

Implementation of Communication in the Education Process at SDIT X in Lamongan

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ABSTRACT:

Humans as social creatures will certainly not be able to escape communication, because communication is the need for everyone to be able to interact with others. So that one's life and quality depends on their ability to communicate. The purpose of this study is to describe the communication strategies used by teachers in the education process. This research is a field research. Here the authors collect data from the field by conducting direct investigations in the field to look for various problems that have relevance to research. From the results of the study the authors found that the communication strategy in the educational process used by the teacher did not refer to the theories of the experts but in their implementation partly matched the compatibility with expert theories. Communication strategies are prepared only for things that have been planned beforehand to be conveyed to students, while daily communication does not use strategies.

Keyword: Implementation, Communication, Education Process

INTRODUCTION

Education is a mandatory requirement for every human being to develop and improve his life. In essence, education is a cultural process to improve human dignity. For this reason, a person must have a knowledge, which knowledge is the basic equipment of humans in living this life. (Satori, 2007: 11).

Education is a situation where there is a dialogue between students and educators that allows students to grow towards what the educator wants to be in harmony with the values held by the community. (Effendy, 2003: 78)

This is in accordance with education according to law number 20 year 2003 which is a conscious and planned effort to create an atmosphere of learning and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character and skills needed by himself, society, nation and state. (Hasbullah, 2005: 4)

However, the smooth process of education is inseparable from communication. This is due to the importance of choosing how to communicate in education so that the activity achieves effective and efficient goals. Communication becomes a determining factor in success in educational processes because effective communication correlates with the level of learning success. Communication has its own meaning as stated by Weaver in Zubair (2006), namely: the whole procedure through which a person's mind can influence the thoughts of others.

Agree with Keith Davis (2010) who explains that communication is the process of delivering understanding from someone and other people. More clearly

communication is a process that can be ideas, information, emotions, skills, and so on through symbols or symbols that can cause effects in the form of behavior carried out using certain media.

While the reality shows that from ancient times until now there are still many teachers and educators who do not have the ability to build harmonious communication in the teaching and learning process caused by a lack of awareness of the importance of communication. Because it is needed a communication strategy in education.

The author's interest in making this school as a research object because SDIT (Integrated Islamic Elementary School) X in Sidoarjo is one of the educational institutions sheltered under the X Pesantres Sidoarjo so that in the educational process SDIT X in Sidoarjo is a very thick school with Islamic nuances. Although it can be considered as a new educational institution SDIT X in Sidoarjo can be sent and recognized by manyar general society in general. This is because SDIT X in Sidoarjo in education does not only provide students with general education, but also with adequate Islamic religious education.

As an Islamic educational institution, SDIT X in Sidoarjo has the responsibility to form the next generation of the nation that has a Muslim personality, as in the objectives of Islamic education. Therefore a communication strategy in the educational process is needed, so that the noble values of education can be conveyed properly and in accordance with the objectives of the education itself, so that the science taught can be practiced in accordance with the aims and objectives of the scientific discipline itself.

METHOD

This method research is Field research. Here the authors collect data from the field by conducting direct investigations in the field to look for various problems that have relevance to this research. The method used is observation, interviews and documentation related to the research object, namely SDIT X in Sidoarjo

RESULTS AND DISCUSSION

Teacher Communication Strategies in the Education Process at SDIT X in Sidoarjo

Teacher Communication Objectives Communication

Strategies used by a teacher or school in general will be more directed if the purpose of the communication is clear. From that before making a strategy the most important thing is determining the goals and targets to be obtained.

Regarding the purpose of communicating the teacher at SDIT X in Sidoarjo has a variety of objectives, such as those obtained from the following interview results:

"Of course there are, among others, reminding, directing that this student is better than he is now. So from day to day getting better "(interview with Islamic Education teacher on Saturday, April 14, 2017 in front of class 5)

" Everything has a purpose as contained in the SKKD, there are indicators that students need to achieve in participating in teaching and teaching activities. What is clear all have goals such as the example, when I teach Javanese characters students are expected to memorize the writing or letters of the 5

Javanese characters for example, well later the purpose there. Where they are expected to be able to apply it. "(Interview with Javanese language teacher on April 14, 2017 in the UKS SDIT X room in Sidoarjo)

" Yes there must be a purpose, every thing we convey to students must have benefits for students. So before entering the class, we also study the material that we are going to deliver, so in between the material there must be conversations with students related to the material, so do not let what we have prepared before entering the class cannot be understood by students. So at least we must have something related to our material "(interview with Indonesian language teacher on Friday 13 April 2017 in the School Library)

From the above interview, it can be understood that communication between teachers and students at SDIT certainly has a purpose directed at education. This is in line with the objectives of educational communication such as that educational communication is a process and communication activity specifically designed for the purpose of increasing added value for the target parties, which in fact is in many ways to increase literacy in many fields with technological, communication and information nuances.

The Teacher Communication Strategies

Results of research on communication strategies used by teachers in the education process at SDIT X SDIT in Sidoarjo can be seen from the interview results as follows:

"oh of course there are, communication strategies that are usually made by schools are strategies for long-term while daily communication. the day was improvised. The strategy at school is like a strategy to approach students and parents, for example prayer, with parents there is a community, there is a program program that touches the student's parents themselves. There is also a connection with the progress of our school (interview with the principal of SDIT X in Sidoarjo on Friday, March 9, 2017 in the principal's office).

From his statement that at SDIT X in Sidoarjo there is a communication strategy used in the educational process. The strategy was made with the aim to bring the relationship between teacher and student and student guardian, explained by him one form of the strategy that there are programs arranged by schools such as the community for parents, while for students there are prayers.

From what the researchers found when observing from Monday 5 March to Saturday 10 March 2017 to find out the process of communication between teachers and students. Researchers found every morning when students came to school there were always teachers waiting on the page, at least two teachers every day. From the observations of the students' researchers when they arrived at school the teachers who were waiting to question each student with questions that showed intimacy. One of the questions of the teachers is about the readiness of students to take lessons both in the form of mental readiness and who is ready for school supplies. And when they come home from school for third grade and above, there are always teachers who lead the congregational prayers first and then shake hands regularly to say goodbye to the teachers who lead.

One of the students interviewed by the researcher said:

"Yes sir, prayer it must be, Grandma does not take part in prayer, not returned home" (Interview with 4th grade students on Tuesday 6 April 2017 at the school security guard) "

From the communication strategy applied by schools to learners in any education process must have a purpose for tersampaikannya every message that has been planned by the school. the strategy used by SDIT X in Sidoarjo corresponded to one of the strategy of communication of education that exists is strategy Skills Giving Strengthening or *Reinforcement*. on strategy this action or response to a form of behavior that could encourage the emergence of quality improvement in behavior. As for teachers in SDIT X in Sidoarjo, using communication strategies in education is a thing that can be said too often because better adjust to the conditions in the field.

in the case the real strategy In teaching Hususnya for the Javanese language, I am more inclined to use the learning method. Later I will explain more and give examples. being in communication it automatically exists between me and the students so with that it can provide an example of at least a little use of chromo inggil. "(interview with Javanese language teacher on Wednesday 7 March 2017 in the UKS SDIT X room in Sidoarjo)

"For strategy, I don't think so, I just adjust it to the conditions there. We adjust the problems that later exist in these students. yes for example this happened the last hours, usually the children have started to limp and lack of enthusiasm, sometimes when explained not excited, so that children can be invited to learn conducive usually I invite students to play with games that are in accordance with the material to arouse enthusiasm them "(interview with Islamic Religious Education teacher on Saturday, March 7, 2017 in the 5th grade deduction)

"Oh yes sir, invited to play if bored in class "(interview with fourth grade students on Wednesday 7 March 2017 in the School Library)

From the results The interview above shows that there was no communication planning with the students conducted by Mr. Gatot and Pak arif. In the process they are more focused on adjusting themselves to the circumstances of the teaching environment. But in fact in communicating the situation adjustment is the most important thing, as expressed by Onong about the factors that must be considered by the communicator when communicating, namely Situation and Conodition Factors where a communicator must pay attention to the physical and psychological state of the communicant who is invited to communicate for the smooth delivery process message.

Different answers researchers get when interviewing Indonesian language teachers, he said:

"Maybe in a spontaneous manner for the strategy, for example if what will be conveyed to students is something that is already planned, sometimes there is preparation or square off how good it is to convey it to students so that more in touch with the original goal "(interview with Indonesian language teacher on Wednesday 7 March 2017 in the School Library)

Tita's spontaneous preparation is not too different from other teachers in communicating with students who are more interested in seeing the situation in the field . and for daily communication it does not require any planning. It's just

that Tita distinguishes ordinary communication from special communication. Specifically communication means that the material or what it wants to convey is already planned so that it requires an appropriate communication strategy so that it can be conveyed well to students, as exemplified by starting the communication with certain stories that can attract the attention of students.

From interviews conducted by the author with the teachers and students at SDIT X in Sidoarjo, it shows that the intensity of communication is going well with students, although in the process there is no specific planning or preparation of strategies beforehand, except in certain cases where the details are very specific. Tita explained when interviewed.

The Implementation of Communication Strategy for Students at SDIT X in Sidoarjo

Results of research on the implementation of communication strategies at SDIT X in Sidoarjo can be seen from the results of the interview as follows:

Ow is clearly different because of the high class emphasis in terms of the quality of this cleric must be more dominant, the competent fax is taken care of exactly, if the low hard is not directly must have a motherly character. so that the upper class and the lower class must be disaggregated because the ability of the teacher is not the same. So I, as the manager, as the person in charge, as the leader of the school that I lead, I must know which class is placed. Early epidemic already terkaper all and even the name of time tables that do not have to wait for the new school year, min H 2 bulaan already completed. (Interviews with school principals on Friday March 9, 2017 in the principal's office)

From above, that in the implementation of communication strategies education at SDIT X in Sidoarjo was carried out very thoroughly by the school principal, one of which was when he placed a teacher who would be the guardian of the kerlas. According to the purchase in the determination of the homeroom teacher in the low class, namely classes one to three, he was more inclined to the motherly teacher while for the upper classes, grades four through six, the purchase was leaning towards teachers who were competent and had the title of professional academics. The attention given by the principal in sorting the teacher according to the ability to guide the class is a very appropriate first step to start conducive communication within the school environment. This is stated by Onong (Onong Uchjana 2003: 17) about the factors important of a communicator, namely

- 1) Attractiveness of Resources
The ability of a communicator to get involved with the communicator, so they feel there are similarities.
- 2) Source Credibility
A communicator who has certain expertise can lead to communicant trust.

Based on the two factors above, the ability of a teacher as a communicator must be really considered by the principal because they are also required to be able to empathize with people who are invited to communicate, they must understand the mood and condition of the communicant, namely the students. So what is done by the school principal is something that is true.

Then from observations conducted by researchers on April 10, 2017 to find out the implementation of communication strategies used by the teacher, the researchers found that in communicating there were indeed different ways in which the teachers did, such as when communicating with students who were still in the lower class the teacher seemed more gentle and more subtle than when communicating with upper class children who seem more serious and more on the message to be conveyed.

"If the language is the same because I speak Indonesian, only for lower class children might be more gentle" (interview with Indonesian language teacher on Wednesday 7 March 2017 in the School Library)

"What is clear is that I certainly have differences, at least first grade use words as simple as possible so they can be understood by students. In contrast to the third graders, the language is somewhat added to, like the chromium language. There the Javanese language emphasizes pronunciation with the aim of habituation "(interview with Javanese language teacher on Wednesday 7 March 2017 in the UKS SDIT X room in Sidoarjo)

Regarding the implementation of teacher communication strategies at SDIT X in Sidoarjo, it can also be seen from the results of previous interviews:

In In terms of the actual strategy in teaching especially for the Javanese language, I am more inclined to use the learning method. Later I will explain more and give examples. being in communication it automatically exists between me and the students so with that it can provide an example of at least a little use of chromo inggil. "(interview with Javanese language teacher on Wednesday 7 March 2017 in the UKS SDIT X room in Sidoarjo)

But indirectly there has been a communication in accordance with the theory, namely the theory of explaining skill strategies. This strategy is a skill to present learning material that is systematically organized as a meaningful whole, so that it is easy for students to understand.

Another source also said:

"For strategy I don't think so, I just adjusted it to the conditions there. We adjust the problems that later exist in these students. yes for example this happened the last hours, usually the children have started to limp and lack of enthusiasm, sometimes when explained not excited, so that children can be invited to learn conducive usually I invite students to play with games that are in accordance with the material to arouse enthusiasm them "(interview with Islamic Education teacher on Wednesday 7 March 2017 at grade 5)

"That's why I said according to the situation or the appearance of each or the class of the child because each child has different ways of understanding when explained or when invited to communicate. The thing is we are adjusting for children, not children who are adjusting to us. "(Interview with Islamic Religious Education teacher on Raabu day, March 7, 2017 in the 5th grade deduction)

If seen from what is conveyed, there is no certain strategy prepared. , but in its application this is in accordance with Arifin's theory that "communication strategy is a combination of communication planning and management communication to achieve goals, where the approach is done depending on the situation and conditions." Based on the theory, the most important thing in communication is

adaptation to the situation, because not always situation on the ground will support the implementation of the strategy that has been made.

The above opinion is further strengthened by Onong Uchjana's theory that a communicator must pay attention to the physical and psychological state of the communicant who is invited to communicate, for the smooth delivery of the message.

Other data obtained when conducting observations to get data on the implementation of communication strategies on Thursday, March 8, 2017 in the sixth grade during Islamic religious studies, the authors' observations show that at the beginning of learning the communication process went smoothly until the call to prayer was heard and began a commotion in the classroom. , seeing the situation, Pak Gatot called two students and was told to go forward. Not long after a few classes to be replanted.

From the results of these observations, the teacher canalization method is a method that requires teachers to know who the students are, their similarities and differences. According to the Indonesian language teacher

" In the implementation of communication on things that have been planned, yeah. Like starting with a little interesting story, for example, right so students can have a picture that will make it easier when we are at the core we want to convey, then when we close it just emphasize the subject matter presented. Just like that, bro, but if it is just daily communication we don't need to plan it because it works. " (Interview with Indonesian language teacher on Wednesday 7 March 2017 at the School Library)

The communication strategy used in communicating with students is Strategy Open and Close Learning Skills where this communication strategy is the teacher's attempt to communicate and condition students' mentality to be ready in accepting lessons and the teacher's skills in ending each of the core activities in educating.

Indirectly in the implementation of communication using the Persuasive Method which requires teachers to be able to influence the feelings of students to be more active in learning.

When referring to the theory presented by Davit Hunger and Thomas L. Wheelan that the formulation of strategy is the development of a long-term plan for effective management of environmental opportunities and threats seen from the strengths and weaknesses of the company. So unplanned communication between teachers and students at SDIT X in Sidoarjo is the cause of the lack of planning or long-term goals as targets for achievement. Because the communication that takes place at SDIT is more in the form of daily communication that has become a habit.

Student Responses

For more details on how the implementation of communication strategies at SDIT X in Sidoarjo researchers conducted interviews about the responses given by students after being invited to communicate by the teacher. As he said when interviewed by researchers:

"Every student certainly has a different attitude to respond. Maybe according to those who are diligent they are more enthusiastic, but if students are a bit lazy, they might be looking for other activities and not listening. But our way to raise

up so that everyone wants to listen yes we have to communicate it by changing the way to convey, maybe with slang but still in the lesson (interview with Indonesian language teacher on Wednesday, March 7, 2017 in the School Library)

From what he said, various responses from participants students because of differences in students, such as there are students who are diligent and some are rather lazy. Automatically, diligent students will give a better response from those who are rather lazy. From Tita's explanation, to overcome such a situation, she usually changes the delivery method or changes the communication method.

"Thank God, the responses are positive, some are negative. Negative in the sense of ignoring what I mean but with long patience we are patient and continue to communicate the things to be conveyed, he will be able to concentrate and focus on what I mean "(interview with the Islamic Religious Education teacher on Wednesday, March 7, 2017 in front of class 5)

What was said by Gatot was not much different from what was conveyed by Tita about students' responses when invited to communicate, it's just that there was a difference in the method to get the results of communication that Gatot Wibisono wanted to use using repetition or in theory is stated by the Redundun method, which is a method that uses repetition of something discussed, both in sound and voice intonation. Another source said:

"They mostly want to know, for example what is Javanese script. And the desire to be able to also be high "(interview with Javanese language teacher on Wednesday, March 7, 2017 in the UKS SDIT X room in Sidoarjo)

From the results of the interview with Pak Wisdom above it can be seen that in his communication with students he found that the level of curiosity of participants students are large enough.

One of the goals of communication is to provide change to students, by conveying the message of communication will provide a positive impact on the development and knowledge of students. As said by the source:

"oh of course there is a definite change as an example in the behavior of students in which the application of the Javanese language Keromo Inglil can be practiced when he is mature or talk to older people to respect, yes at least to parents and teachers" (interview with Javanese language teacher on Wednesday, March 7, 2017 in the UKS Room SDIT X in Sidoarjo)

From what was said, that after the students were given education and teachings of course through habituation with daily communication using the Javanese language Keromo Inglil, then the child's development can also apply it when they communicate with parents or with teachers.

"Yes, because I am an Indonesian language teacher so the students on average are related to me with Indonesian and rarely use Javanese" (interview with Indonesian language teacher on Wednesday, March 7, 2017 at the School Library)

The average student communicates with him. This shows that there are responses and changes that occur in students who communicate daily with Javanese into Indonesian because of the influence of Ita as an Indonesian language teacher who usually invites them to communicate in Indonesian.

Changes in students from the influence of teacher communication is a core point in the purpose of communication, because of these changes indicate success in delivering messages.

One that must be considered by the communicator is the state of the communicant, namely the condition of the person or audience invited to communicate. The situation of the communicant will affect the message to be conveyed by the communicator. So that in communicating a communicator is required to be able to adjust the situation of the communicant and our situation of communication.

CONCLUSION

The communication strategy in the education process at SDIT X in Sidoarjo

In the process of education at SDIT X in Sidoarjo there are several communication strategies used by both teachers and schools. Although it is not specifically explained by the teacher about the strategies used, the method of communicating is in accordance with existing theories. These strategies are:

- 1) Reinforcement Strategy, this strategy is a strategy of action or response to a behavior that can encourage increased quality of behavior.
- 2) Strategy skills explained, this strategy is a skill to present teaching materials that are systematically organized as a meaningful whole, so that it is easy for students to understand.
- 3) Persuasive is a strategy that requires the teacher to be able to influence the feelings of students to be more active in martial arts.
- 4) The redundant method is a method of communication that uses repetition of what is discussed, both in voice and voice intonation

Implementation of communication strategies in the education process at SDIT X in Sidoarjo

- 1) Teachers wait every day for students who come to school to ask their readiness in learning and after school prayer is held in congregation together.
- 2) The teacher makes adjustments in communication to provide understanding quickly when learning. Differentiate for children in grades 1 and 3 with students in grades 4 and 6.
- 3) Here, one of the teachers, starts and closes the lesson by providing stimuli with matters relating to what you want to communicate to facilitate student understanding.
- 4) One teacher painstakingly communicates what is meant to students to overcome their negative responses.

SUGGESTIONS

The suggestions that can be given based on the results of this study are as follows: Communication strategy is a very important need for every teacher to have for the success of the educational process, for that the authors expect for teachers to increase reference on the preparation of communication strategies and methods - the method so that there is a reference when communicating with students or when educating

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