provided. Therefore, the effectiveness of teacher and student communication in the learning process through Quipper School is less effective, because it does not provide an understanding of the material for students that has been given by the teacher from the learning process through Quipper School.

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