

ABSTRAK

Penelitian ini bertujuan menganalisis strategi komunikasi interpersonal guru dalam meningkatkan motivasi belajar murid di SDN 010018 Desa Sarang Helang, Kecamatan Sei Kepayang Timur, Kabupaten Asahan. Latar belakang penelitian ini adalah rendahnya motivasi belajar murid akibat kondisi sosial ekonomi yang menuntut sebagian dari mereka membantu orang tua bekerja. Dengan menggunakan pendekatan kualitatif dan metode deskriptif melalui wawancara, observasi, serta dokumentasi, penelitian ini menemukan bahwa guru menerapkan strategi komunikasi interpersonal berdasarkan model REACH, yaitu *respect*, *empathy*, *audible*, *clarity*, dan *humble*. Penerapan prinsip tersebut menciptakan suasana belajar yang positif dan mendorong peningkatan partisipasi, keberanian, serta ketekunan murid dalam belajar. Dengan demikian, strategi komunikasi interpersonal guru berperan penting dalam menumbuhkan motivasi belajar di sekolah dasar pedesaan.

Kata kunci: komunikasi interpersonal, strategi komunikasi, motivasi belajar, guru, murid sekolah dasar.

ABSTRACT

This study aims to analyze teachers' interpersonal communication strategies in increasing student learning motivation at SDN 010018 Sarang Helang Village, East Sei Kepayang District, Asahan Regency. The background of this research is the low learning motivation of students due to socioeconomic conditions that require some of them to help their parents work. Using a qualitative approach and descriptive methods thru interviews, observations, and documentation, This study found that teachers apply interpersonal communication strategies based on the REACH theory, which stands for respect, empathy, audible, clarity, and humble. The application of these principles creates a positive learning environment and encourages increased student participation, courage, and perseverance in learning. Thus, the teacher's interpersonal communication strategies play an important role in fostering learning motivation in rural elementary schools.

Keywords: interpersonal communication, communication strategies, learning motivation, teachers, elementary school students.