

## ABSTRAK

**Universitas Muhammadiyah Yogyakarta**

**Fakultas Ilmu Sosial dan Ilmu Politik**

**Program Studi Ilmu Komunikasi**

**Konsentrasi *Public Relations***

**Sekar Firdaus**

**20160530014**

**Pengaruh Kredibilitas Guru Sebagai Sumber Komunikasi Terhadap Motivasi Belajar Ke Dalam Digital Classroom Dikalangan Siswa SMPK IPEKA Integrated Christian School (IICS) Jakarta**

Tahun : 2020 + 75 Halaman + 13 Lampiran

Referensi : 23 Buku + 11 Jurnal + 4 Sumber Internet

Kredibilitas Guru Sebagai Sumber Komunikasi di SMPK IPEKA Integrated Christian School (IICS) Jakarta mempengaruhi terhadap motivasi belajar siswa kedalam digital classroom. penelitian ini berfokus pada studi mengenai pengaruh kredibilitas guru sebagai sumber komunikasi terhadap motivasi belajar kedalam digital classroom dikalangan siswa SMPK IPEKA Integrated Christian School (IICS) Jakarta.

Metodologi dalam penelitian ini adalah penelitian eksplanatif kuantitatif dengan menggunakan kuesioner yang disebarakan pada 128 responden. Analisis data yang digunakan adalah analisis Regresi Linier Sederhana. Pengujian instrumen menggunakan Confirmatory Factor Analysis (CFA), dan rumus cronbach's alpha, dengan melakukan uji validitas dan uji reliabilitas.

Hasil dari penelitian ini menunjukkan nilai coefficients standardized sebesar 0,595 dengan 34,9% motivasi belajar siswa kedalam digital classroom dipengaruhi oleh kredibilitas guru sebagai sumber komunikasi. Kredibilitas guru sebagai sumber komunikasi yang muncul dipersepsikan oleh siswa yaitu orang-orang yang memiliki karakter atau pembawaan diri yang ramah, adil, tegas, menarik, serta mahir dalam proses pembelajaran digital classroom. Hasil sesuai mengarah pada teori kemungkinan elaborasi pada jalur periferal, bahwa komunikasi tidak akan mengkritisi suatu pesan dan cenderung menggunakan petunjuk, seperti pembicara memiliki kredibilitas tinggi. Seluruh guru telah mendapatkan pelatihan khusus yang dilakukan bersama google instructure, agar mudah bagi seluruh guru membentuk kredibilitas sebagai sumber komunikasi yang positif dimata siswa SMPK IPEKA Integrated Christian School (IICS) Jakarta.

Kata Kunci : Kredibilitas sumber komunikasi, Motivasi Belajar, Digital Classroom.

## **ABSTRACT**

***University of Muhammadiyah Yogyakarta  
Faculty of Social Science and Political Science  
Study Program of Communication Science  
Concentration Public Relations  
Sekar Firdaus  
20160530014***

***The Effect of Teacher Credibility as a Source of Communication on Learning Motivation in the Digital Classroom Among IPEKA Integrated Christian School (IICS) SMPK Students***

*Year: 2020 + 75 Pages + 13 Appendices*

*Reference: 23 Books + 11 Journals + 4 Internet Sources*

Teacher Credibility as a Source of Communication in IPEKA Integrated Christian School (IICS) in Jakarta influences students' learning motivation into digital classroom. This research focuses on the study of the influence of teacher credibility as a source of communication on learning motivation into digital classroom among students of IPEKA Integrated Christian School (IICS) Jakarta.

The methodology in this research is quantitative explanative research using a questionnaire distributed to 128 respondents. Analysis of the data used is the analysis of Simple Linear Regression. Testing instruments using Confirmatory Factor Analysis (CFA), and Cronbach's alpha formula, by conducting validity and reliability testing.

The results of this study indicate the standardized coefficients of 0.595 with 34.9% student motivation into digital classroom influenced by the credibility of the teacher as a source of communication. The credibility of the teacher as a source of communication that emerges is perceived by students as people who have character or character who are friendly, fair, firm, interesting, and proficient in the digital classroom learning process. The corresponding result leads to the theory of the possibility of elaboration on the peripheral path, that the communicant will not criticize a message and tend to use instructions, as the speaker has high credibility. All teachers have received special training conducted with the Google Instruction, so that it is easy for all teachers to establish credibility as a source of positive communication in the eyes of IPEKA Integrated Christian School (IICS) Jakarta SMPK students.

**Keywords:** Credibility of communication sources, Learning Motivation, Digital Classroom.