Seminar "Create A Great Leader and Master Communication" As an Effort to Improve Student Communication Skills in The Digital Era

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ABSTRACT

Background: Communication is an ability that has a significant impact on students. Training for this activity must always be carried out.

Contribution: The purpose of this study is to explain the impact of seminar activities to improve students' abilities and skills in conducting open and effective communication patterns in the digital era that is currently taking place.

Method: The research method used in this study is descriptive qualitative. Data collection techniques carried out include observation, interviews, and documentation studies.

Result: Based on data that has been collected, the seminar that has been done is known to have a positive impact and helps students have high enthusiasm to learn about effective communication and tips for maintaining communication ethics in the digital age.

Conclusion: In addition, with the material presented, students can understand the urgency of the formation of communication skills to improve the image, confidence, as well as the responsibilities they have in the future.

1. Introduction

Based on data released by the Indonesian Internet Service Providers Association (APJII), it was announced that the number of internet users in Indonesia in 2024 will continue to increase and reach 221,563,479 people from the existing population of 278,696,200. When presented, the internet penetration rate in Indonesia has reached 79.5% and increased by 1.4% compared to 2023 [1]. Supporting the data above, the report from We Are Social also explains that in 2023, the number of internet users will have reached 213 million people and

increased 5.44% compared to the previous year, namely 2021-2022. This increase in internet use continues to occur and has an impact on various aspects of life in the community [2].

Current technological advances have brought significant changes to various aspects of life. If individuals are unable to adapt to this, the potential for being left behind will be even greater. During the current technological developments, the world of education must also transform learning and combine digital tools in it. In addition, control over potential behavioral changes in students must also receive attention, especially in the aspects of ethics, norms, rules and morals of life so that they are always in harmony with society [3]. The impact most felt by students as learners in this digital era is the ease of access to information and self-development media. Not a few students encounter training or other activities that support their talents and interests [4].

In today's sophisticated era, it is a necessity for individuals, especially students, to continuously develop themselves, take part in various empowering training and hone their skills, including communication skills. Existing research states that apart from graphic media and multimedia design training, student participation in other training should also be increased [5]. One of them is training in developing communication skills. The more effective the communication patterns applied in everyday life by students, the better their ability to express their feelings, emotions and hopes will be [6].

Various training such as communication patterns and discipline education, can help improve the performance and productivity of a person, including students [7]. In line with this statement, other research reveals that effective communication skills are needed by every individual, especially students. With their communication skills, students will be able to show up more and avoid anxiety when they must speak or interact in public [8].

According to Hyter et al [9] speaking, writing, and listening skills are a unit that supports smooth communication. To be able to communicate well and fluently, students must get maximum language learning and actively participate in additional activities such as training. In line with the opinion above, Ambarwati [10] also stated that in the current era of society 5.0, students are required to have critical, constructive, and innovative thinking skills. Every individual must also align themselves with the very fast development of information and communication technology so that they can grow into useful and competitive human resources.

Based on research conducted by Cooks [11], it was stated that amidst the increasing use of technology and social media among students and teenagers, training regarding communication ethics must always be carried out. This is important because not all students are able to properly study the negative impacts of communication carried out, as well as policies in using online technology. With massive training, the emergence of bad judgment such as impolite behavior and unstructured communication can be prevented as early as possible.

Strengthening the statement above, the results of the latest research [12] agree on the importance of training and extracurricular activities in schools. A variety of unique and contemporary training such as public speaking, storytelling, newscasting, seminars, workshops and so on, are known to help students to be more independent in learning, open to criticism and input, and show maximum self-quality in the future. This training can also

increase their self-confidence, so that in the futurAe they will have a clear and well-planned career direction.

Based on all the explanations above, it can be said that training and similar activities that help hone students' skills are a very important need at this time. Because by increasing these activities, the pattern of developing students' abilities and competencies will be more honed and the potential career paths chosen will be more varied. Therefore, schools and similar institutions must always organize these activities and work together to produce an advanced and competent future generation.

As one of the higher education institutions that is oriented towards the progress of human resources in the future, Esa Unggul University Jakarta always holds various service activities and collaborates with various educational institutions throughout Indonesia. Esa Unggul University Jakarta realizes that students, as the nation's next generation, must be empowered, both in terms of economics, personal skills, and communication. Therefore, as a realization of this perspective, Esa Unggul University Jakarta and the entire Academic Community at the Faculty of Communication Sciences, carried out service in the form of seminar activities aimed at improving students' inter- and intra-personal communication competence, at Binakarya Mandiri Bekasi Vocational School [13].

The seminar activities mentioned above were held as a form of youth development, growing a firm leadership spirit, character education, and increasing communication competence in students. Reporting from the Beritamerdeka.net page, academics from the Faculty of Communication Sciences, Esa Unggul University, Jakarta, have established a partnership with the Bekasi City OSIS Association to always actively hold empowerment activities and foster a spirit of responsible leadership in students. Therefore, the seminar held in May 2024, at SMK Binakarya Mandiri Bekasi, carried the theme "Creat a Great Leader and Master Communication with IKOPI". This theme has a relevant correlation with the importance of developing competence in students which currently involves many communication activities [14].

The aim of this research is to explain in more depth the efforts made by academics from the Faculty of Communication Sciences, Esa Unggul University Jakarta to improve students' communication skills in the digital era through the seminar activity "Create a Great Leader and Master Communication with IKOPI". It is hoped that the results and discussion of this article will be able to expand the study of various strategies that can be applied to improve students' communication skills, as well as models of extracurricular activities that can be carried out at school. With this article, awareness of the importance of student empowerment can also continue to increase and be paid attention to by schools and other educational institutions [15].

2. Method

In line with the research objectives stated in the previous explanation, the research method used in this article is qualitative with a descriptive data approach. The data collection techniques used include observation, interviews, and documentation. Observations were carried out when community service activities in the form of the "Create a Great Leader and Master Communication with IKOPI" seminar were carried out.

75

Iswadi et al. (Seminar "Create A Great Leader and..)

Furthermore, to collect information through interview techniques, it was carried out with several students or seminar participants, including DD, MK, and AL. The three of them are class X students from Binakarya Mandiri Bekasi Vocational School. Finally, documentation techniques are used to collect all documents such as articles, research and documents related to seminar activities at SMK Binakarya Mandiri Bekasi. All data that has been collected will then be analyzed and presented in the results and discussion points. Before that, to simplify the flow of the research methods used, you can refer to the chart Figure 1.
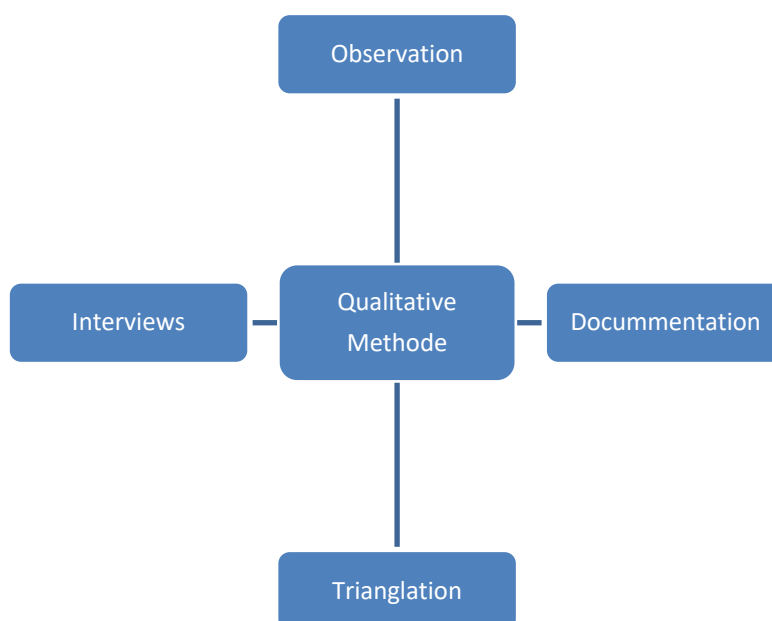

Figure 1. The Flow of This Research

3. Results and Discussion

3.1. Result

Based on the information collected, it is known that the seminar "Create a Great Leader and Master Communication with IKOPI" was held face to face in the Hall or multi-purpose building of SMK Binakarya Mandiri Bekasi with the speaker, namely Dr. Iswadi M.Pd and Andre Bawa Windana S.Pd, M.Pd, on May 14 2024. Both are academic members and lecturers from the Faculty of Communication Sciences, Esa Unggul University, Jakarta. Apart from the presenters, this event was held with assistance from several parties, including the Bekasi City OSIS Association as the person in charge, then the implementing team or committee from the Bekasi Binakarya Mandiri Vocational School, as well as other parties such as invitees, as well as the presenter (MC) and Moderator.

With aligned goals, vision and mission, all parties involved in this activity organize the sequence of events well and strive to deliver material that is relevant to students' needs in the current era. The material presented in this seminar was entitled "Progressive Students: Cultivating the Spirit of Firm Leadership, Responsibility, Character and Active Communication". This material was chosen because it corresponds to the urgency of having

a leadership spirit in students. Developing a quality culture is something that must be done by an Educational Institution [16]. This is important so that students are always empowered, so schools must be able to develop educational innovation, extracurricular activities, student personality characters, and a culture that supports academic achievement. Through the application of transformational leadership training, students will be able to become good leaders for themselves and others [17].

Furthermore, long before the material above was delivered by Dr. Iswadi, MPd, first the event was opened with remarks from the chief executive, namely William Binsar, then remarks from the General Chair of IKOSI Zone 2, Elang Fathir Inayar Arrumi, Indria Azzahra S.P., then finally a welcome and introduction to the seminar activities by Dr. Herinto Sidik Iriansyah, M.Si, chairman of STKIP Kusuma Negara. Throughout the event, the presenter guides participants to pay attention to all the contents of the material and asks if there is any confusion in the presentation. This question-and-answer method helps students convey things that need to be discussed and provides space for them to explore further the message conveyed by the presenter [18]. The implementation flow of the seminar activity "Create a Great Leader and Master Communication with IKOPI" can be seen in more detail in the Figure 2.
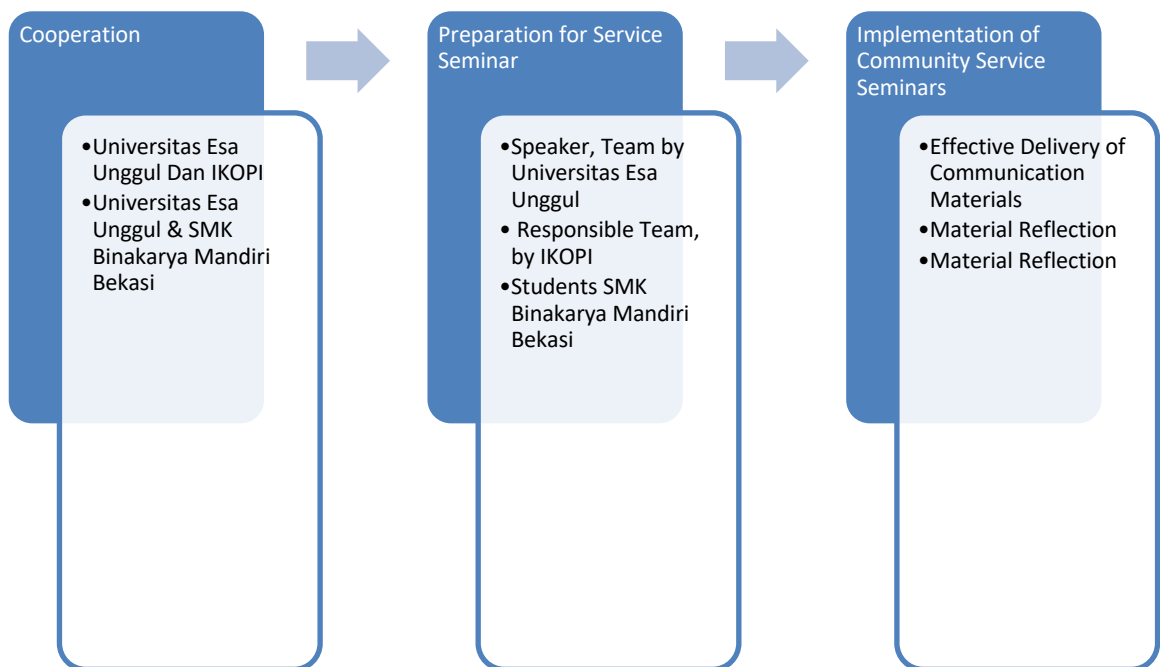

Figure 2. The Flow of This Seminar

3.2. Discussion

3.2.1. The Development of The Communicative Character of The Younger Generation

Referring to the data presented in the research results above, it is understood that the seminar activity "Create a Great Leader and Master Communication with IKOPI" which was held was a manifestation of the hopes of the Academic Community of the Faculty of Communication Sciences, Esa Unggul University, Jakarta in advancing Indonesia and foster a strong leadership spirit in students. The statement above is proven by the high level of enthusiasm that students showed during the material session, as well as the number of student representatives who attended. The number of students who attended this activity was around one hundred people, all of whom came from all over the city of Bekasi, Virginia and its surroundings.

This seminar teaches Figure 3 about the importance of being responsible, having good character, and being active in communicating so as not to miss out on information. This activity also has an important role in youth development, forming a young generation that is devoted to God, has noble character, is creative and democratic, and has a national spirit based on the 1945 Law and Pancasila. The urgency regarding the formation of good character and personality in students is a concern that needs to be realized by all parties in educational institutions. Therefore, the material in every training related to the topics above must be accompanied by real follow-up [19].

Figure 3. Documentation of the Presentation of Dr. Iswadi, M.Pd

According to the results of existing research, the delivery of material entitled "Progressive Students: Cultivating the Spirit of Firm Leadership, Responsibility, Character and Active Communication" by Dr. Iswadi, M.Pd, carried out using electronic media in the form of a projector and LCD. During this material session, students showed good reactions and high enthusiasm. In between sessions, Dr. Iswadi, M.Pd as the speaker invited all participants to reflect on the seminar activities they participated in and use all the lessons

learned as material for evaluating actions, decisions and communication patterns that have existed so far. By maintaining consistency in behavior and decisions, future reputation will also be maintained [20].

According to Dr. Iswadi, M.Pd, as good individuals, students also need to have open communication, be active speakers but also listen to other people well. That way, the connections that are built will become wider, and the interaction patterns that occur will gain the trust of other people. According to Cavinato [21], effective communication and interaction are basic needs and media that can convey feelings, advice and experiences to other people. Effective communication also influences the education process and the delivery of educational messages. All parties involved in conveying educational messages in the school environment must be able to study the components, functions, goals and basics of educational communication so that in this way, student communication ethics will be much more regulated.

Based on the latest research, it is stated that communicative character is considered as a proactive attitude possessed by a student and is shown through openness when exchanging messages with others. Communicative character is very important because it will help in a more effective learning process and not make students monotonous. Therefore, before teachers provide effective communication training to students, they must first show a sense of pleasure when talking to students, be adaptable, and direct them to actively work together [22]. This is in line with the approach offered by Fitriani et al [23] to use Culturally Responsive Teaching (CRT) when they want to get students used to communicating effectively. The application of CRT itself can also be done by helping students accept culture and strengthen their identity.

3.2.2. The Urgency of Communication Ethics in The Digital Era

Based on information available in the field, other important lessons emphasized by Dr. Iswadi, M.Pd, during the presentation, was about the need for policies and ethics in communication. All students must adhere to strong communication principles, ethics and policies, so that the basis for decision making is clear. In addition, because students are progressive and active in communicating, the ability to interact effectively will help them be more confident and assertive in conveying ideas. This is in line with recent research which states that a person's sense of confidence and self-efficacy will influence their mathematical communication skills [24].

The formation of all the things above certainly requires practice and a lot of time, especially in the current digital era, the distractions that come your way are also getting bigger. However, for students who succeed in consistently practicing effective communication, they will be able to create a harmonious, productive work environment and a sense of respect for each other in the future. For students who are determined to develop the four personal skills above, they will become good leaders, inspiring and empowering many people.

In line with the opinion above, Wolfe [25] revealed that good leaders are formed based on religious values and wise character taught by the environment in which they live. Schools as a social environment as well as children's education, are not only responsible for educating students academically but also regarding their basic ethics. Therefore, emphasizing students' understanding in this direction is a factor that needs to be

79

Iswadi et al. (Seminar "Create A Great Leader and..")

demonstrated so that they grow into adaptive and empowered individuals [26].

According to Dr. Iswadi, M.Pd, at the end of his presentation revealed that cultivating a leadership spirit that is firm, responsible, has character and is active in communicating, is a journey that requires dedication and perseverance. An assertive leader is formed by experience and challenging situations [27]. The leader's entire identity, including educational background, experience and self-development efforts, will be proof that his or her credibility is very high [28]. Apart from that, it also requires a willingness to integrate a high commitment to moral and ethical values. An inspirational leader requires a deep introspection process and communication skills that cannot be neglected. Therefore, students must learn to lead themselves and build effective dialogue and communication [29]. Figure 4 and Figure 5 are the implementation of seminar.

Figure 4. Implementation of seminar IKOPI

Figure 5. Documentation of Presenters, Participants and Committee

Once the material session is completed, various of questions and discussions with students takes place and takes a short time. Students ask about a variety of tips and tricks that can be applied so that they are able to establish effective communication, then wise ways so as not to be entangled in cases of communication ethics. For the remaining 30 minutes of time, the speaker answered the question in detail and ensured that participants understood everything they were conveyed. After all the questions were successfully answered, the seminar ended and closed with the taking of documentation with the participants and invitations that also enlivened. It is hoped that all these seminar events will be able to form leadership character in students and help in the development of human resources in the future [30].

4. Conclusion

Based on all the explanations above, it can be concluded that the "create A Great Leader and Master Communication with Ikopi" seminar which was held as a service activity that was able to empower students' skills in the digital era. Overall, the "Create A Great Leader and Master Communication with Ikopi" seminar that was held went smoothly and took a duration of 3.5 hours. All sequences of existing activities are executed in a timely manner and in accordance with the composition of the event provided previously. The smoothness of this event is certainly inseparable from the support and cooperation of the entire teams involved, both the implementing team, presenters, and existing invitations. The suggestions and evaluations that can be considered from this seminar are the condition of the room, then the willingness of participants to do effective communication training tasks at home. That way, the follow -up and measurement of the impact of this activity can be observed in more detail in the future.

81

Iswadi et al. (Seminar "Create A Great Leader and..)

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83

Iswadi et al. (Seminar "Create A Great Leader and..)

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