

**USE OF INTERNET APPLICATIONS IN COMMUNICATION BETWEEN
EDUCATORS
PARENTS AND STUDENTS
(Qualitative Descriptive Study of Use of Applications 'Si-Alim' in
Communication Parent Educator at Primary School Full Day School Al
Muslim Sidoarjo)**

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Abstract:

In order for the education process goes well is necessary the role of all parties, especially from the schools, teachers and parents. The flurry of parents at the time of this time constraint to perform face to face communication with the school. Today in digital age, some schools have made application in conveying the message and communicating with the parents. Elementary School of Full Day School Al Muslim Sidoarjo has had a special application to facilitate communication between the school and parents by android based application that called 'Si-Alim '. This study aims to determine the role of application 'Si-Alim' in communication between educators and parents. The type research in this study is qualitative descriptive method. Descriptive were selected by researchers because researchers wanted to illustrate how the application usage SiAlim as a means of communication between parents and the school authorities. This study will be reviewed by the 5 components of the Uses and Gratification ie, Cognitive needs, Affective needs, Personal integrative needs, Social Integrative needs, and Escapist needs. Research subjects in this study are the Parents of Elementary School of fullday School Al Muslim. Research shows that the use of android-based application Si Alim by Parents of elementary fullday school Al Muslim Sidoarjo Intense yet used. There isnt active menu that can facilitate interactive communication between parents and the school as well as the frequent delays in updating information in the menu SiAlim make parents prefer others media in communicating with the school. Factors that encourage parents need to access the application Si Alim is predominantly cognitive needs that needs related to information, knowledge and understanding as well as the needs of the conative securities or securities that appear related to a person's attitude.

Keyword: Use of Internet Applications, Communications parents and educators, Uses and gratification

Introduce

Education is a right and responsibility of each individual, to acquire, develop, and disseminate knowledge. And a decent education is a right for every human being in his life, this is a basic need that must be met, otherwise there will be inequality in all respects. The quality of education as one of the pillars of the development of human resources (HR) strategic means for national development. That is, the future of the nation is very dependent on the quality of education today, and the quality of education will appear if education at the school level also qualified. For the success of education also has many aspects, including infrastructure, environment, equally important is the education system itself. The extent to which the educational success can be achieved depending on how the quality of the system.

In order for the education process goes well the necessary role of all parties, namely from the schools, teachers, children and parents. Neither the teachers nor the parents have an important role for the development of children. The teacher was very influential in the school environment affects children and older people in the life and habits of children at home. However, all children should be walking rhythm of life, meaning that the child's life at home must support children's learning in school and what is taught in school is certainly to be useful in the lives of children at home. Synergy between parents and teachers are needed for the continuity of the child's life. And to build the necessary synergy of good communication between parents and teachers. To create an environment that can provide opportunities and creative activities are effective in children when learning, optimal planning is necessary involvement of parents. Well if the teacher or the school can design a program that can involve parents in the learning, so that parents are involved in the education of children. Parents not only meet the teacher at the time of division of report card book which is only done once a semester.

In this globalization era, information and communication technology is a cultural product that was born in the days of postmodern. The development of information technology is supported by the Internet network is getting easier for people to interact, share information, and disseminate information. Along with the times and be accompanied by information and communication technology advances, it can not be denied if at this age all activities have to use technology, one of the activities is to use the internet. Ease of using the internet is already felt today. In the previous years the internet very rarely wear and utilize, only certain people are wearing and use, which have internet network. The Ministry of Communications and Information Technology (Kemkominfo) said Internet users in Indonesia to date has reached 82 million people. With these achievements, Indonesia is ranked 8th in the world (https://kominfo.go.id/content/detail/3980/kemkominfo-pengguna-internet-di-indonesia-capai-82-juta/0/berita_satker), Ease of communication is also growing more easily access the internet if advance only through the computer device is now public easily access the Internet through an increasingly sophisticated mobile facilities. So that access to information and communication can be done anywhere, anytime is not limited to space and time. Applications weeks to facilitate the work, interaction and communication activities have also made many weeks to enable people to support its activities, from economic, social networking and also in education.

Education currently experiencing a significant increase, among others on the system, the method and the instructional media used. With the Internet's world becomes even without limits of space and time, the internet is all forms of information are becoming increasingly open. some schools have made application in conveying the message and communicating with parents. The Ministry of Communications and Information Technology (Kemenkominfo) suggested that parents and teachers are clueless considering digital media, including the Internet has become a part that can not be separated from the lives of children and remajadi Indonesia "The Internet has become a part that can not be separated from everyday life of

children and youth in Indonesia, the necessary efforts to increase awareness, knowledge and skills in relation to Internet safety, "said Head of Information and Public Relations Sulistianoro Kemenkominfo Gatot Dewa Broto (<https://www.merdeka.com/teknologi/kemenkominfo-parent-teacher-and-don't-gaptek.html>). By understanding and not gapteknya parents or teachers will be the world of technology and the internet, then it will be very important to help children grow and develop as their parents can supervise children's activities while accessing the internet without having to confusion in the process of oversight , In addition there are also benefits for parents and teachers, the bustle of the parents at the time of this time constraint to perform face to face communication with the school, but that the learning process of children can walk up the role of parents. During this process of communication and interaction in the learning process only occurs in school and focused on the teacher who gave lessons in the same direction. Lack of school hours will make monitoring children's development becomes less. This leads to the need for communication between parents and educators in creating pleasant environment for children in the learning process and get terbaik for their education.

Educational Institutions AlMuslim owned by Yayasan Al Muslim has stood since this Tahun1980 wadung Jl.Raya Asri is located at 39F, Waru Sidoarjo East Java. Number of students from Yayasan Al Muslim today is to have 700 students. Al Muslim organizes education started preschool, kindergarten, elementary school, to high school by using the concept of studying full-day school. The concept of learning a full day from Monday - Friday (07.15- 15:45 pm) is very beneficial for parents who work have higher mobility. In 2016 Al Muslim School to create an application that can connect the communication between the parties in this case the School Teachers and school administrators to parents. The application is called SiAlim. Among the many schools in the area of Sidoarjo Al Muslim chosen as the only schools that already have Android-based Internet applications as a means of communication between parents and the school. The Android-based internet application can be used by first by downloading the app store. Each parents given one user to access. The application SiAlim there are contains information including the complete data of students, some information about: the daily schedule of lessons pupils, a task which a student, tuition payment information, as well as the value obtained by each student in a competency exam and the semester exam. The objective of this application is very busy with parents, parents can always find out information on the activities and the development of teaching and learning is done son or daughter in school. Internet applications created with this android based created with ease of access because it can be accessed through the mobile respective parents sothat parents can easily access these applications easily at any time and anywhere.

Prior to the application SiAlim have parents in elementary of fullday school Al Muslim Sidoarjo communicate with the teachers to find out information about the development of learning and teaching children through face to face communication, directly and by means of books liaison written by each teacher, where books links have a weakness if the parents because of his work did not have time to check the book is certainly a link that information could not be delivered. In addition, the weakness of conventional communications media that was previously used is the lack of information that can be conveyed with a limited form of books and media in the speed factor access the information as well as in communication.

Selection of parents who were sitting at the level of primary school because of the number of elementary school students more than any student on the level of the others, as it also elementary was chosen because this level communication intense should be fostered between parents and teachers. In research to be conducted are attempting to figure out how to use the application Si Alim for parents as a means of communication of information with the school children. To determine the factors and motivations that underlie the need to access applications Si Alim The researchers used the theory of Uses and Gratification Theory of uses and gratifications belong Blumler and Katz said that the media played an active role for selecting and using these media. In other words, the media is an active party in the communication process. Media users are trying to find a good source of most media in an effort to meet their needs. Gowinda Gita. The core theory of the uses and gratifications is the audience basically using mass media by certain motives. Media considered trying to meet the audience motif. If the motive is met then the audience needs will be met. The final goal of this study was to determine whether the application Si Alim has been effective as a media channel of communication between the parents with the school because in the end, the media were able to meet the needs of the audience called effective medium (Kriyantono.2008: 204).

Research question

How Use and application Si Alim role in shaping communication between Parents and Schools in elementary of full day school Al Muslim Sidoarjo

Literature review

In the study of its kind ever conducted is the research conducted by Disa Nurdania conducting a study entitled "Descriptive Study Qualitative Social Media Path as a Means of Disclosure of Personal Student Computer Science, University of North Sumatra" in the study was also conducted using qualitative descriptive method using the theory uses and Gratification. The thing that distinguishes the research to be conducted by this research is to be conducted research on motivation and fulfillment accessing an application while previous research has focused more on the existence of self fulfillment media users. Results of research conducted that provide privacy comfort due Path have smaller communities than other social media, and expressing themselves through social media is about the daily path of the informants even romance stories.

A second study conducted by Arif Fadillah entitled "Effectiveness of Website SMAN 5 Samarinda For Media Communication and Information Students". This study also used the same method that is using qualitative descriptive Effectiveness of Website SMAN 5 Samarinda and the results show that the website is capable of becoming a media useful for students who can be seen: the message, target, student responses, obstacles, and the effectiveness of the website the.

Communication Through Media Center

Internet opens their resources previously hard to access. The access of information is not be a problem anymore. The Internet is a worldwide computer network reach. Development of the Internet makes the world without limits. Internet is information involving millions of personal computers (personalcomputer) scattered throughout the world. With the internet, one computer with other computers distant place across the globe to exchange data and information. Computing devices that are linked not be same type and size, so does not have the same operating

system. User can interconnected and communicated with the same language to exchange information (Purwanto, 2003: 294)

.Internet also allows administrators and teachers to save time in administration and record-keeping activities. It will also give them more time to spend with their students. Every advance is giving positive and negative effects and the Internet presence together with other media that have specific effects associated with the use. Starting from the bottom, the middle class, to the upper class, also from children to adults, the Internet is already rampant. The availability of internet facility which allows users to make internet more and more that wear. Internet is considered as a "superhero" in this globalization era, because many bring advantages, ease, knowledge of the technologies that increasingly sophisticated, and bring a large impact or influence for its users. Therefore based on the fact, now many people are scrambling to create the latest innovation and use the various facilities provided by the Internet as an online media to meet their needs or simply to follow the trend that is being extended life of the whole community.

Android applications

Since computer users, especially the Internet in the world increased sharply, companies related to computer and communications technology began competing to launch a variety of applications in accordance with market demand. Ali Zaky revealed that the application is a useful component of data processing as well as activities such as the manufacture or processing data. Aplikasi document is part of a PC that interact directly with the user. Applications run on the operating system, so that the application can be activated, we need to install the operating system first. While I bisa interpret App is a program developed to meet the needs of users in performing certain jobs (https://carapedia.com/pengertian_definisi_aplikasi_info2062.html)

Uses and Gratification Theory

In the uses and gratification theory, users are assumed to actively regulate media exposure, resulting in specific patterns and habits in their use. That is, the one who deliberately struck by the way and a certain process. Puspita Adiyani Candra. Uses and gratifications theory is the development of a model of a hypodermic needle. This theory is not interested in what the media on audiences (what the media do to people more interested on what audiences in the media (what people do to the media). Uses and gratifications more approach with focus on "why a group of people than the elect to use certain media content that is offered." (Rachmat 1994: 220). Researchers used the concepts put forward McQuail (2000: 127) offers four main categories of new media sometimes have similarities with other conventional media, but is based on the type of use, content and context. Four categories are Interpersonal Communication Media (associated with the establishment of interpersonal relationships), Interactive Play Media (concepts interactively and improve satisfaction penggunaan as entertainment), Information Search Media (access to unlimited searches), Collective Participatory Media (share and exchange information, ideas, experience and develop relationships liveliness)

Many of the assumptions of the Uses and Gratification Theory submitted by the founders of the approach (Katz, Blumler, & Gurevitch, 1974). Here are five basic assumptions of Uses and Gratification Theory, among others: (1) an active audience and the use of media goal oriented. (2) Initiatives in connecting gratification needs for specific media choice lies in the audience. (3) The media compete with other sources for the satisfaction of needs. (4) The person has enough self-awareness of their media use, interests, and motives so as to provide an accurate picture of its use to researchers. Assessment of media content can only be done by the audience.

There are several motifs that meet the needs of someone who wants to be filled in using media, namely:

1. The need cognitive (Cognitive needs) that needs associated with information, knowledge and understanding. This requirement is based on hasratatau impulse to understand and master the environment, also curiosity and urge for investigation.

2. The need for affective (affective needs) that needs associated with aesthetic experience, pleasure and emotional.
3. The need for personal integration (The need for personal integration) which needs associated with credibility, confidence or trust, stability and the status of the individual. Those things are derived from the desire for self-esteem.
4. Requirement social integration (the need for social integration) which involve additional needs contact family, friends and the outside world. These things are based on a desire to affiliate.
5. Needs runaway (Escapist needs) that needs associated with the desire to escape from a state of tension, emotions, loneliness and lack of social support, in need of comfort as the solution

Research methods

In this study used a qualitative research approach. Taylor and Bogdan, 1984: 5 communicate understanding of qualitative research is research that produces the data descriptive of the words spoken and written, and the behavior of those surveyed (Suyanto and Sutinah.2011: 166). Qualitative Research selected in this research study because they aim to explain the phenomenon with deeply through data collection as much as possible. A qualitative approach is very appropriate to be applied when research that aims to understand the underlying meaning of human behavior. (Suyanto and Sutinah. 2011: 174). A qualitative approach seeks to demonstrate the phenomena of practical communication by analyzing the elements that exist in the study. In a qualitative approach, directing that the approach taken by the researcher does not have to merujukannya in the dichotomy of 'right' and 'wrong' but rather how the approach taken by the researcher (Ida, 2014: 37)

Flick (2006) states that the purpose of qualitative research with the pluralistic nature of life, the extensive explanations related to life was replaced by an explanation based on the individual situation (Settle.2012: 69). Through a qualitative approach researchers can get an idea of parents experience when making use of the applications Si Alim. In qualitative research object of analysis is not variable, but the whole individual. While quantitative research is a variable-based, qualitative research is based case (Corbett.2003: 44) researchers interested in focusing on the understanding of social facts on the basis of the overall interpretation of the phenomenon and, especially of the subjects studied (Corbett.2003: 268). Systematic, factual, and accurate about the facts and the nature of the population or a particular object (Kriyantono, 2014: 69). Descriptive research in this study sought to determine how the Si Alim application can meet the needs of parents of elementary school of Full Day School Al Muslim Sidoarjo in communicating with the school as well as factors that affect the use of the application Si Alim by parents

Data collection technique

Nature study includes data necessary primary data and secondary data. To get primary data techniques of data collection was done by interview

performed on informants as research objects. In this study, the research object is Parent Of SD Full Day Scholl Al Muslim Sidoarjo. The number of informants depends on what you want to know. Informants in this study to be selected are as many as six people. Characteristics of informants used in this study are:

1. Male / Female aged between 20-40 years
2. Parents of elementary students FULLDAY School Al Muslim Sidoarjo

Secondary Data obtained from the collection of data from various sources including the website Yayasan Al Muslim, Company Profile and other data sources that come from other media such as print media and books.

Step-by-step analysis of the data that will be performed are as follows:

- a. Make a change Interview transcripts of audio data (records) to the data in the form of a written
- b. Creating equivalent factual and identify emerging themes
- c. Create a category on the same themes

Qualitative descriptive analysis is a technique to describe and interpret the meaning of the data that has been collected by paying attention and record as many aspects of the situation under investigation at the time, so as to obtain general overview and thorough about the true state (Kriyantono, 2007: 105).

Data analysis technique

There are three lines of qualitative data analysis, namely data reduction, data presentation, and conclusion (Sugiyono, 2012: 247-253):

1. Data reduction is a form of analysis that sharpens, classify, direct, dispose of unnecessary and organizing data in a way that a final conclusion can be drawn.
2. Presentation of data when the data is a set of information structured activities, thus giving the possibility of drawing conclusions and taking action.
3. Conclusion or verification

In this study, data analysis techniques used by researchers is a qualitative descriptive analysis. Inter-case analysis is to look for similarities and differences between the respondents with other respondents.

Data analysis

The application Si Alim is The application that made as almuslim guardians can directly enter the SI-ALIM application. By entering the Mobile Number and Password registered in advance. Menu ani contained in the application are:

1. Complete Data Self Students

In the menu that raises student photos on the homepage This menu contains information about the personal data of students include the student's name, the name of the class teacher. Also in this menu also contains payment information spp, books borrowed and tasks and tests that will be carried out. In this menu easier for parents to know about whether the payment of fees each month has been done as well as task-tugasserta test anything that would be faced by the children in the next few days, sehingga parents easier by reminding the child when the child forget if there are assignments and exams and the theme of the exam will be done at the school inthenearfuture.

2. The delegation Data Learning and Library

If each menu on the main menu to open will contain data about the class students and parents the data of each pupil class. Making it easier for each student parents can know each other and know other data information in a class of his son. In this menu also parents can know what library books are being borrowed by his son bserta when due, and a late fee if his late library books. This menu also allows parents to know about their activities and their penchant for reading done with lessat school indicated how often their children to borrow books in the library and what types of books are often borrowed. Information necessary amount of money to pay the fine could also be known if the kids did delays in library books.

3. Menu of Duty and Value Exam

In this menu, parents can find out more details about the task, lesson schedule, as well as information Test Scores covering semester examinations and tests that have been done competency of children. This makes parents can supervise directly what lessons are to be received so that if parents inginmengulang or guide in conducting the teaching-learning already know what lessons are to be received next day. Results can also be known parents learn without having to ask and wait for the results of the test were distributed by the master. Values are caught early will create more and more parents know early on the

learning outcomes of children so they can make an evaluation of the development of the child's learning during the school day.

4. Payment Menu

The next menu is the menu can be accessed on payment obligations is the responsibility of the parents to the school such as payments, money and money building activities.

Results of Data Processing

No	Information	Agus Hamdani	Vera	Yusi	Ida	Roby	Arlik
1	Age	38 Years	42 years old	36 years old	42 Years	45 years old	39 years old
2	Education last	Diploma	Diploma	Sarjanah	Sarjanah	Sarjanah	Sarjanah
3	Work	Private employees	Nurse	entrepreneur	Profession	Private employees	Government employee
4	Number of children	2	1	4	2	2	2
5	type HP which are owned	Android	I-Phone	Android	Android	Android	Android
6	Having long applications SiAlim	6 months	6 months	6 months	6 months	6 months	1 month
7	Last access	1 week	1 month	Yag 3 Days ago	Today	Today	1 week
8	Intensity Use	1x week	1x 1-2month	1 Week 2x	Every day	1 week 2x	1x week
9	The menus are often accessed	Value, SPP, Tasks Library	activity value child	School assignment	Tasks, SPP Value	Duties and Value	Duties, Value

The application Si Alim has been accessed by the parents at the beginning of this application is used. Profile Parents of Elementary School Full Day Al Muslim is an average is worked as an employee and have businesses that have busy every day both father and mother. Use of application of Si Alim is already used by parents only use has not done intensely. It is known from the frequency of use of the application Si Alim by parents. In accessing the application Si Alim largely done every day. From the description in the application menu Si Alim most frequently accessed can be known factors that encourage parents in accessing the application Si Alim is a cognitive factor that needs to access dealing with information, knowledge and understanding.

This requirement is based on a desire or impulse to understand and master the environment, also satisfy the curiosity and urge for investigation., Parents in daily communication with teachers and schools and to prefer communication via application or fuel WA

The Role of Si Alim Application in Communication

From the fore going it can be concluded that in communicating every communicator always wanted to walk efective. Effective communication is communication that run communicator to the communicant to give effect to the message. The function can be caused changes that occur within the receiver (student) The function communication includes cognitive, affective, and conative. The following applications use Si Alim function as a communication tool between parents with elementary school in Al Muslim Sidoarjo full day.

Cognitive function

Cognitive function or functions that occur when there are changes in what is known to be understood or perceived by the audience. On the results of this study the effects of a cognitive arising after access to applications SiAlim are able to know about the duties of children and the values obtained from tests which have been carried out, shall also be submitted by one of the parents that they feel increasingly facilitated by the application Si Alim so they can find information about the value of their children directly. Information most frequently accessed by parents is information related to cognitive aspects, namely infornasi: Value of children and child tasks as well as information about payment spp.

Affective function

Affective effects or effects arising in connection with one's feelings. From this research, the effects of affective that arise in the form of feelings that arise in the parents of elementary school students full day school of Al Muslim after accessing applications SiAlim, such as the emergence of a sense of pride when he learned the value of their children faster than having to wait until the distribution of grades is done by homeroom teacher, relieve worries if SPP payment of unpaid school because parents can buy spp payment of knowing whether their child's school has been paid or not.

Conative Function

Conative effect or effects appear related to a person's attitude, the effect connative influence of communication messages which arise in the form of determination, desire or effort to implement them. From this research, the effects of conative arising on the parents of elementary school students Full Day School Al Muslim after accessing the application Si Alim namely disclosed by Ida knowing that the child is not so good that he indirectly rebuked but try to give encouragement to the next test of the child get better grades, it also expressed similar by Agus Hamdani, if informed his son late in returning a library book directly thing done was give her some money to immediately pay as well as the school library books returned late yet. Like wise with Vera knowing her son unpaid SPP immediately she called the school to confirm this.

Social integration Function (The need for social integration)

Namely the requirement relating to the addition of household contacts, friends and the outside world. These things are based on a desire to affiliate. From this study, the effects of social integration has not been done by the parents it because interaction menu between parent and parent interaction with the school was on the SiAlim not functioning so the need for social integrity has not been done. The parents of Al Muslim Elementary fullday School just do question and answer to some other parents and how to use the application associated Si Alim.

Runaway Function (Escapist needs) that needs associated with the desire to escape from a state of tension, emotions, loneliness and lack of social support, in need of comfort as a solution. In this research has not found fulfillment in your spare time Escapist because parents no access SiAlim application. Access is done usually by the time they want to get information on SiAlim application. Yet full menu that includes information other than the interests and school information to make parents did Si Alim access to applications for entertainment and spending the time. Telling about the problem of children's education in school is not submitted within the application Si Alim but would prefer express or using other communication media, namely via Whats App or Blackberry Messangger

Conclusion

According to the research conducted, the researchers can deduce some of the findings of the study, namely:

1. The application Alim assist parents in obtaining information about a child, lesson schedule and exam schedules, test scores and school fees payment faster and easier
2. Application of the Alim has been accessed by the parents of students on average are living as an employee and have a business that has a busy day. It's just that their use has not done intensively
3. The Reasons or interest in the application of Si Alim found that Cognitive factor is needs related to information, knowledge and understanding is a factor the predominant reason for the parents of elementary fullday school of Al Muslim Sidoarjo. The other factors, namely factor affective, conative, and Social Integration
4. Factor which is not found as a goal or motivation of parents accessing an application that needs runaway Si Alim is Escapist needs that needs associated with the desire to escape from a state of tension, emotions, loneliness and lack of social support, in need of comfort as the solution
5. Put to the school is adding can be Actifying menu that can connect interactive communication between parents with one another as well as between the parents with the school so that two-way communication can be effective and bring benefits to the learning outcomes of teaching students in schools with good, Limitations Si Alim application that is accessible only on android-based communication tool that makes parents with means of communication other than android (Iphone) the difficulty to access the application SiAlim,

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