

ABSTRAK

Penelitian ini berjudul “Model Komunikasi Pendidikan dalam Menumbuhkan Kesadaran untuk Menghindari Praktik *Bullying* (Studi Kasus di SMA Negeri 2 Bireuen)”. Landasan teoritis penelitian ini berangkat dari konsep komunikasi pendidikan yang memandang proses belajar sebagai bentuk interaksi antara komunikator (guru) dan komunikan (siswa), di mana pesan-pesan moral dan nilai sosial disampaikan untuk membentuk karakter peserta didik. Penelitian ini mengacu pada Model Komunikasi Harold D Lasswell yang sederhana terdiri dari lima tahapan, yaitu *Who*, *Say What*, *In Which Chanel*, & *To Whom* dalam mencapai efektivitas komunikasi pendidikan. Penelitian ini berlandaskan pada Undang-Undang Nomor 20 Tahun 2003 tentang Sistem Pendidikan Nasional yang menegaskan bahwa pendidikan bertujuan mengembangkan potensi peserta didik agar menjadi manusia beriman, berakhlak mulia, serta bertanggung jawab. Fenomena yang melatarbelakangi penelitian ini adalah masih maraknya praktik *bullying* di lingkungan sekolah, termasuk di SMA Negeri 2 Bireuen. Pemilihan lokasi di SMA Negeri 2 Bireuen dilandasi oleh adanya program internal sekolah yang sudah berupaya menekan angka *bullying* melalui komunikasi edukatif seperti layanan bimbingan konseling, penyampaian pesan moral, serta kampanye anti-*bullying* melalui media visual. Namun, efektivitasnya masih belum optimal sehingga menarik untuk dikaji lebih dalam melalui perspektif komunikasi pendidikan. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, serta menggunakan teori Model Komunikasi Harold D Lasswell sebagai pisau analisis utama. Hasil penelitian menunjukkan bahwa komunikasi pendidikan di SMA Negeri 2 Bireuen dilaksanakan melalui pendekatan persuasif guru, layanan konseling, integrasi nilai moral dalam pembelajaran, serta penggunaan media seperti spanduk dan poster. Model komunikasi pendidikan yang diterapkan di SMA N 2 Bireuen bersifat *integratif* dan *humanistik*. Model yang diterapkan di SMA N 2 Bireuen sejalan dengan teori komunikasi Lasswell yang meliputi lima komponen utama, yaitu: *Who* (Siapa), *Says What* (Apa yang disampaikan), *In Which Channel* (Melalui saluran apa), *To Whom* (Kepada siapa), *With What Effect* (Dengan pengaruh apa).

Kata Kunci: Komunikasi Pendidikan, Model Komunikasi *Bullying*.

ABSTRACT

This research is entitled “Educational Communication Model in Fostering Awareness to Avoid Bullying Practices (A Case Study at SMA Negeri 2 Bireuen)”. The theoretical foundation of this study is based on the concept of educational communication, which views the learning process as a form of interaction between the communicator (teacher) and the communicant (students), where moral messages and social values are conveyed to shape the character of the learners. This research refers to Harold D. Lasswell’s Communication Model, which consists of five simple stages: Who, Says What, In Which Channel, and To Whom in achieving effective educational communication. This study is also grounded in Law Number 20 of 2003 on the National Education System, which emphasizes that education aims to develop students’ potential to become individuals who are faithful, virtuous, and responsible. The phenomenon underlying this research is the persistence of bullying practices within the school environment, including at SMA Negeri 2 Bireuen. The selection of this location is based on the existence of internal school programs that have sought to reduce bullying through educational communication efforts such as counseling services, the delivery of moral messages, and anti-bullying campaigns through visual media. However, the effectiveness of these efforts remains suboptimal, making it interesting to explore further through the perspective of educational communication. This research uses a qualitative approach with a case study method, and employs Harold D. Lasswell’s Communication Model as the main analytical framework. The findings show that educational communication at SMA Negeri 2 Bireuen is carried out through teachers’ persuasive approaches, counseling services, the integration of moral values in learning activities, and the use of media such as banners and posters. The educational communication model implemented at SMA Negeri 2 Bireuen is integrative and humanistic in nature. The model aligns with Lasswell’s communication theory, which includes five main components: Who, Says What, In Which Channel, To Whom, and With What Effect).

Keywords: Educational Communication, Communication Model Bullying .