

## THE URGENCY OF COMMUNICATION PSYCHOLOGY IN EDUCATIONAL PERSPECTIVE

Latutik Mukhlisin<sup>1\*</sup>, Malik Ibrahim<sup>2</sup>,  
Anggita Aulia Al Rasyid<sup>3</sup>, Aisyah Megananda Assa Sajitin<sup>4</sup>  
<sup>1,2,3,4</sup>Ilmu Komunikasi, Universitas Muhammadiyah Madiun  
Email: Im818@ummad.ac.id<sup>1\*</sup>

### Abstrak

Psikologi komunikasi merupakan salah satu instrumen yang dapat digunakan oleh seorang pendidik untuk mengetahui karakteristik murid. Seorang pendidik yang mengetahui karakteristik murid tentu dapat melakukan pendekatan dengan menggunakan metode-metode yang sejalan dengan psikis murid-muridnya. Oleh karena itu, psikologi komunikasi pendidikan merupakan salah satu poin penting untuk menentukan keberhasilan dalam belajar siswa. Riset ini bertujuan untuk menganalisis urgensi psikologi komunikasi dalam perspektif pendidikan. Riset ini menggunakan jenis penelitian kualitatif dengan pendekatan kepustakaan, sedangkan jenis data yang digunakan adalah data sekunder. Teknik pengumpulan data menggunakan dokumentasi yakni mengambil data dari berbagai buku, jurnal dan laporan riset. Hasil riset menunjukkan bahwa, psikologi komunikasi memiliki peran penting dalam bidang pendidikan. Guru dapat menggunakan strategi pembelajaran yang selaras dengan psikis siswa dengan menggunakan psikologi komunikasi untuk membantu mereka memahami setiap karakteristik siswa. Selain itu, psikologi komunikasi dapat mendukung peningkatan komunikasi interpersonal dalam lingkungan belajar. Selanjutnya, penggunaan psikologi komunikasi dapat menjadi salah satu cara untuk mengatasi berbagai masalah yang muncul di bidang pendidikan, termasuk bullying dan kekerasan. Hal ini dikuatkan oleh sejumlah penelitian dan literatur yang mencakup urgensi psikologi komunikasi dalam meningkatkan efektivitas proses pembelajaran dan menciptakan lingkungan pendidikan yang efektif dan harmonis.

**Kata Kunci:** Urgensi Psikologi Komunikasi, Pendidikan

### Abstract

*Communication psychology is one of the instruments that can be used by an educator to find out the characteristics of students. An educator who knows the characteristics of students can certainly approach them using methods that are in line with the psyches of their students. Therefore, the psychology of educational communication is one of the important points in determining success in student learning. This research aims to analyze the urgency of communication psychology in an educational perspective. This research uses qualitative research with a literature approach, while the type of data used is secondary data. The data collection technique uses documentation, namely taking data from various books, journals, and research reports. The results show that communication psychology has an important role in the field of education. Teachers can use learning strategies that are in tune with students' psyches by using communication psychology to help them understand each student's characteristics. In addition, communication psychology can support the improvement of interpersonal communication in the learning environment. Furthermore, the use of communication psychology can be one way to overcome various problems that arise in the field of education, including bullying and violence. This is corroborated by several studies and literature covering the urgency of communication psychology in improving the effectiveness of the learning process and creating an effective and harmonious educational environment.*

**Keywords:** *The Urgency of Communication Psychology, Education*

## INTRODUCTION

One of the instruments that an educator or teacher can use to understand the characteristics of their students is communication psychology. A teacher who is aware of the personality of his students. A

teacher can take an approach by utilizing techniques that are on the psychic type of each student. As a result, one of the key factors that influence learning success in education is the psychology of communication. According to research findings from Putra et al., (2021), psychology is a science that seeks to understand people to provide them with more appropriate care. Psychological science in the context of education is something that every educator must be aware of. Nurliana's research states that psychology in education can provide an overview and illumination related to a person's educational experience because it can help students understand the material taught by the teacher (Nurliani, 2016).

It can be broadly interpreted as any learning experience that begins when a person is born and lasts throughout their life. It is intended that education can contribute to the development and growth of human resources. According to Suardi (2023: 113) one of the guidelines for perception in learning is the concept of communication psychology which has a significant role in the learning process. The study of efforts to anticipate, interpret, and regulate mental and behavioral events in communication is the goal of communication psychology. Educational psychology is used to understand communicants or students in the communication process. The science of communication psychology in education examines efforts to anticipate, interpret, and regulate mental and behavioral exchanges that occur when people communicate with each other in a learning environment.

According to Ekaningtyas (2022), psychology in education is one of the subdisciplinary branches of psychology that focuses on understanding the teaching and learning process. This knowledge can help educators and education managers recognize the potential of students and the conditions that exist in the classroom, as it improves interpersonal communication in the learning environment between teachers and students, for example, communication psychology plays an important role in education through counseling and guidance. Communication psychology in education helps in solving student problems and improving interpersonal communication in the classroom, especially between teachers and students. According to Novianti (2015), the effectiveness of the educational process in schools is greatly influenced by the role of educators in educational psychology.

Educational psychology about communication psychology can increase the effectiveness of educational and teaching interventions and can increase the effectiveness of communication in helping to overcome problems in the educational environment. Problems in education are something that can affect society as a whole and cover various aspects of life. According to a study, communication psychology can be used in education to predict and control mental events, provide images, and influence individual behavior during communication (Ahmad et al., 2021). The issue of educational goals is very important because it directs the learning process and helps students make deliberate efforts to meet predetermined goals.

The application of communication psychology to education is very important, even a priority. However, in daily practice education often takes actions that are disconnected from the learning objectives that must be met by educational psychology. Therefore, studying and applying psychology in education is needed to increase the effectiveness of communication between individuals in the educational environment and create an effective and harmonious environment in the educational environment. Based on the results of research by Kulsum (2021), it is said that psychology in education can examine mental problems and help deal with students' psychological activities in the world of education.

The description of some of the research above is one of the urgencies in this research. Therefore, in order to be more in-depth, the author adds references based on the literature. Research by Khoiruddin (2013) discusses the role of communication in education. Research by Wisman (2017) which explains about effective communication in the world of education. Research by Mahadi (2021), examines educational communication and the importance of effective communication in the learning process. Budiman's work analyzes the study of how information and communication technology is used in education (Budiman, 2017). Based on some of this literature, of course, the author filters or

filters the results of previous research to prevent research objectives that are too similar to previous research. Therefore, based on several arguments and literature above, this research is worth analyzing. The renewal or purpose of the author's research is to analyze the urgency of communication psychology in an educational perspective. In detail, this research will collect theories about the psychology of communication and the scope of education. In addition, this research will analyze the urgency of communication psychology in the perspective of education.

## **RESEARCH METHOD**

This research uses qualitative research with a library research approach. In this type of research data using secondary data and in data collection techniques using documentation. In data analysis techniques using data reduction, data presentation and data conclusion. In data validity techniques, researchers use reference adequacy. In detail in this study using a library research approach usually uses the main data from secondary data sources to meet the information needs in a study. Secondary data is data obtained through a second party (Dimiyati, 2013), or indirectly and can also use intermediary media (Ramadhani and Bina, 2021). Qualitative research is a study that describes the results of a research or findings from a particular study using a sentence-shaped narrative (Thabrani, 2019). Qualitative research also has the aim of explaining an event or event based on data collected by researchers, and the data or information is explored in depth in order to describe quality and quantity research findings (Kriyantono, 2016).

This type of qualitative research also describes research reports with narratives in the form of sentences or descriptions (Gunawan, 2013) and does not explain research reports using statistics or charts and so on (Rasimin, 2019). In detail, library research prioritizes research by collecting information through secondary data or data collection techniques through documentation. Documentation is a data collection technique in a research by quoting from various books, journals, theses, dissertations and so on that examine a research object (Sadiah, 2015). Another opinion also says that documentation is a result of research that has been completed by a previous researcher. Documentation can also be in the form of documents, images, archives and so on (Abdussamad, 2021).

## **RESULTS AND DISCUSSION**

### **Psychology of Communication**

In this study in detail will collect theories about the psychology of communication. Human psychological aspects can be studied or known through communication psychology. Communication psychology can be applied to a person's psychological disorders in order to create effective communication. In the context of communication psychology, the position of communication is not only about the ability to speak, but also about making persuasive presentations. In other words, communication does not only pay attention to what the communicator conveys, but communication psychology is also able to apply messages according to the needs of communicants (Sari & Sanusi, 2023). Communication psychology covers various theories and topics on perception, attitude, persuasion, and interpersonal communication. Psychology is one of the fields of science that discusses, explains, predicts and controls mental or mental events (Romadhonah & Ibrahim, 2023).

Communication psychology is a branch of the two important sciences of psychology and communication. While psychology has been around for a long time, communication science is relatively new. Psychology is a relatively new and developing scientific field. Psychology is also one of the scientific disciplines that studies, explains, predicts, and regulates mental processes or the human psyche. The purpose of communicating and interacting with others by studying and applying communication psychology is very beneficial for communicators. Communication psychology is also a procedure that connects the information conveyed to improve the psychological well-being of each

student in education (Purnomo & Loka, 2023). This branch of science examines issues relevant to everyday life, such as how people think and perceive the world, how to influence others, and the factors that shape who we are today. Communication psychology is also very important for the growth of human personality.

Communication psychology aims to bring about changes in human behavior when communicating, this can be achieved by understanding responses in the past to predict responses that will occur in the future and another goal is to achieve communication effectiveness between communicators and communicants. Communication effectiveness is characterized by five important components: good social relations, behavior that affects understanding, pleasure, and attitudes. There is a close relationship between communication and human conscious experience. Therefore, it is not surprising that researchers in psychology have always been interested in communication. This when compared to intercultural communication certainly has the same goal of trying to find out how the condition of mad'u. if in the context of education it means trying to find out the psychological conditions of students (Sumaryanto & Ibrahim, 2023).

Psychologists have contributed to the development of communication throughout history. According to George A. Miller the study of communication psychology focuses on understanding, anticipating, and managing the mental and behavioral processes involved in communication. Communication psychology is actually a field that investigates human experience and consciousness. The methods of communication psychology include reception of sensory stimuli, processing of information and responses, prediction of responses, and determination of responses. Furthermore, communication psychology also considers the communication process from the very beginning. That is, from the sending of the message by the communicator, the stimulus received through the message, to the communicative response to the message given by the communicator. An educator must be able to master the psychology of communication in order to influence or understand the condition of his students, so that the lesson material provided can be accepted by students (Ibrahim dan Riyadi, 2023).

### **Scope of Education**

In this study in detail will collect theories about the scope of education. Education is an effort designed to create a positive and interesting learning environment in order to develop the potential of each student (Pristiwanti et al., 2022). According to Law No. 20 of 2003, education is defined as a deliberate and planned effort to create an environment and learning process that allows students to actively develop their potential with the aim of having religious strength, self-control, personality, intelligence, noble character, and skills needed by themselves, society, nation and state. The purpose of education is to help students carry out their duties and responsibilities independently.

According to Wahidin (2013), education is considered a preventive and curative alternative, because it creates a new generation of better citizens. Education is seen as a preventive measure, meaning that education can improve the quality of adolescents in a number of fields so as to minimize and reduce the causes of various problems related to national character. Education is considered a cure and it is believed that various personality problems that occur during adolescence can be overcome through education. In character education for adolescents, the role of parents and teachers is very important and is expected to overcome various problems that may arise now and in the future. Because big problems can only be solved together and with good cooperation.

The same discussion about education according to Sujana that from various perspectives the functions and objectives of education have created a nation that is capable, faithful, devoted to God, has good knowledge and national insight. It is clear that education is very important for the development of Indonesian society. Cultural shifts, the creation of a workforce, the creation of social control tools, and all of this depends on the important role education plays in society. In addition, education plays an important role in ensuring the sustainable growth of society. Society will definitely

benefit greatly in terms of employment, social services, and bureaucracy with a good and quality education (Sujana, 2019). Research from Hermanto claims that education needs serious attention because it reflects the history of a country (Hermanto, 2020).

The Indonesian people certainly do not want to regress, because despite many advances in other fields, education still receives less attention. Therefore, it is imperative to design a national education system to educate the people of the country. According to Aziizu (2015), it is stated that the importance of education as a determining indicator of a country's progress. To achieve the nation's goals outlined in the constitution, namely, educating the nation's life with high-quality education, various efforts are needed. Indonesian society is actually not fully educated. Although Indonesian society and students in particular have received academic education, they have not received moral or ethical education. This is evident from the many examples of moral decay in the country, including fights, corruption, and inter-ethnic conflicts.

In addition, as explained by Srifariyati (2020), education certainly has methods. Teaching methods or educational methods are strategies for imparting knowledge to students. Naturally, this is done to ensure that students can communicate clearly, simply, and in a way that is appropriately absorbed. It is expected that this method will result in a variety of student learning activities. There are several different methods that teachers use including lectures, question and answer, and recitation (assignments). However, they almost never use other methods such as discussion, exercises, group work, problem solving, demonstration, or experimental (Syafrin et al., 2023).

### **The Urgency of Communication Psychology in Educational Perspective**

The analysis of the urgency of communication psychology in the perspective of education certainly has various descriptions. Communication methods are used to establish effective communication between people. The study of communication psychology is closely related to the practice of effective verbal and nonverbal communication. Psychology is the viewpoint or perspective used in communication psychology, a science that explores human interaction and communication between people. Communication psychology covers the psychological aspects and tries to analyze the components involved in communication. According to Nuzula (2015) communication can help shape the human psyche to the point of conclusion, psychology relies on communication as a means of conveying mental knowledge. Communication psychology in education has an important role to express the intentions of communicators to communicants and develop communication skills in students.

The phenomenon of problems that are often found in the world of education is the lack of attention in implementing interpersonal relationships between teachers and students properly. A teacher or educator has a role as a role model for their students, thus teachers must be aware of how they behave. Another problem is a violent incident that occurred at Bina Karya Laruntaka Private Vocational School in East Flores Province, East Nusa Tenggara. A student's hand was dipped in boiling water by a teacher. He justified his violent act by claiming that it was a coaching tool for his students. School violence is categorized as aggression behavior in psychology. It is said to be the perpetrator of aggression because it causes unpleasant stimuli in others. This is in line with the opinion expressed by Febriana & Situmorang (2019) that aggression is behavior that aims to harm others, both physically and psychologically.

An educator must provide good behavior to students so that they can apply it in their daily lives. This aims to reduce unpleasant events that may arise during the teaching and learning process, such as the bullying that befell students at SDN 236 Gresik, East Java Province. A second-grade student at an elementary school reportedly suffered permanent blindness in his right eye after being stabbed by a senior. This happened because the victim refused to give pocket money to the perpetrator. Research by Wulandari (2022) shows that bullying cases occur in various contexts, including basic education. One

of the factors influencing bullying in education is among school children between the ages of six and twelve.

Bullying behavior undoubtedly has the potential to affect the mental health of the victim both immediately and over time. In addition, there are positive and negative effects of bullying behavior on self-confidence. According to Jelita et al., (2021) the negative side of bullying is that some people who are bullied may find that their confidence levels drop. In addition, the positive impact is if someone experiences bullying and he makes the bullying a motivation to make himself much better than before, then this will result in increased self-confidence. The application of communication psychology in education can be a solution to reduce acts of violence in education and can help improve the effectiveness of communication between various parties including teachers, students and other parties.

According to Sakerebau (2018) a teacher can organize and attempt to solve student problems by having a thorough understanding of the student's mental state. According to a study by Putri (2019) at SMK Kesehatan Widya Dharma Bali, psychology plays an important role in providing guidance and advice regarding problems faced by students from disadvantaged families, dysfunctional households, or physical imperfections. One of the strategies to stop bullying in schools is by using communication psychology in the classroom. This is closely related to the role of teachers as mentors and counselors, in dealing with student problems. According to Bu'ulolo et al., (2022) a guidance and counseling teacher plays an important role in limiting bullying behavior by offering information sessions, group and individual counseling, as well as preventive, curative measures and helping students develop positive self-habits. Guidance and counseling teachers also help prevent bullying by modeling morality and kindness to their students. They also provide guidance and counseling services by defining bullying, describing how bullying behavior occurs, and outlining the causes and effects of bullying behavior.

According to Suardi (2023) show that the idea of communication psychology in learning plays a significant role as one of the guidelines that influence students' attitudes, thoughts, and behaviors about knowledge and perceptions in learning. In addition to influencing behavior, psychology also helps students become more emotionally intelligent, communicate more effectively, form meaningful relationships, and experience interpersonal fulfillment. Communication psychology according to Hasan & Arif (2021) helps in understanding students' traits, such as whether they are slow or fast learners. With this knowledge, teachers can create learning strategies tailored to the unique needs of each student, ensuring that instruction is as effective as possible. Thus, it is evident that communication psychology offers many advantages in the field of education. In addition, communication psychology can also be of *da'wah* value or have moral messages that can ultimately shape students' characters (Syaf dan Ibrahim, 2023).

According to Purnomo & Loka (2023) communication psychology is very important in the field of education. Educational problems that are often overlooked in learning activities stem from a lack of focus on building interpersonal relationships or more specifically from the perspective of communication psychology. Communication psychology plays an important role in education by bridging the gap between knowledge delivery and student psychology. It is an important factor in determining the success of the transfer of knowledge process. Meanwhile, Novianti's opinion confirms that the effectiveness of the educational process in schools is strongly influenced by the role of educator figures in educational psychology. From the point of view of educational psychology, competent educators are those who can do their jobs in a way that upholds professional standards and allows them to apply psychological concepts and all other aspects of educational psychology (Novianti, 2015).

## CONCLUSIONS AND SUGGESTIONS

Based on the research that has been conducted, communication psychology has an important role in the field of education. Teachers can use learning strategies that are in tune with students' psyches by using communication psychology to help them understand each student's characteristics. In addition, communication psychology can support the improvement of interpersonal communication in the learning environment. Furthermore, the use of communication psychology can be one way to overcome various problems that arise in the field of education, including bullying and violence. This is corroborated by a number of studies and literature covering the urgency of communication psychology in improving the effectiveness of the learning process and creating an effective and harmonious educational environment.

Mental and behavioral events that occur in communication can be studied, predicted, interpreted and controlled with the help of communication psychology. This relates to the understanding of a teaching and learning process, the potential of students, and the conditions of the educational environment. Communication psychology is also one of the efforts to prevent acts of violence through counseling guidance. By using communication psychology, educators can better understand the mental state of students and provide information services, individual counseling, and group guidance. Educators also act as agents of learning and guidance and have a major role in integrating psychological principles to achieve learning success.

Based on these conclusions, the researcher suggests several things, namely that an educator should use communication psychology in the scope of education, because it can affect success in educating, teaching and educating students. In addition, a teacher or educator when using communication psychology in the world of educators can certainly be easier to know the mental state of students, so that a teacher can determine learning methods according to the psychological condition of students at that time. The next suggestion is that students should be able to follow the learning better, pay attention to the explanation of the teacher, be more enthusiastic about the learning process, and be more active and not shy to ask or answer questions from the teacher.

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