



Behavior Change Communication as a Strategy to Educate Parents in Guiding Children to Successful Online Learning

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ABSTRACT: Since before the outbreak of the corona virus, parents have an obligation to support their children's education in schools. The implementation of online learning as an effort to prevent the spread and transmission of this virus has made the role of parents even greater in the education of their children. The research is aimed at finding out how the behavior change communication program carried out by the government is implemented and what obstacles parents encounter in assisting their children to study at home. This is a qualitative research with a phenomenological approach. The phenomenological approach was chosen because the researchers wanted to dig deeper into the experiences of the informants, especially related to assisting children in online learning. Data was collected by semi-structured interviews with 20 informants consisting of parents of students in grades 1 to 3 of elementary schools in Jakarta. The results of this study indicate that behavioral change communication carried out in order to change the behavior of parents so that they want to accompany their children to study from home is quite successful after going through the pre-contemplation, contemplation, preparation, action and maintenance stages.

Keywords: behavioral change communication, parents' education, online learning



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INTRODUCTION

The existence of the corona virus has caused various impacts. One of them is in the field of education. With the corona virus that has emerged at this time, the learning process that could initially be carried out face-to-face must now be carried out remotely, but in such circumstances the teacher must be able to carry out his obligations as a teacher or educator ([Gu & Huang, 2022](#)).

Online learning is carried out according to the abilities of each school ([Kang & Park, 2022](#)). Today's online learning utilizes technology. Utilization of these technologies includes being able to use digital technology such as Google Classroom, Zoom, WhatsApp groups and others ([Yau et al., 2022](#)). Assignment must be monitored with assistance by the teacher via whatsapp group so that children really learn ([Maqableh & Alia, 2021](#)). Online learning models need to be well designed so that the learning experience of students is memorable and can also achieve learning objectives. In addition, students' learning motivation also influences the success of learning ([Dong et al., 2020](#)). The role of parents of students is very important in online learning because parents must guide and supervise children while studying at home, especially elementary school students. During this pandemic, parents are very much needed in assisting children's learning at home ([Hutahaean & Tafonao, 2021](#)). However, not a few parents find it difficult to accompany their children during the online learning ([Suyadi & Selvi, 2022](#)). Many parents do not know how to use information technology as a medium in online learning. In addition, the obstacle faced by parents is the increase in internet quota spending because online learning requires an internet network and quota. The next obstacle that parents feel is that they cannot spend a lot of time to accompany their children to study, because parents themselves have their own busy lives, especially for parents who have to work outside the home because they depend on daily income. In addition, the obstacle faced when accompanying children in online learning is that parents feel overwhelmed because they do not understand their child's school subject matter, especially for parents who do not have a high educational background ([Nasir et al., 2021](#); [Tao & Xu, 2022](#)).

There are obstacles in the implementation of online learning, namely limitations in the use of technology and knowledge from parents ([F. N. Mahmudah & Utomo, 2021](#); [S. R. Mahmudah, 2020](#)). Parental involvement is very important for the development of future educational models ([Veas et al., 2019](#)). So parents must provide time to accompany their children, such as time discipline, studying on time, and assessing children's learning activities ([Lase & Tafonao, 2021](#))

On social media, parents complain about how difficult it is to accompany their children to study at home during the pandemic. Parents who previously entrusted their children's education to teachers at school suddenly have to play a role as a child's learning companion at home. Those who do not have the ability in technology are suddenly required to quickly adapt to various digital platforms that have never been known before, so it is natural that many parents are confused, tired, and emotional ([Collins et al., 2019](#)).

Therefore, the behavioral change communication program for parents of elementary school students so that they can accompany their children to study at home is a much awaited solution. The government in this case, the Ministry of Education and Culture has carried out a series of activities aimed at changing the behavior of parents so that they want to accompany their children to study at home. However, various obstacles are still found. For this reason, the purpose of this study is to find out how the behavior change communication program carried out by the government is implemented and what obstacles parents encounter in assisting their children to study at home. The results of this study will contribute to the government, stakeholders in the education sector and parents ([Tao & Gao, 2022](#)).

Behavior Change Communication

Communication Science is defined as a systematic effort to clearly formulate the principles of information delivery and the formation of opinions and attitudes (Jackob & Hueß, 2016; Portolano & Evans, 2005). The object of the study of communication science is not only the delivery of information, but also the formation of public opinion and public attitudes. Build / create mutual understanding or understanding. Mutual understanding or understanding does not mean having to agree but perhaps with communication there is a change in attitude, opinion, behavior or social change.

- a) Change in Attitude. A communicant after receiving a message then his attitude changes, both positive and negative. In many situations we try to influence the attitudes of others and try to get others to behave in the positive way we want.
- b) Change of opinion. In communication trying to create understanding. Comprehension, is the ability to understand the message carefully as intended by the communicator. After understanding what is meant by the communicator, different opinions will be created for the communicant.
- c) Change in behavior. Communication aims to change a person's behavior or actions, for example: health campaigns for example about smoking causing health problems. After participating in the campaign, for example, a smoker tries to reduce/quit smoking

Behavior change is essentially the same as the learning process. The process of behavior change describes the learning process in individuals consisting of: a). Stimulus or stimuli given to the organism can be accepted or rejected. Stimulus that is not accepted or rejected means that the stimulus is not effective in influencing individual attention and stops here. The stimulus received by the organism means that there is individual attention and the stimulus is effective. b). Stimulus that has received the attention of the organism then this stimulus will be understood and continued in the next process. c). The organism processes the stimulus so that there is a willingness to act for the stimulus it has received or behave. d). Finally, with facilities and encouragement from the environment, the stimulus has the effect of the individual's action or behavior change.

People who have successfully made positive change in their lives go through five specific stages: pre-contemplation, contemplation, preparation, action, and maintenance (Prochaska & DiClemente, 1983)

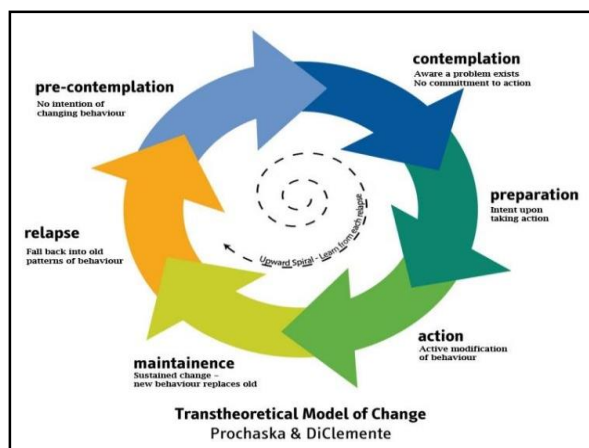


Figure 1 Transtheoretical Model of Change (Prochaska & DiClemente, 1983)

1. Pre-contemplation is the stage where there is no intention to change behavior in the future. Many individuals in this stage are unaware or less aware of their problem. Some people call this phase "rejection".
2. Contemplation is the stage where people realize that there is a problem and think seriously about solving it but have not made a commitment to take action. Many people in this stage can be described as ambivalent. They want to increase their blood sugar, but are not ready to cut back on sweets.
3. The Preparation Phase can be considered as the information gathering and planning phase. The preparatory stage is the most important. Fifty percent of people who try to change their behavior and get past this stage will relapse within 21 days, according to Prochaska in her book, *Changing for the Good*.
4. Action is the stage in which individuals modify their behavior, experience, or environment to address their problems. Action involves the most overt behavior change and requires a considerable commitment of time and energy. During the action stage, one implements the plans developed and the information gathered in the preparation stage.
5. Maintenance is the stage in which people work to prevent relapse and consolidate gains achieved during the procedure. For addictive behavior, this stage lasts from six months to an indefinite period after the initial act

Online learning

One of the uses of the internet in education is distance learning. There are various terms to express the idea of distance learning using the internet, namely: online learning, e-learning (electronic learning), internet-enabled learning, virtual learning, virtual classroom, or web based learning ([Somantri et al., 2017](#)). Electronic learning (online learning) is a learning activity that utilizes networks (internet, LAN, WAN) as a method of delivery, interaction and facilitation and is supported by various other forms of learning services ([Fatimah & Mahmudah, 2020](#)).

Online learning is learning that uses the internet network with accessibility, connectivity, flexibility, and the ability to bring up various types of learning interactions. The use of the internet and multimedia technology is able to change the way knowledge is conveyed and can be an alternative to learning carried out in traditional classrooms ([Zhang, 2004](#)). Online learning is learning that is able to bring together students and teachers to carry out learning interactions with the help of the internet ([Kuntarto, 2017](#)). At the implementation level, online learning requires the support of mobile devices such as smartphones or Android phones, laptops, computers, tablets, and iPhones that can be used to access information anytime and anywhere ([Gikas & Grant, 2013](#)).

Online learning is a learning system that is carried out not face to face but uses a platform that can help the teaching and learning process that is carried out even though it is distanced ([Sofyana & Rozaq, 2019](#)). Online learning is an online learning classroom learning program to reach a broad target group. By using a network, learning can be carried out widely with unlimited students ([Bilfaqih & Qomarudin, 2015](#)). The understanding of online media in general is all types or media formats that can only be accessed via the internet containing text, photos, videos and sound, as a

means of online communication, while the special understanding of online media is interpreted as a medium in mass communication context ([Putra et al., 2022](#)).

This online learning transition forces various parties, both teachers, parents and children to be able to follow the path that can be taken so that learning can take place, and the choice is to use technology as an online learning medium. The use of this technology is actually not without problems, there are many factors that hinder the effectiveness of this online learning, including: 1) low mastery of technology; 2) limited infrastructure; 3) internet network; 4) costs; and 5) assistance from parents.

The Role of Parents in Online Learning

Children's learning progress cannot be separated from the help and supervision of parents ([Ahmadi, 2008](#)). Parents cannot avoid being the main bearers in charge of education, one of which is to complete educational facilities such as places to study and help children's learning activities in terms of managing study time ([Istiadi, 2007](#)). Parents who do not pay attention to their children's education, may be indifferent, do not pay attention to the progress of their children's learning will hinder children's learning activities ([Ahmadi, 2008](#)).

One form of parental attention in supporting children's learning activities is by parents helping children in every learning activity carried out by children. Various ways can be done by parents in helping children learn, for example, parents accompany their children when they are studying, guide children in doing school assignments and help children if they have difficulties in learning and so on. Guiding is the process of helping individuals to achieve optimal development. The assistance for children's learning activities include:

- 1) Understanding the material that the child will learn
In order to be able to guide children's online learning activities, parents need to understand in advance what material children must understand so that there are no obstacles in carrying out online learning activities, besides that when children ask parents for material, parents can easily quickly finish it ([Kartadinata, 2014](#)).
- 2) Help manage children's study time
Time is something that is needed by children who are learning. In order for learning activities to run smoothly, students must be able to use their time as well as possible. Regarding study time, parents can play a role in helping manage children's learning time by calculating the time each day, planning the subject matter to be studied and preparing time that can be used to study with the best results ([Slameto, 2010](#)).
- 3) Assistance in overcoming children's learning difficulties
Regarding children's difficulties in learning, parents who try to overcome children's difficulties in learning, mean parents are trying to help children to succeed in their learning process. To overcome these learning difficulties, parents can do this by providing information needed by their children when children face difficulties in learning or parents ask for help from other people who are considered capable of providing learning assistance ([Kartono, 1982](#)).
- 4) Help provide motivation to learn

Motivation is indispensable for the smooth and successful learning process of children. As the main and first educators for children, parents should be able to provide motivation and encouragement. Because the task of motivating children to learn is not only the responsibility of the teacher, but parents are also obliged to motivate children to study harder. Motivation is defined as a condition that causes or gives rise to certain behaviors and which provides direction and resistance to these behaviors ([Sugihartono, 2013](#)).

Motivation that comes from outside a person (extrinsic motivation) is motives that are active and function because of external stimuli, such as teachers, parents and so on. One form of extrinsic learning motivation is learning to get praise from important people such as parents and teachers ([Yamin, 2007](#)). So the role of parents here is very big to motivate children to learn.

METHOD

The type of research used is qualitative research with a phenomenological approach that emphasizes the phenomenon or event being studied and then interpreted descriptively using words or sentences systematically and carefully. Phenomenology is the science of the essences of consciousness and the ideal essence of objects as a correlation with consciousness ([Madjid, 2014](#); [Muslih et al., 2021](#)). This phenomenology comes from the philosophy that surrounds human consciousness which was initiated by Edmund Husserl (1859-1938) a German philosopher. Initially this theory was used in the social sciences. According to Husserl, there are several definitions of phenomenology, namely: (1) subjective or phenomenological experience, and (2) a study of consciousness from the main perspective of a person ([Donny, 2012](#)).

Phenomena are anything that appears in consciousness ([Moustakas, 1994](#)). Phenomenon, in Husserl's conception, is a visible reality, without a veil or curtain between humans and that reality. Phenomena are realities that reveal themselves to humans. Meanwhile, in dealing with this phenomenon, humans involve their awareness, and awareness always means awareness of something reality ([Bertens, 1990](#)). Phenomenology is also a philosophical approach to investigating human experience. Phenomenology means a method of thinking to acquire new knowledge or develop existing knowledge by logical, systematic, critical steps, not based on a priori/prejudice, and not dogmatic. Phenomenology as a method is not only used in philosophy but also in the social sciences and education.

The main concept in phenomenology is meaning. Meaning is an important content that arises from the experience of human consciousness. To identify the essential qualities of the experience of consciousness is carried out in depth and thoroughly ([Smith et al., 2021](#)). The research instrument in qualitative research is the researcher himself as the main instrument and interview guide ([Tindall, 2009](#)). The technique of determining the informants in this study used a purposive sampling technique, which will select 20 informants consisting of parents of elementary school students from grades 1 to grade 3 in the Jakarta area. Interviews were conducted with semi-structured interviews, namely interviewing techniques carried out by the researcher first asking questions that have been structured so that then one by one they are deepened to extract further information in depth about the research topic that he wants to study ([Arikunto, 2013](#)).

In phenomenological research, there are structured and specific analytical methods, namely: (a). Describe personal experience with the phenomenon being studied; (b). Make a list of important statements; (c). Taking these important statements then grouped into meaning units or themes; (d). Write a textual description (what is experienced) of the participant's experience; (e). Describing a structural description (how the experience occurred). In carrying out the data analysis process, there are several stages that must be carried out, namely: (a) Horizontalization At this stage is done by describing individual experiences. The described individual experiences include not only the experiences of the participants but also the experiences of themselves. the researcher himself; (b) Texture Description At this stage the researcher focuses on what experiences the participants get. The process of textual description is how the researcher tells what experiences the participants have had; (c) Structural Description At this stage, the researcher describes the multicultural experience that is owned or obtained by students. The process of describing the experience at this stage can be seen based on the setting, which includes the time (when) and the place (where) the experience takes place; (d) the description of the meaning of the phenomenon structure and description the texture ([Creswell, 2017](#); [Moustakas, 1994](#)).

RESULTS AND DISCUSSION

This study uses the theory of the Transtheoretical Model of Change ([Prochaska & DiClemente, 1983](#)) and The assistance for children's learning activities ([Kartadinata, 2014](#)). The Transtheoretical Model of Change) is intended to obtain data on how the behavior change process occurs from parents who are not aware of their children's lessons to being able to accompany their children to learn online ([Prochaska & DiClemente, 1983](#)). Meanwhile the concept of the assistance for children's learning activities is used to explore information on how parents accompany their children to learn online ([Kartadinata, 2014](#)).

1. Pre-Contemplation

In the early days of the Covid-19 pandemic in Indonesia, many parents panicked because at that time the Ministry of Education and Culture issued Circular Letter Number 4 of 2020 concerning the Implementation of Education in the Coronavirus Disease (Covid-19) Emergency. At the time the circular was issued and all schools implemented an online learning system, mothers still felt that it was their children's duty to learn so they had not thought of accompanying their children to study at home with an online system.

“In the early days of the pandemic, children were closed from school. They stayed at home long enough and only occasionally communicated with their teacher. But after that there was a decision from the Minister of Education and Culture that children would study from home. I think that's good. Children are safer at home and don't have to go to school. At that time there was an appeal that parents should accompany their children to learn from home. I only hear about it often, but I don't understand what it means to assist children in learning. Do I also have to understand the subject? Should you sit with your child doing the exercises? I am still confused.” (RA- house wife)

2. Contemplation

In addition to socialization through television, radio, social media, billboards on the roads, the government also carries out a number of activities aimed at making parents more aware of the importance of assisting children to learn online from home, namely through seminars. These seminars were initially held at schools, but after that, online seminars were held or known as webinars (web-seminars). The organizer of this seminar for parents was initially the Ministry of Education and Culture, but after that it was continued by campuses, NGOs, and Women's Organizations. Of the 20 parents interviewed, all of them have participated in webinars and face-to-face seminars held on campus and at school.

“Initially I received an invitation from a private university in Jakarta which held a seminar for parents with the theme - Success in assisting children to learn online at home”. I want to try to join because I want to know what and how to accompany children to learn online. It turned out, beyond my expectations, I got a lot of new knowledge. Through this seminar, I have come to know that assisting children in learning is not only reminding the schedule, but also helping the difficulties they face, and learning to understand the lesson. The most important thing of all is to motivate children to keep learning even though they are online and at home.” (ZE, house wife)

However, the success or failure of the seminars held is highly dependent on the resource persons who present the materials, the methods used, and the materials presented, considering that this is a learning course for adults so that all aspects carried out related to this seminar for parents must pay attention to andragogy elements, such as stated by Edward Lendeman (1961) in his book "Meaning of adult education" which in essence the book contains: (1) The approach to adult education starts from the situation, (2) The main source of adult education is the learning experience.

3. Preparation

This stage occurs after parents understand well that the role of parents is needed by children, especially children in elementary school to accompany them during online learning. Of the 20 informants interviewed, they said that before starting to accompany their children to study, they made preparations, namely preparing a special book containing important notes related to their child's learning, such as notes on the lesson schedule, notes on the tasks they did and the deadline for collection. , also record test schedules, exercises and exams, tidy up textbooks and put them on the study table neatly. At this stage, parents have also begun to have the desire to learn to use online learning tools, namely Zoom or GMeet,

“After attending the training, I really understand that it is important for parents/mothers in particular to assist their children in learning, especially in online learning. With the involvement of parents will make children more enthusiastic to learn. Therefore, after the seminar, I immediately prepared the school equipment that my child needed and I have my own notebook to record important things such as class schedules, notes on assignments to be done and deadlines for collection, as well as test schedule notes , practice and exams. I also have to learn how to use Zoom and GMeet” (RN- Employee)

4. Action

At this stage, mothers have started to accompany their children to study. Accompanying a child to study does not mean having to always sit next to a child and wait for him to finish studying. Accompanying children to learn can be done while tidying the house or doing other homework. The most important thing is that mothers always help remind children to get ready to learn, explain if there are things that are not understood, and be near them during lessons and continue to motivate children, especially if their enthusiasm starts to decrease because they are bored with online learning.

“ At first it was difficult. Every morning I have to do homework, then at 9 am I also have to work online from home, and I have to accompany my child to study online. Moreover, elementary school children study at 7 o'clock in the morning, those are busy hours for housewives because they have to prepare breakfast for their husbands and all family members, wash dishes and wash clothes and do other work. But after being given an explanation by the speakers at the seminar that this is where we are trained to practice our time management. We don't have to constantly sit next to our children, once in a while we can use the time for our work, the important thing is that the child still feels cared for. And the most important thing is that we have to be able to manage our emotions so that our children don't get stressed too.” (WA- Civil Servant)

5. Maintenance

At this stage, parents have begun to get used to activities accompanying children to learn online. However, if the habits that have been carried out are increasingly rarely carried out, then it is very likely that these parents will forget again, so mothers are obliged to take care not to forget.

“I always try to keep my habit of assisting children in learning to continue until my child is able to be independent. It is sometimes difficult to divide the time, but if you try, you can do it.” (SI-Private employee)

The five stages carried out by the government in changing the behavior of parents so that they can accompany their children to learn online from home are very in line with the stages proposed by Prochaska and DiClemente (1983) considering that behavior change cannot just happen without going through the pre-contemplation, contemplation, preparation stages, action and maintenance.

CONCLUSION

From the stages implemented by the government, supported by universities and NGOs, the Behavior Change Communication program which is aimed at changing the behavior of parents, especially housewives so that they are willing and able to accompany their children to study online well, shows that this method is quite successful to be applied. . The stages carried out starting from socialization through television, radio, social media to billboards on the roads are the initial actions taken in order to build awareness of parents, especially mothers, of the importance of assisting children in learning. Organizing a seminar for parents is a follow-up action aimed at providing understanding and knowledge to parents about the importance of assisting children in online learning and the things parents should do to assist their children in learning and how to manage emotions. The next action is preparation where parents already have awareness and begin to

prepare what is needed to accompany their children to learn online. In the fourth stage, parents have accompanied their children to learn online with good time management and continue to motivate their children to keep their enthusiasm for learning. The fifth stage is an effort made by parents so that what they have done can be maintained. For further research, the researcher suggests that research related to behavior change communication should be carried out for parents accompanying children to learn online with a different approach.

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