ABSTRACT

INSTRUCTIONAL COMMUNICATION OF PAUD "ANAK-ANAK CERIA" BANDUNG (DESCRIPTIVE STUDY ABOUT INSTRUCTIONAL COMMUNICATION THROUGH LOGICO PRIMO EDUCATIVE GAME OF PAUD "ANAK-ANAK CERIA" BANDUNG

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The purpose of this research is for knowing how instructional communication of PAUD "Anak-Anak Ceria" Bandung. Researcher try to analyzing the specification content and instructional purpose, instructional strategy, instructional organization unit, and feed back.

This research used qualitative, with descriptive method. Informants in this research are 5(five) persons and 5 (five) persons as key informants. Most of datas are collected through by participative observation, in depth interview, documentation, internet searching, and supported by book study, and triangulation data. Analyzing data technique are data collecting, data reduction, data display, conclusion and verification.

The result of this research show that instructional communication of PAUD "Anak-Anak Ceria" Bandung are specification content and instructional purpose process including oral preparing is information addition and write preparing are SKM and reseve materi, then instructional strategy including use model tools, and user guide PAUD books, children strory book, and internet searching.Then instructional organization unit including with manage the massage and manage the noise. And the last is feed back are positive feedback and negative feed back.

The conclution of this research are instructional communication through Logico Primo Educative Game in PAUD "Anak-Anak Ceria" is not pass through appraising behavior. That is because of the students are still at first phase of Childern and compatible school phase that they still have unstable ability and emotion so that it will be hard to do some appraising for children.

Researcher suggest that in every instructional communication process, specific for children, it will be better if the teacher has flexible way and appropriate with students physic and phisicology condition. Strategy is using with attractive massage communicating for take children's attention such as using multimedia as a tools.

Keyword: specification content and instructional purpose, appraising behavior, instructional strategy, instructional organization unit, and feed back