



USING WHATSHAPP MESSENGER AS AN INTERPERSONAL COMUNICATION MEDIA BETWEEN PARENT AND TEACHERS IN INFORMING CHILDREN' LEARNING ACTIVITIES AT SCHOOL

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Abstract

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This research concerns the use of the "Whatsapp Messenger" application as a communication medium for parents and teachers in an Islamic kindergarten in North Jakarta. The concepts used for this study are Communication Technology, Communication Media, the role of parents in children's learning, and the role of teachers in children's learning. The research method used is a qualitative method. The assessment method used in this research is a case study. In conducting this research, researchers collected various data from various sources using interviews and documentation techniques. The resource persons interviewed by the researchers were teachers and parents of students. Teachers and parents communicate using social media if there is something urgent, there are certain things and only if there is a need, such as when parents ask about holidays, class schedules, ask permission for their children, and ask about their children's condition at school. Teachers and parents communicate every day using social media, because using social media such as Whatsapp Messenger can convey information or share information to parents of students personally or privately. Moreover, in the Whatsapp Messenger application, you can use the Whatsapp Messenger Group to group each parent whose child is in the same study group.

Keywords:

Whatsapp, Interpersonal, Communication, Parents-Teachers

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INTRODUCTION

The role of parents and teachers in education is very important for the success of students in school. Open communication between parents and teachers regarding students will produce important information for their level of success in school. Along with the development of communication technology that is increasingly modern and makes it easier for users to exchange messages, it has resulted in many changes in various fields. One of them is the field of education, which currently rarely uses face-to-face and direct communication between teachers and parents.

Teachers and parents rarely talk about personal matters that are directly related to students, such as learning interests, attitudes and behavior, discipline, relationships, talents, learning progress, achievements, and even students' personal problems. Especially for elementary school students whose age range is around 6-8 years. This is something that is difficult to communicate given the busyness of parents and teachers and the limited private meetings between parents and teachers to discuss children's development at school.

At present, the development of communication technology has made it easier to build communication between Parents and Teachers through social media, such as Facebook, Twitter, Instagram, Line, Whatsapp Messenger and the School Website. This media is popular and used by almost all groups, so that it can be used as a good, practical and efficient communication tool in the communication process between teachers and parents of students in informing student learning at school.

Communication between parents and teachers by utilizing Information and Communication Technology media, namely Whatsapp Messenger Messenger as a media / tool (tools) in the process of collaboration and communication between teachers and parents of students. With the use of social media, the relationship of cooperation and communication between teachers and parents of students becomes easier, practical and efficient.

In essence, communication technology is hardware equipment (hardware) in an organizational structure that contains social values that enable each individual to collect and process, and can exchange information with other individuals. Today, technology and communication seem inseparable from one another. The communication process has received a lot of technological touch, without that touch the feeling of the communication process will be very limited, even though in certain situations technology can cause distortion and disruption to the effectiveness of the communication itself.

LITERATURE REVIEW

Literally, the notion of technology or in English "technology" comes from the Greek word "technologia" which means systematic treatment. While etymologically, the word technology comes from two syllables, namely "techno" which means technique, art, and or skills, and "logos" which means science. Thus, what is meant by technology is the science of art or skills. A technology usually has two main aspects, namely 1) hardware aspects, which consist of materials or physical objects; and 2) aspects of software or software, in the form of systems that drive the hardware. The word technology is also often used to describe inventions and tools that use the principles and processes of newly discovered scientific discoveries. However, such an old invention as the wheel is also called technology.

According to the Big Indonesian Dictionary (1990) the word technology contains a number of meanings, namely, 1) The scientific method for achieving the practical goals of applied science; and 2) All facilities to provide goods needed for the continuity and comfort of human life. Meanwhile, M.T. Zen (in Onong, 2002) explains, technology includes science and engineering or techniques. However, Onong Uchjana Effendi himself thinks that this is too much,

considering that technology itself contains knowledge in it. Onong argues, this is increasingly becoming commonplace, so that it becomes what is called a common parlance to combine science and technology.

Communication technology began in human history, such as the discovery of spoken language and written language in the form of photographs written on the walls of caves, or writing on clay sheets in early civilizations such as the Sumerians in the Eirpat and Tigris River areas and the Egyptians. The goal is to achieve a common understanding of the message or symbol conveyed.

According to the BNET Business Dictionary (2008), communication technology is an electronic system used to communicate between individuals or groups of people. Communication technology facilitates communication between individuals or groups of people who do not meet physically in the same location. The form can be telephone, telex, fax, radio, television, electronic data interchange and electronic mail (e-mail).

Meanwhile, according to Abnar (2003), what is meant by communication technology is hardware equipment (hardware) in an organizational structure that contains social values, which allows each individual to collect, process, and exchange information with other individuals. This means: Communication technology can be implemented in tools, Communication technology is born by a social, economic and political structure, Communication technology brings values derived from certain economic, social and political structures, and Communication technology enhances the abilities of the human senses, especially the ability to hear and viewing abilities.

Rogers, 1986 in Lubis (2005: 42) defines communication technology as hardware devices, organizational structures, and social values by which individuals collect, process and exchange information with other individuals. Communication technology has an important role in the life of the nation and state, because it can become a unifying tool for the nation and enter into various realms of life. The impact of communication technology is the occurrence of changes in individual behavior which includes knowledge, attitudes, or actions that occur as a result of the delivery of communication messages (Rogers, 1986).

In the process, communication technology must contain the competence of the communication personnel, including: 1. Users of communication technology; as a user, the communication person as a social scientist must be based on communication technology. 2. Content of Technology in communication technology; for example communication technology in the form of television or online media, then the people who fill it are communication people, such as news programs on television or cyber communication on online media. 3. Research the social impact of communication technology; is the ability to research the social impact of communication technology that must be owned by communication people such as researching the social impact of Internet users on the learning behavior of elementary school children

Talking about communication technology, there are at least a number of important concepts related to communication technology. One of the main concepts is information. Information is the result of processing, manipulating and organizing or structuring a group of data that has knowledge values for its users.

According to KBBI (Big Indonesian Dictionary), that media can be interpreted as: (1) tools, and (2) tools or means of communication such as magazines, radio, television, films, posters, and banners. In addition, the media can also be interpreted as a means of communication in print and audio-visual form, including hardware technology. So, when communicating, you need a medium, which means that when you communicate with other people, you have to use a tool or a means so that the information or thoughts you want to convey can be properly captured by the interlocutor. In other words, communication media are all the means used to produce,

reproduce, distribute or disseminate and convey information. Communication media plays a very important role in people's lives. The process of sending information in modern times is very sophisticated.

Communication media is a tool that is used to facilitate the delivery of information from one person to another, in order to achieve the specified goals. According to its type, communication media can be grouped into three types, namely: 1. Communication Media in the form of Audio (Audio Communication Media), namely a tool communication that can be captured through hearing aids. For example: radio, telephone, tape recorder, and so on. 2. Communication Media in the form of Visual (Visual Communication Media), namely communication tools that are captured through visual devices. For example: Letters, transparencies, charts or graphs, and others. 3. Communication Media in the form of Audio Visual (Audio Visual Communication Media), namely communication tools that can be seen and can be heard. For example: television, VCD, big screen, Internet, interviews (face to face), visits, and so on.

WhatsApp is an online chat application that is compatible with several types of mobile phones, including Iphone, Android, Blackberry, and Nokia mobile phone brands. The Whatsapp Messenger account was originally made free, but there are limitations. The expiry period for the Whatsapp Messenger account is one year. If you want to use it longer, you can make payments according to the provisions of Whatsapp Messenger. This application carries out conversations via the chat menu, can copy, delete or forward messages. Images sent can be forwarded. Apart from that, you can also send voice messages or share the user's whereabouts. It also provides a group chat feature, where users can collect several contacts to create a group chat.

The role of the teacher in children's learning

The teacher has a very important role in carrying out learning with students. Syatra (2013) says that demands for achieving educational goals can only be achieved if a teacher can carry out his duties properly. Slameto (in Syatra 2013: 62) emphasized that in the teaching and learning process, the teacher's role is not limited to being a transmitter of knowledge, but also responsible for the overall personality development of students. Uno (2007) states that teachers are adults who are consciously responsible for educating, teaching, and guiding students.

According to Zen (2010) the function of the teacher is as an informant, organizer, motivator, director/director, initiator, transmitter, facilitator, mediator, and evaluator. Ahmadi (2004) says the role of parents is a complex of human expectations for the way individuals behave regarding responsibilities in the family, in this case especially the role of parents towards their children, in terms of education, exemplary, and creativity so that the child's enthusiasm for life arises in achieving harmony in this world. Coleman (2013) notes that the role of parents is as a supporter, teacher, student, advisor, protector, and ambassador.

According to Nursito (2002) the quality of education in Indonesia is low because the participation of the community, especially parents of students in the implementation of education is very minimal. This is confirmed by Suharsono (2004) who argues that the main task of educating children remains with parents.

If parents are directly involved in their children's education at school, the child's achievement will increase. The learning process will be perfect and achieve optimal results, if parents and regular educators give their sincere love. Because the sincere love of parents is an abundant source of energy for their children (Suharsono 2003).

Communication between parents and teachers

The term communication in English is called communication, derived from the word communicatio or from the word communis which means "same" or "same meaning" with the

intention of changing thoughts, attitudes, behavior, recipients and carrying out what the communicator wants (Widjaja, 2008). Furthermore, Widjaja explained that there are a number of components and elements that are included and are requirements for communication, namely: source, communicator, message, channel, communicant, effect. (results). According to Effendy (2003) there are four functions of communication, namely: conveying information (to inform), educate (to educate), entertain (to entertain), and influence (to influence).

Glueck (in Widjaja 2008) states that communication can be divided into two main parts, namely: interpersonal communications, interpersonal communication, namely the process of exchanging information and transferring meaning between 2 or more people in a small group of people and organizational communications, namely where the speaker is individually systematically providing information and transferring understanding to people within the organization and to individuals and institutions outside with whom there are relationships.

Rogers (in Cangara 2006) explains communication is a process in which an idea is transferred from a source to one or more recipients with the intention of changing behavior. This definition emphasizes that in communication there is a process of transmitting (processing) ideas, ideas, symbols and in that process involves other people. As the most complete and most perfect communication, interpersonal communication plays an important role at any time, as long as humans still have emotions. The interpersonal communication process between the teacher and the student's parents should refer to Osgood and Schramm's circular communication model (in Mulyana 2002), which describes a dynamic relationship between the communicator and the communicator which is transmitted through the process of encoding and decoding.

Social media is an online media, with its users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. When internet and mobile phone technology are getting more advanced, social media is also growing rapidly. Social media provides an opportunity to interact more closely with friends or relations, can be a medium for forming online communities (groups). Social media provides an opportunity to enter pre-existing communities and provides an opportunity to get direct feedback. Social media has advantages for bookmarking, content and sharing, and creating opinion (Puntoadi, 2011).

Computer-based social media networks such as Facebook, Twitter, Line, Whatsapp Messenger, Blackberry Messenger and others, are communication media that connect one person to another, thus providing an opportunity to get to know each other. According to Erlina (2009) social network is a social structure consisting of individual or organizational elements. This network shows the way in which they relate because of the similarity of sociality, starting from those who are known everyday to family. Nurudin (2012) explained that social media substantially changed the way communication between organizations, communities, and individuals. The true function of social media is to share with a trusted group of friends and family, things to share are much more personal, people will reveal more about themselves when surrounded by people they trust more than others (Aer, 2015).

RESEARCH METHODS

As for the subjects and objects in this study were 2 Kindergarten teachers and 5 parents of students to obtain the desired data and the "Whatsapp Messenger" application used by parents and teachers in communicating as the main object in this study. Data collection in this study It uses interview and documentation techniques. In addition, documentation techniques are also used to strengthen the results of data acquisition.

Interview techniques were used to obtain data about the efforts of schools (teachers) in establishing communication with parents, patterns of communication between teachers and

parents, forms of communication that have been carried out, barriers to communication, school efforts to overcome these obstacles. Interviews were conducted with teachers and parents of students. The documentation method is used to provide an overview and obtain data regarding the use of the "Whatsapp Messenger" application as a medium of communication between the teacher and parents, teacher notes, and archives of activities with parents owned by the school.

The assessment method used in this research is a case study. According to Neuman (in Sugiyono, 2016: 197), states that a qualitative approach is an approach that views social life from various perspectives and explains how society forms a social construction. According to Moleong (2012: 11), with a qualitative research approach is research that is intended to understand phenomena through words and a special scientific context. A case study is a comprehensive description and explanation of various aspects of an individual, a group, an organization (community), a program, or a social situation. Case study researchers try to examine as much data as possible from the subjects studied. By studying as much as possible an individual, a group, or an event, deeply about the subject under study.

In conducting this research, researchers collected various data from various sources. Data collection techniques used in this study include:

1. Interview

According to Mulyana (2013: 180), interviews are a form of communication between two people, involving someone who wants to obtain information from someone else by asking questions, based on a specific purpose. The conversation was conducted by two parties, namely the interviewer (interviewer) who asked questions and the interviewee (interviewee).

According to Sugiyono (2012: 73-74), semi-structured interviews are adapted to the conditions of the informants and the location of the research. The purpose of this type of interview is to find problems more openly, where the parties invited to the interview are asked for their opinions and ideas.

In conducting interviews, researchers need to listen carefully and record what the informants say. To avoid losing information, the researcher asked permission from the informant to use a recording device. By using semi-structured interviews it is expected that researchers can obtain appropriate information.

Therefore, this semi-structured interview requires an interview guide which contains a number of research-related questions that have been prepared by the researcher, but does not rule out the possibility of the researcher asking questions outside of the interview guideline. This is to dig up more information in the discussion of research.

2. Documentation

Documentation according to Sugiyono (2012: 240), is a record of events that have passed. The documents used by researchers here are in the form of photos taken when researchers conducted joint interviews with sources and where small and medium enterprises (SMEs) are located.

Bogdan & Biklen (in Moleong, 2012: 248), explains that qualitative data analysis is an effort made by working with data, organizing data, selecting into units that can be managed, looking for and finding patterns, finding what is important and what is learned and decide what to share with others.

Data analysis is the process of organizing and sorting into patterns, categories, and basic descriptive units so that themes can be found and working hypotheses can be formulated as suggested by the data (Moleong, 2012: 103). The data is selected according to the focus of the research, then data interpretation or meaning is carried out. Interpretation of the data needs to

be compared with the social and community contexts, as well as the environment that is the background of the program implemented at the research site.

Data analysis has been carried out since the initial data collection until the data collection ends. If the data is incomplete, the interview will be conducted again to complete the data. The data is then organized and managed so that it can be used to determine the theme.

Miles & Huberman, divides the analysis into three stages, namely:

1. Data reduction

Data reduction is the process of selecting, focusing, simplifying and processing data obtained from notes or transcripts in the field. Data must be obtained so that it can focus on the problem under study. Data reduction activities in this research aim to select data that are considered important, summarize and focus on important things and remove unnecessary ones to look for themes.

2. Data Presentation

Presentation of data in this study is carried out in the form of graphs or diagrams, with the presentation of the data the researcher can make a systematic pattern of relationships from the existing data. The purpose of presenting data is to organize and summarize information that makes it easier for researchers to describe an event/event for drawing conclusions.

3. Conclusion Drawing and Verification

The crew's conclusions put forward are still temporary and will change if strong evidence is found to support them at a later stage. However, if the conclusions put forward at the initial stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

RESULTS AND DISCUSSION

Along with the development of communication technology that is increasingly modern and makes it easier for users to exchange messages, it has resulted in many changes in various fields. One of them is the field of education, which currently rarely uses face-to-face and direct communication between teachers and parents. The phenomenon of communication that occurs between teachers and parents currently generally only occurs in formal meetings held by the school, namely at the beginning of the new school year meeting, parenting seminars, and receipt of student learning outcomes (raports) which only occur 4 times in a year.

Teachers and parents rarely talk about personal matters that are directly related to students, such as learning interests, attitudes and behavior, discipline, relationships, talents, learning progress, achievements, and even students' personal problems. Especially for Islamic Kindergarten students in North Jakarta whose age range is around 4-6 years. This is something that is difficult to communicate given the busyness of parents and teachers and the limited private meetings between parents and teachers to discuss children's development at school.

The "Whatsapp Messenger" application is used as a medium of communication between Parents and Teachers personally. This is due to the rapid development of technology so that face-to-face communication has changed to communication through media with technology applications which result in direct and real-time communication. Rapid technological advances in the field of communication have also given birth to many new innovations and ideas, ideas that aim to facilitate the process of human communication to be more effective.

The emergence of various smartphones such as Blackberry, Android, Iphone, Windows Phone and Symbian S60 is an example of technological sophistication in the form of mobile

phones. Of the various types of existing smartphones, many offer advanced application features such as an instant messenger service application, namely "Whatsapp Messenger Messenger". The Whatsapp Messenger application as a tool for communicating is used by all groups, including teenagers who cannot be separated from the need to communicate. Moreover, the "Whatsapp Messenger" application has what's groups that can group individuals into one group such as parents of student guardians or communication between all parents whose children are students in one study group with their class teacher.

The informants used as research samples were seven active users of the Whatsapp Messenger application which represented the population of Whatsapp Messenger users in one of the Islamic Kindergartens in North Jakarta. Based on the results of research through interviews with 7 informants, it shows that Whatsapp Messenger is a communication medium for various sources of information. Users are interested in using this application as a source of information because this application can provide information. Most users of this application are interested in using it as a medium for entertainment because this application provides many interesting facilities such as the easy process of sharing information in the form of audio, video, images, or sharing the location where the user is.

The creation of a communication process in the media in the form of Whatsapp Messenger makes interpersonal communication that exists have the potential to influence or persuade other people, because it can use the five senses to enhance the persuasion of the messages we communicate. Whatsapp Messenger also tends to be used to form social relationships with people they want, as well as to find friends who also use the application to socialize. In interpersonal communication there are three aspects that support.

First, interpersonal communication will be successful if there is positive attention to a person. Second, interpersonal communication will be well maintained if a positive feeling towards the other person is communicated. Third, a positive feeling in general communication situations, very useful for effective cooperation. The use of Whatsapp Messenger from a personal promotion point of view is also relatively low because the identity displayed cannot be fully verified, only to express one's identity.

In addition, some of the self-information that is displayed is honest and some is dishonest depending on the goals to be achieved even in an atmosphere of mutual openness. The Whatsapp Messenger application media will provide convenience in social interaction, it is quite simple to add friends, so that the network of friends increases and expands, it makes it easier for people to get to know each other because it is practical, but it can have a negative impact if it is misused by users of the application itself. Based on the results of the research the teacher has attempted to establish cooperation with parents in the following ways:

1. Building a good cooperative relationship with parents, because the school considers that parents are partners or clients to create a common goal, namely so that children's educational goals can be achieved properly and successfully. Therefore, in this case the school has tried to build a good cooperative relationship between the two parties through open communication and through various media access.
2. Establish closeness, call and invite to chat with parents, because by approaching and discussing, parents will feel comfortable and valued, and feel confident in the school so that parents will be willing to be involved in education at school.

Providing opportunities for parents to be involved and participate, this is done by involving parents in various activities at school, such as parent seminar activities, forming school committees, and taking report cards at school to strengthen the cooperative relationship between the two parties.

3. The first form of cooperation is the formation of a school committee which is carried out

in order to channel various aspirations and opinions between schools, teachers and parents of students through the activities of the committee.

4. The second form of cooperation, namely the activity of receiving student report cards, which is held by the school at the end of each semester which brings together teachers/homeroom teachers with parents/guardians of students at school to convey various information from the school to parents, complaints from parents and teachers, and approach from school to parents.

The third form of cooperation is Parent Seminar activities, to convey and inform how children's learning interests, changes in attitudes, and children's conditions at school both positive and negative, as well as several ways and tips that can be done by teachers and parents in educating children various information from school to parents, complaints from parents and teachers, and approaches from school to parents, by inviting resource persons, committee chairs and committee administrators, as well as administrators.

Parents and teachers carry out forms of formal and non-formal communication. Formal communication is carried out by correspondence, providing report cards, meetings with parents and school committees, and parent seminar activities. Meanwhile, non-formal communication is carried out through home visits, visits by parents to schools, via SMS, telephone, or social media Instagram and Facebook and Whatsapp Messenger.

The communication pattern that occurs between the teacher and parents is two-way where the communicator conveys a message and the message is received by the communicant and then returned in the form of a response in the form of feedback given by the communicant to the communicator. In this case the teacher as the communicator who conveys the message (encoding) in verbal and non-verbal form and the parents as the communicant who receives the message (decoding) then the message is returned in the form of a response or feedback (feedback).

The process of interpersonal communication patterns between teachers and parents of students refers to the circular communication model of Osgood and Schramm (in Mulyana, 2002), describing a dynamic relationship between communicators and their communicators which is transmitted through encoding and decoding processes. Factors that hinder teacher and parent cooperation namely the busyness of parents to attend meetings with teachers at school. Parents could not attend the invitation to the meeting with the teachers at school, so only representatives or envoys from their parents were present to represent the parents of students at school.

Parents cannot be directly involved in school activities to discuss student achievement, school programs, and so on. Parents do not know about the condition of their children while studying at school and their learning achievements, as well as important matters or information from schools, so that misunderstandings often occur between parents and teachers because there is no opportunity to meet and communicate directly. to discuss about their children's academic achievements so far.

The school's effort to overcome obstacles in working with parents of students is to find the right time for parents to be involved in school activities. The school strives for parents to always be able to attend regular meetings at school, so that the collaboration between the school and parents can be well established, so that parents can find out about their child's development while at school, and can convey their complaints to Teachers.

Based on the results of research on teachers and parents who use social media, it can be It is known that some teachers and parents use social media as a communication tool every day, namely Whatsapp Messenger. Some parents and teachers use the Whatsapp Messenger type of social media for various reasons, namely because it is easier, more practical, and faster to convey messages.

Based on the results of research on teachers and parents who use social media, it can be seen that some teachers and parents use the Whatsapp Messenger social media as a medium for communicating with family, children and co-workers every day. However, chatting or communicating with parents and teachers is still rare and lacks communication.

Teachers and parents communicate using social media if there is something urgent, there are certain things and only if there is a need, such as when parents ask about holidays, class schedules, ask permission for their children, and ask about their children's condition at school. Likewise, teachers use social media to communicate with parents when there is something urgent and important, such as providing information about class schedules, school return schedules, school activity schedules, and asking when students are absent from school without information.

Teachers and Parents communicate every day using social media, because using social media such as Whatsapp Messenger can convey information or share information to parents of students personally or privately. Moreover, in the Whatsapp Messenger application, you can use the Whatsapp Messenger Group to group each parent whose child is in the same study group.

CONCLUSIONS

From the research results, it can be concluded that Whatsapp Messenger is a link between one user and other users who use the application. Someone who uses Whatsapp Messenger can synchronize with the social network used (Facebook, Twitter, etc.) so that they can connect with other Whatsapp Messenger users. So users can connect with other users by utilizing the features in the Whatsapp Messenger Messenger application.

The Whatsapp Messenger application can also be used as a means of interpersonal communication between these users and other users. If you want to use Whatsapp Messenger in a personal context, users can save other users' phone numbers so that users can connect with each other. Someone tends to use communication media like Whatsapp Messenger as a simpler and more efficient medium for exchanging information with other users.

Researchers still find deficiencies in these applications that are commonplace and reasonable, for example in terms of connection (signal) if the signal in the network experiences problems, the application also experiences problems. It is possible that this all-sophisticated technological advancement can have a negative impact on its users because they have a sense of dependence on the use of this technology.

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