

The Effectiveness of Communication in University-Level Learning Activities

Faza Fitri Fadlia¹, Youwanda Hazari², Salsabila Lathifatunnisa³ and Himatul Jannah Aridho⁴

Faculty of Education, Surabaya State University, Ketintang, Surabaya, Indonesia

faza.21053@mhs.unesa.ac.id; youwanda.21059@mhs.unesa.ac.id; salsabila.21128@mhs.unesa.ac.id
; himatul.21163@mhs.unesa.ac.id

Abstract: The spread of the Covid-19 virus has resulted in changes to the education system in various educational settings, including universities. This phenomenon provides a change from face-to-face learning to online. To achieve success in online learning, various ways are needed to support this success, one of which is by maximizing communication between lecturers and students. In this regard, this study aims to find out more about the effectiveness of communication at the university level during online learning. The method of conducting this research uses a qualitative approach with literature study techniques. The research that has been done shows that the effectiveness of communication in learning activities at the university level is considered quite effective.

Keywords: Communication Effectiveness, University-Level Learning activities, Covid-19, E-learning

1 INTRODUCTION

Around the beginning of 2020 there was an outbreak of a virus known as Covid-19. The occurrence of the Covid-19 pandemic has had quite an impact on various fields, especially the field of education. related to the education sector, there is a new policy made, namely regulations relating to face-to-face learning systems into online learning. This regulation is in accordance with circular letter Number 15 of 2020 from the Indonesian Ministry of education and culture (Annisa & Putra, 2023). The existence of differences in habits in implementation in the field of education is felt to be very troublesome for all students or students in the world, including Indonesia. Moreover, Indonesia, with its geographical location, is quite difficult to do equity which results in the implementation of education which has many obstacles (Saputra & Astrid, 2021). One of the efforts made by the government so that it can continue to carry out teaching and learning activities is by conducting online learning (in the network) and stopping activities in the learning building so that it does not carry out face-to-face learning (Saputra & Astrid, 2021). Lecture activities are also carried out online through a system that is not in the form of face-to-face meetings between lecturers and students, but in online form through a communication application. The use of this communication application is very effective to be applied as an online learning medium during the co-19 pandemic (Sucipto, 2022; Salsabila, 2022). An application that is commonly used in the learning process during the Covid-19 pandemic is the zoom application. in a research result it was found that many students in Indonesia use the zoom application as a learning medium because this platform is very good and suitable for use in teaching and learning activities (Manu, 2021; Salsabila, 2022). There is a study by Salsabila (2022) which states that online lectures through the zoom application are effective because they can be carried out smoothly, students have good media, lecturers can provide material well, and good interactions are established when online learning is carried out. Even though lectures are carried out through the zoom application, lecturers have efforts to be able to give assignments to students, provide information if there is a change in schedule, prepare material so that learning through the zoom application can run smoothly. The effectiveness of communication is of course one of the factors that is the achievement of online learning. Communication is very necessary in learning because through communication a goal in learning can be achieved. Regarding the achievement of learning objectives, lecturers have an important role in organizing and directing the flow of activities so that broad knowledge is needed, the ability to convey learning well and communication skills so that effective communication or two-way communication can be formed between lecturers and students. This is also supported by statements from Wijaya & Maryani (2023) who conducted

research at the Bandung Islamic University that many of the respondents answered that communication during online learning at the University was effective. And, this could be a recommendation for the University to conduct online learning through an application for the future, so that direct learning can be replaced with online learning.

This issue is quite interesting to discuss. The pandemic that has been faced by the world has made the world of education feel so affected. Thus, it requires to carry out online lectures. Which in online lectures will use other media as a link between lecturers and students to be able to communicate effectively. Several studies have indeed proven that communication in lectures is still considered quite effective, especially with support such as the zoom application. However, in the observations of researchers in lectures that have been observed, it appears that there is less effective communication. Given these problems, researchers want to find out more about the effectiveness of communication in learning in lectures during online learning.

2 MATERIALS AND METHODS

This study uses a qualitative approach to the literature study technique. Thus, researchers look for various reference sources from articles, books, and so on that have relevance to the material on the topic raised. Reference sources used may not be more than 10 years old, so use relevant sources from articles, books, etc. published less than ten years ago. From several sources that have been obtained, there are several findings related to the effectiveness of communication in tertiary institutions, especially when learning online. According to Everett M. Rogers, communication is "Communication is a process in which an idea is transferred from a source to one or more recipients, with the intention of changing their behavior" (Cagnara, 2016; Annisa & Putra, 2023). When discussing communication in the field of education, the success or failure of information conveyed by educators to students can be determined by the effectiveness of communication. Effective communication can occur if it fulfills the requirements regarding the teacher must understand the origins of educational communication and the disturbances that often exist in educational communication. The communication delivered must be effective with the aim of achieving success or fluency during learning activities (Putri & Hanifah, 2020; Annisa & Putra, 2023). In communication there are several things that need to be considered in order to realize effective communication, namely communicators, communicants, and the media (Wisman, 2017; Annisa & Putra, 2023).

3 RESULTS

During the Covid-19 pandemic in Indonesia, online learning was a new thing that had to be done in the educational environment. From several journals related to this research, it produces one thing in common that communication patterns that occur in computer-mediated learning have changed the interaction between students and teachers. According to the explanation above regarding students' perceptions of online learning services during the Covid-19 pandemic, it was stated that students felt helped in terms of learning, became more independent, could increase enthusiasm and facilitate absorption of material.

The presence of online learning methods can facilitate communication between teachers and students. Where there are no more barriers in terms of time and place. But on the other hand online learning methods can certainly affect all aspects of communication. There is no guarantee whether they understand the delivery of communication from the lecturer. The results of the average score for the effectiveness of learning communication obtained a value of 2.53 or moderate, meaning that the e-learning mode is effective enough to be used in student learning communication. The effectiveness of this learning communication is directly related to e-learning mode activities and indirectly related to personal factors, environmental factors, and other media (Basori, 2014). Communication is a systematic process in which individuals interact with each other to create symbols and interpret meaning. Communication is considered effective if the stimuli conveyed and intended by the sender or source are closely related to the stimuli captured and understood by the recipient. The effectiveness of learning communication can be known by measuring the level of understanding, acceptance, increased knowledge, attitudes and actions. The e-learning mode is quite effective for use in student learning communication.

4 DISCUSSIONS

During the outbreak of the COVID-19 virus spreading in Indonesia, one of the efforts made by the government in an effort to break the rope of the spread of the virus was to implement distance learning or online learning regulations. This online learning certainly affects the effectiveness of communication in learning at the tertiary level. Communication is an activity of conveying messages or information from a communicator (message sender) to the communicant (message receiver) with a specific purpose (Riadi & Sunyianto, 2020). Communication has an important

role in the learning process, namely managing the process of delivering and receiving learning material (Rahmadani & Nurdin, 2021). Therefore, in an optimal learning process, effective communication is needed. Effective communication can be interpreted as a way of communicating that produces feedback in the form of changes in the attitude of the communicant in the process or after the communication process takes place. In practice, effective communication must be carried out based on elements of communication using clear language that can be easily understood by others (Hilmi & Firdausy, 2021). The results of Wisman's research (2017) say that the effectiveness of communication can increase if the strategy used is appropriate, the strategy is to identify communication goals, choose the right communication media, examine the purpose of communication messages, and the role of the communicator must be maximized in the communication process (Wisman, 2017).

According to Basori (2014), learning communication can be effective if it is carried out by fulfilling the elements of attraction, understanding, acceptance, involvement, and belief. These five elements can be carried out when the delivery of messages is carried out face to face. However, when the COVID-19 pandemic implemented internet-based distance learning, these five elements encountered obstacles in their implementation due to the limited space for communicators (teachers) and communication (students) in online learning. If the obstacles are forgotten and not accompanied by a desire to minimize them, then the communication process will not be successful. According to Ron Ludlow & Fergus Panton (Riadi & Sunyianto, 2020), there are several other obstacles that cause ineffective communication, including: Status effect, there are differences in the influence of social status that every human being has; Semantic Problems, semantic factors concerning the language used by communicators as a tool to convey thoughts and feelings to the communicant; Perceptual distortion, a narrow perspective on oneself and differences in ways of thinking and narrow understanding of others; Cultural Differences, differences in culture, religion, and social environment; Physical Distractions, physical environment disturbances to the process of ongoing communication. Poor choice of communication channels, the media used to launch communication; No Feed back, no response and response from the receiver.

Even though there were some communication barriers in the online learning process during COVID-19, several studies have shown that there is effectiveness of communication in online learning at the tertiary level. Among them is research that has been conducted by Hana Aviela Fedria and K.Y.S Putri in 2021 with the title "Effectiveness of Communication in Online Lectures on the Learning Process in Manokwari Students in West Papua". This study obtained the results that the communication that occurred in the online lectures of Manokwari students had been running quite effectively and the online lectures were also going well. This is inseparable from the existence of interesting methods, fixed schedules, having study materials, providing discussion space, giving assignments, and most importantly, effective communication (Wowor & Putri, 2021).

In addition, the research that was conducted by Amalia Zul Hilmi and Soraya Firdausy in 2021 with the title "Effectiveness of Communication in Online Learning During the Covid-19 Pandemic in Makassar City" shows that communication interactions between lecturers and students run quite effectively so that students are able to understand the material presented during online learning. The results of this study indicate that the interaction between lecturers and students does not encounter significant obstacles, the lecturer's communication style in conveying material is not monotonous and runs effectively causing students to understand lecture material well, but for lecturers in charge of the course it is necessary to further improve the presentation of the material from the lessons given to students so that they can make students better understand the existing material both through verbal and non-verbal lecturer explanations (Hilmi & Firdausy, 2021).

Another study that shows the effectiveness of communication in online learning at the tertiary level is research conducted by Desy Rahmadani and Ali Nurdin in 2021 with the title "Effectiveness of online learning communication on understanding lecture material for UIN Sunan Ampel Surabaya Students". This research shows the results that online learning communication carried out at UIN Sunan Ampel Surabaya in the odd semester of 2020-2021 has effectiveness in understanding student lecture material (Rahmadani & Nurdin, 2021). With the review of several previous studies, it can be concluded that there is communication effectiveness in online learning at the tertiary level, even though during the online learning process there are several communication barriers.

5 CONCLUSIONS

The spread of the COVID-19 virus has provided a new breakthrough in student learning strategies, in which students carry out their learning activities using e-learning or online. Based on the review of the journals that have been described in the discussion, it can be concluded that online communication applied to student learning activities is said to be quite effective, but when accompanied in several ways, such as using effective communication between lecturers and students, using the right strategy, using interesting materials and methods, having an appropriate and effective learning schedule, and providing discussion time and assignments during learning. Seeing that communication is quite effective, behind this there are also obstacles that accompany it, such as Status effect barriers, Semantic Problems, Perceptual distortion, Cultural Differences, Physical Distractions, Poor choice of communication channels and No Feed back. Nonetheless, this quite effective communication in university-level learning activities can also provide students with an understanding of the material provided by the lecturer during learning.

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