ABSTRACT

Communication Effectiveness Guru SMP Negeri 22 Bandung Through Morning Greeting Activity To Students In Ethical Attitude Establishment

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The purpose of this study was to examine the effectiveness of teacher communication SMP Negeri 22 Bandung through morning greeting to the formation of students in ethical attitudes. For the purpose of answering these studies the researchers raised indicator Purpose, Plan, Time, Personnel to measure the effectiveness of communication (Variable X) and raised indicator Cognitive, affective and conative to measure the attitude of Students (Variable Y).

The method used in this research is survey method with quantitative approach and using Random Sampling Technique Stratifiel (Random stratification) as a way of sampling the students of SMP Negeri 22 Bandung. Techniques for sampling in this study using the formula of precision 0:01 Yamane with the predetermined standard deviation of the population that is determined by 90 samples, the instrument used in this study is haunted / questionnaire.

Results from this study showed that the effectiveness of communication (X) on the formation of student attitudes (Y) of 35.5% is moderate means there is a significant effect, Objective (X1) against the attitude of the student (Y) by 45% means that there is a strong effect significantly, Plans (X2) to the student's attitude (Y) of 31.6% is moderate means there is a significant effect, time (X3) against the attitude of the student (Y) of 10.8% is weak means that there is no significant effect, Personnel (X4) against the attitude of the student (Y) equal to 43.1% is a powerful means there is a significant effect, Effectiveness of Communications (X) to Cognitive students (Y1) of 13.3% is weak means that there is no significant effect, effectiveness Communications (X) for Affective students (Y2) As much as 35% is moderate means da significant effect, effectiveness Communications (X) to (Y3) of 29.3% means that there is currently a significant effect.

Conclusion no effect Teacher Communication Effectiveness SMP Negeri 22 Bandung Through Morning Greeting Activity To Students In Ethical Attitude Establishment. Suggestions improve school facilities, packed series of events to make it more attractive.

Keywords: Effectiveness of Communications, Morning Greetings, Attitude Students