

## ABSTRAK

Covid-19 yang melanda dunia dan Indonesia menyebabkan terjadinya perubahan komunikasi pendidikan antara guru, siswa dan orang tua pada pendidikan anak usia dini khususnya di Jawa Barat, mendorong perubahan metode pembelajaran dari metode belajar tatap muka dimasa pra pandemi, menjadi belajar dari rumah secara daring pada masa pandemi, serta berubah kembali di masa pasca pandemi menjadi pembelajaran *hybrid*, yaitu gabungan antara pembelajaran *online* dengan pembelajaran tatap muka terbatas. Hal tersebut mendorong untuk dilakukan penelitian ini, yang bertujuan untuk mengetahui bagaimana komunikasi pendidikan usia dini di Jawa Barat ditinjau dari tiga fase, yaitu fase pra pandemi, pandemi, dan pasca pandemi. Untuk mencapai tujuan dan menentukan jawaban atas masalah yang diajukan, penelitian menggunakan paradigma konstruktivis, dengan jenis penelitian kualitatif dan metode penelitian studi kasus, agar dapat mengetahui dan menggali fenomena dari aktivitas proses komunikasi dan interaksi sosial dalam komunikasi pendidikan antara guru, orang tua dan anak usia dini di PAUD Jawa Barat yang terjadi di masa covid-19. Hasil penelitian menyatakan bahwa komunikasi pendidikan anak usia dini dibutuhkan dalam proses persiapan belajar anak sebagai langkah yang tepat bagi perkembangan dan pertumbuhan seorang anak, termasuk dimasa pra pandemi, pandemi, dan pasca pandemi covid-19. Komunikasi pendidikan anak usia dini berdasarkan interaksi antara guru dan siswa pada PAUD di Jawa Barat sangat penting bagi pertumbuhan dan perkembangan anak di masa covid-19 guru menjadi fasilitator dalam aktivitas komunikasi dan interaksi dengan anak, serta anak dengan anak lainnya. Kemudian komunikasi pendidikan anak usia dini berdasarkan interaksi anak dan orang tua di rumah pada PAUD Jawa Barat di masa covid-19 juga sangat penting karena peran partisipatif orang tua bermanfaat bagi keberhasilan pendidikan anak, namun para orang tua terkesan berpandangan bahwa keberhasilan perkembangan anak sepenuhnya dibebankan dan menjadi tanggung jawab dari lembaga PAUD. Komunikasi pendidikan anak usia dini berdasarkan interaksi guru dan orang tua pada PAUD Jawa Barat di masa covid-19 juga tidak kalah penting, tetapi komunikasi yang intens dan efektif kurang terbangun antara guru dan orang tua yang disebabkan oleh kesibukan orang tua yang memiliki pekerjaan dan tanggung jawab lain yang membatasi waktu mereka untuk berkomunikasi secara teratur dengan guru.

**Kata Kunci:** Komunikasi Pendidikan, Pendidikan Anak Usia Dini, Covid-19, Pembelajaran *Online*, Pembelajaran *hybrid*.

## **ABSTRACT**

*Covid-19 that hit the world and Indonesia caused changes in educational communication between teachers, students and parents in early childhood education, especially in West Java, encouraging changes in learning methods from face-to-face learning methods during the pre-pandemic period, to online learning from home. during the pandemic, and changed again in the post-pandemic period to become hybrid learning, which is a combination of online learning and limited face-to-face learning. This prompted this research to be carried out, which aims to find out how early childhood education communication in West Java is viewed from three phases, namely the pre-pandemic, pandemic, and post-pandemic phases. To achieve the objectives and determine answers to the problems posed, research uses a constructivist paradigm, with qualitative research types and case study research methods, in order to be able to identify and explore phenomena from communication process activities and social interaction in educational communication between teachers, parents and young children in PAUD West Java which occurred in the period of covid-19. The results of the study stated that early childhood education communication is needed in the process of preparing children's learning as the right step for the development and growth of a child, including during the pre-pandemic, pandemic, and post-pandemic Covid-19. Furthermore, early childhood education communication based on communication participants in class at PAUD in West Java is very important for the growth and development of children in the Covid-19 period, teachers become facilitators in communication and interaction activities with children, as well as children with other children. Then early childhood education communication based on communication participants at home in West Java PAUD in the period of Covid-19 is very important because the participatory role of parents is important in the success of children's education, but parents are impressed with the view that the successful development of children is fully borne and is the responsibility of preschool institution. Early childhood education communication based on the interaction of teachers and parents in PAUD West Java in the period of Covid-19 is no less important, but intense and effective communication is less established between teachers and parents due to busy parents who have jobs and responsibilities others who limit their time to communicate regularly with the teacher.*

**Keywords: Educational Communication, Early Childhood Education, Covid-19, Online Learning, hybrid Learning.**