

ABSTRACT

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Distance Education Communication Strategy Between Lecturers and Students During the Covid-19 Pandemic at Gunadarma University

Keywords: Communication Science, Communication Strategy, Online Lecture.

(xiii + 70 + Appendices)

The purpose of this research is for determining the communication strategy of distance education between lecturer and college student in Gunadarma University. The informants in this study are 3 (three) Gunadarma University lecturers, Faculty of Communication Sciences who are considered active in teaching in the Corona Virus pandemic situation and validated to 3 (three) Gunadarma University student informants who were taught by the three lecturer informants. The method used in this research is qualitative. This study uses a constructivism paradigm. The research results are obtained by interviewing 3 informants and validated to 3 informants. The Conclusion stated that the lecturer carried out strategies with publicity in the form of attractive presentations to read and strategies with persuasion, namely giving rewards in the form of grades to students.

Bibliography (2002-2020)