COMMUNICATION MANAGEMENT IN PREVENTING NEGATIVE IMPACT OF ONLINE GAMES ON STUDENTS IN ELEMENTARY SCHOOL

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ABSTRACT

This research focuses on how Communication Management in Preventing the Negative Impact of Online Games on Students at SD Negeri 09 South Jakarta. The phenomenon of using online games among elementary school children is very widespread, which is feared is the negative impact experienced by elementary school students. These elementary school children have not been able to filter out what is right or wrong to apply in their lives. For this reason, it is necessary to manage school communication in order to develop good communication to prevent the negative impact of online games at SD Negeri 09 Jakarta. Because through good communication management carried out by school residents, students in this elementary school can take advantage of technology and become media literate so as to avoid negative behavior of online online games. By using the concept of communication management, and the concept of online games, and the concept of elementary school. The methodology used in this research is a qualitative method with in-depth interviews with principals, teachers, students and parents and conducting data validity tests with data credibility tests. So the results of the research show that the management of communication carried out by SD 09 elementary school to prevent the negative impact of playing online games through the stages of communication planning then determining the best communication method and conducting socialization and education as well as collaborating with parents and monitoring and evaluating in monitoring student activities.

| KEYWORDS | *Communication Management; Online Games; Elementary School Students* |

INTRODUCTION

The development of communication and information technology has developed very rapidly. Along with this development, an increasingly developing means of entertainment has emerged, namely online games. Online games have become a new trend that is very popular. Online gaming is a technology rather than a genre, namely it is a mechanism that links players together rather than a specific pattern of gameplay (Surbakti, 2017). Problems related to the use of online games have indeed attracted the attention of the wider community (Novrialdy, 2019). Online games allow the game player to play alone or play with other people, even with dozens of people at once from various locations or what is called multiplayer. BPlaying online games has become an addiction for most groups, from children to adults. Today's online games offer easier and cheaper access, as well as many choices of genres that are becoming more varied day by day, which ultimately makes them addictive. Indonesia is in third place with the highest number of gamers after Taiwan and Indonesia (Dihni, 2022).
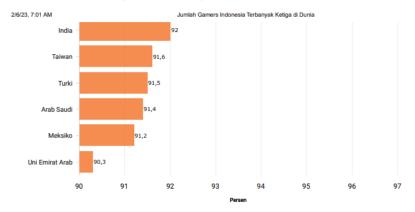

Figure 1. Data on the Number of Gamers in the World in 2023

Games on line own two side, negative And positive. In Lots case, Lots student use up Money pocket they For play games on line. They addicted games on line, Which reduce time Study And communication with Friend. If This taking place long, student can interesting self from interaction social, become No responsive to environment, And even develop personality anti-social.

Focus study This is on student school base Which risky be negatively impacted games on line. Child school base including Which Still need supervision full from person old And school in environment place stay. Child age school is Wrong One subject Which Still prone to to things negative Which There is in life daily. For children or student school base Which Still Like play, games on line very interesting Because Lots challenge Which must passed, And naturally Already No foreign Again for children or student school base Which often dream become Wrong One character favorite player in game. games, games on line in a way No direct has influence natural lower he realized that life real The same with games on line. Use time For play games on line Also can bother life daily. Student Which addicted games on line will become lazy like children lack interaction with the people around them, are lazy about studying or doing assignments from school,

negative performance for children, lazy at school, lazy about eating, have difficulty concentrating and are only interested in playing games. These elementary school children cannot yet filter what is right or wrong to use or do something (Budhiman & Purnomo, 2022).Games can bea place of escape from the real world that provides fun in playing it that can cause addiction (Affandi, 2013).

Therefore, there needs to be wisdom in using online games do not have a negative impact on elementary school students. Schools play an important role in making efforts to overcome the negative impact of this online game. The school and its teachers are a human component in the teaching and learning process, which plays a role in efforts to form potential human resources and have good morals. For this reason, do not let these elementary school children be affected by online games that have a negative impact on the moral decline that occurs to them (Naufal, 2022). This matter is very concerning. In this effort, good communication management is needed from schools, including school residents, in preventing the negative impact of online games. The school referred to here is the involvement of the principal, teachers, teachers and parents in managing communication by building and managing a relationship, verbally written, so that there is no missed communication, so that all activities related to communication can run smoothly and peacefully. Communication management is the way individuals or humans manage the communication process by compiling a framework of meaning in various spheres of communication, and optimizing existing communication and technological resources. Communication management is a process that uses human, financial and technical resources that function to form communication between companies and between companies and their public (Dewi, 2009). With good communication management, in this case, the principal, supported by teachers and parents, is expected to create a good communication pattern so as to prevent together the negative impact of online games. The main objective of communication management or communication management is the optimal utilization of human resources and technology to improve dialogue (Yusuf & Ridwan, 2018). In the implementation of school communication management in an effort to prevent the negative impact of online games on students, sometimes experience problems in communication. Some of the obstacles that result in ineffective communication include differences in social influence possessed by humans, language used in communicating, narrow perspectives and ways of thinking towards others, differences in religion, culture, and social environment, disruption of the physical environment to the process of communication, and media used in communicating. The most important aspects of effective communication skills are communicators, communicators, media, especially conveying tools and conveyed messages. Because outside of these three aspects, everything refers to the curriculum applied, then if there is no strong response from the recipient or not his life, the atmosphere of communication is also an obstacle to effective communication (Wisman, 2017).

For this reason, strong and solid cooperation is needed to prevent the negative impacts of playing this game. For this reason, this research was carried out at SD 09, South Jakarta because in this elementary school there were many children who were influenced by online games which had an impact on student achievement at

school and became complaints from parents. Of the many negative impacts of online games and playing these games can become a negative habit that will damage students' habits and character starting from small things such as those resulting from addiction to playing online games. Thus, it is necessary to manage communication carried out by all school members, starting from the principal, teachers and parents, to overcome the negative impacts caused by students from playing online games. The problem in the research is knowing how to manage communication in preventing the negative impact of online games on students at SD 09 Jakarta?

RESEARCH METHOD

This research uses qualitative research. This qualitative research uses a case study research design, meaning that the research is focused on a single phenomenon that is selected and then understood and analyzed in depth. In qualitative case studies, the research design is to evaluate events or situations in the real world (real situation). When viewed from its purpose, case studies are a qualitative research method that is based on human understanding and behavior based on differences in values, beliefs and scientific theory (Yuna, 2006). The informants in this study consisted of key informants, namely the principal of SD 09 Jakarta, then the main informants were class teachers, parents, while supporting informants were student representatives. Then, qualitative data analysis is carried out in an inter-relationship manner which continues continuously until completion, the data activities are data reduction, data display, conclusion drawing/verification. Data validity was carried out by cross-checking the results of interviews between key informants and the informants and a wetness test was also carried out by cross-checking the data in the field with the results of observations.

RESULT AND DISCUSSION

Profile

Wrongone educational unit with levels elementary school in West Pejaten, Pasar Minggu District, South Jakarta City, Dki Jakarta. In carrying out its activities, SD Negeri Pejaten Barat 09 PG is under the auspices of the Ministry of Education and Culture. This school is located at Jl. Amil Pejaten Barat Rt.002/04, Pejaten Barat, Kec. Pasar Minggu, South Jakarta City, Dki Jakarta, with postal code 12510. Learning at SD Negeri Pejaten Barat 09 PG is carried out on a full day. In a week, learning is carried out for 5 days. Pejaten Barat State Elementary School 09 PG has A accreditation, based on certificate 255/BAP-SM/DKI/2017.Pejaten Barat 09 Public Elementary School has 14 classrooms, 1 library, 0 science laboratories, 0 language laboratories, 1 computer laboratory and 0 social studies laboratories. At Pejaten Barat 09 Public Elementary School.

In management communication involve management element key communication. This including strategy communication, strategy delivery message in matter This, strategy learning And election media, Which influenced by situation communicator. On element First, communicator Which covers head school or Teacher Act as communicator And convey message or information Which related with problem schools, especially on the problem of using cellphoneswhich is used

for playing games is veryimportant. Communicator is subject of the whole instructionswhich is conducted. Communication management or communication management is a way of building and managing relationships, both verbal and written, so that no communication is missed and all communication activities run smoothly and peacefully.

The planning stage is usually the initial stage of identifying problems, among others, the principal and class teachers are aware of the negative impact of online games on students, such as decreased concentration, sleep disturbances, or low academic performance. Even though there were no worrying conditions at SD 09, the principal and class teachers actively identified visible signs. Then set goals to prevent the negative impacts of online gaming, such as raising awareness about the problem or limiting time spent playing online games. According to the principal, as much as possible to prevent negative effects from occurring, the communication must be good. The last thing is to determine the best communication method. In communication management, which is mainly related to planning in socializing the negative impacts of using online games as games, at SD Negeri 09 Pejaten Jakarta there is no special socialization, but the principal always includes important messages, especially in facing situations of technological progress where children are already used to it. playing on cellphones, especially playing games. These messages are usually conveyed by the school principal when there are parent and student committee meetings. The principal further explained that: " However, the principal always includes important messages, especially in facing the situation of technological advances where children are used to playing with cellphones, especially playing games. These messages are usually conveyed by the school principal when there are parent and student committee meetings. The principal further explained that: "However, the principal always includes important messages, especially in facing the situation of technological advances where children are used to playing with cellphones, especially playing games. These messages are usually conveyed by the school principal when there are parent and student committee meetings. The principal further explained that: "There are no teachers appointed to provide specific guidance or outreach to students or parents about the dangers of online games. Directions are given if there are students who have problems or topics that are currently popular/viral in the media, as a message to remind parents and children not to ignore technological developments which have negative consequences for playing online games. "The procedure that teachers carry out if a student has a problem is to call the student's parents."

However, even though there is no specific appointment in the direction, the principal always provides coordination with the class teachers to monitor the condition of the students, and tries to create pleasant classroom conditions so that the students can open up to their teachers.strives to create and maintain classroom conditions that enable students to achieve goals efficiently by maintaining class dynamics, so that if there are any signs that indicate something inappropriate, the class teacher can immediately notice them, for example children who play games in class on their cellphones, etc. . Because the use of cellphones is not prohibited as long as they are used for positive things such as calling parents to ask to be picked up and so on. Apart from that, the school is also diligent in establishing

communication networks with other parties so that if there is a problem they can find information or discuss it. Class teachers have an important role, especially in establishing communication with children, including knowing what is trending among children, including online games they like. Teachers have a WhatsApp group with their students. Informant 1, class 5B teacher, stated that:

"we have WhatsApp group that can communicate with children at any time. "If someone writes rudely on WA, etc., or is carried away by the effects of playing online games, for example negative words come out, the teacher can immediately remind and monitor it."

Apart from that, according to the school principal as the key informant, the school always coordinates and collaborates with regional school supervisors and the Ministry of Education and Culture, especially with regard to providing outreach through webinars on digital media literacy skills so that they can avoid negative impacts, including playing games and so on.

The key informant stated: "Thank God, the teachers here are young and always have updated information and can always keep up with current developments."

Informant 1 teacher said:

"We always remember it in class. Come on, all students must be serious about studying, both in class and at home. "Because sometimes many students just play around while studying and don't pay attention to the lessons explained by the teacher, always remind us not to play too many games."

Meanwhile, at the implementation stage, by communicating the goals and objectives of preventing the negative impacts of online games to students, parents and teachers at SD 09 Pejaten school. Teachers always provide education by providing relevant information about the negative impacts of online games and the importance of responsible use. And finally, collaborating is by involving parents in prevention efforts and asking for their support in monitoring their children's online activities. In this case, the role of the class teacher is very much needed, especially being part of or holding the main leadership (in the occurrence of something or an event). In this case, the role of the teacher is more concerned with the moral development of students, the teacher is a human component in the teaching and learning process, play a role in efforts to train the potential of human resources through socialization. Therefore, in a sense, it is understandable that every teacher has a responsibility to make their students understand the dangers of accessing too many mobile phones and playing online games without limits. The class teacher is the one who always communicates with his students so he can supervise them in using their communication tools.

Then, if there are students who have problems, the teacher or principal usually coordinates and monitors them using an interpersonal communication approach, with closeness, and conveys more face-to-face to students or parents. As stated by teacher informant 1: "Delivery of direct messages by the class teacher if there are student problems. The class teacher can also convey it directly at the parent meeting before the class report is distributed. Parents' responses are still there, such as complaining and asking the teacher for help because their child doesn't need to be told. Parents asked the class teacher for help to remind students

of behavioral habits at home playing games. Meanwhile, informant 2, the class teacher, stated that: "These children are all quite close to their mother. Sometimes I approach them and talk about games and so on. "Sometimes in the WA group, classes also remind each other." At the evaluation stage, the principal usually meets with the teachers during teacher meetings: "The evaluation carried out by the school invites a parent meeting before the distribution of report cards or a special time for sharing between teachers and parents.

Based on the results of the researcher's observations, there are several things that need to be considered:

1) Some students have cellphones even though they are one with their parents
2) In these 2 classes, all of them are online game players, both male and female
3) On average, they use cellphones to play online games after school in their free time, some have permission from their parents and some don't because their parents are busy.

Based on observations made by researchers regarding the impact of online games on class V students at SD 09 Pejaten, there are two factors that trigger students to play online games. The reasons why students play online games: the first is external factors. In this external factor, the family is the first place where children are educated. Family factors greatly influence a child's growth and development. In this case, what motivates students to play online games is one of the family factors that originates from interaction and lack of communication between parents and children, as well as the lack of attention of parents towards children, because parents are too busy with work. their own story. Factor environment This related with existence place entertainment games on line Which interesting interest child And easy accessed cause part child trapped in influence environment social. Matter here it is Which motivating student For play games on line Because environment Which not enough controlled Because see Lots environment their social Which play games on line. Then the second is internal factors. One of the causes of class V students playing online games is influenced by internal factors such as

1) There is encouragement from within the students themselves to play online games, the feeling of boredom and boredom felt by students. Then there is encouragement from within the student, such as the desire within the student to play online games continuously. Most of the students in class V already use cellphones.
2) The feeling of boredom experienced by students is based on the results of observations made by researchers regarding the impact of online games, namely internal factors that make students feel bored. Researchers found the boredom faced by students during the teaching and learning process. Many students experience boredom which can cause students' learning efforts to be in vain, because their minds cannot work as they should

Then If concerning role person old in supervise his son play games on line in House in era digital moment This, naturally person old very needed as companion at a time supervisor for his children Alone so that No behave naughty. through system Which the more complex This. technology. It's rampant games on line make children want to play games the. Student believe that moment play games on line,

all flavor bored Which experienced, Good from in self Alone, from person old, Teacher nor person surrounding can reduced.In this case, parents must supervise and direct their children in a wise manner. Each parent is different in determining their supervision model. Informant 4 as a parent of a class V student said: "For our family, communication must be open, otherwise the children will end up hiding." "Meanwhile, informant 5 said that they strictly enforce restrictions on accessing this game, because if we are weak they will hide behind us, where there are a lot of games now and sometimes lots of negative advertisements appear, right?"

From the various statements conveyed to researchers in terms of handling and communication patterns in educating their children about the dangers of online games, there are different ways, some are persuasive and with an interpersonal approach and some are firm with one-way communication. The role and guidance of parents will greatly influence the sustainability of the child's future. Parents are the main educators for their children. The role of people as educators is so important that it cannot be replaced by anyone else. In the family, parents are the first to be responsible for providing their children with knowledge, morals and social teachings in society to avoid various negative impacts, including when playing this game. It cannot be denied that parents have a big responsibility so that their children have good and correct attitudes. Parents' efforts to prevent their children from becoming addicted to online games are as follows

1) give punishment. Effort Which can done person old For reduce or overcome children to games on line Wrong the only one is with apply action by giving sanctions. According to results interview in on, punishment Which given person old to his son like confiscate *cell phone* And reduce Money snacking so that child No Can buy package data For play games on line.

2) set limitation on use *cell phone*. Effort person old For limit child play games on line impact big on child so that they No too Lots use up time For games on line, Which applied For return balance between world games on line And world real. By Because That, person old must set limitation time play games on line or even limitation number of days in a week

3) give gift or reward. Rewards form things Which pleasant child Which given to child achievement. Person old will give rewards to child Which achievement by being able to free yourself from playing games for 1 week which is replaced with other positive activities.

Based on the results of research conducted in an effort to prevent students from becoming addicted to online games. Teachers and schools make the following efforts:

1) Giving advice regarding the use of online games Teachers always give advice to their students. This is done by providing advice that students can accept. Providing advice is one of the efforts made by teachers and schools to overcome the negative impacts of online games. The advice given to students is in the form of the impact that playing online games can have, the influence of online games on learning patterns and the impact on health and also various motivations to be able to divert with other games.

2) Conduct cellphone raids. Raids in the world of education aim to have a disciplinary effect on students. So far the raids carried out at schools are considered quite effective by the school in providing a deterrent effect to students. Although this is rarely done in schools, considering that students are still relatively disciplined in carrying out the orders of teachers and principals.
3) Collaboration with parents

The researcher's analysis based on the results of interviews shows that one of the efforts made by teachers to overcome online game addiction in students is collaboration with the students' parents. Collaboration with parents is carried out by informing parents of problems faced by children while at school, holding meetings with the children's parents and involving parents in making decisions for the children. Parents have the right to know how their children are developing at school. This is stated in Law Number 20 of 2003 article 7 paragraph (1) "Parents have the right to participate in choosing an educational unit and obtain information about their child's educational development.

The role of parents in building children's time management in their daily lives. Parents have an important role in helping children to organize and manage time. Good time management can help children determine activity priorities. Based on the results of interviews, the role of parents in building children's time management. Parents make the following efforts:

1) Building good communication with children Communication with children can be done in a variety of different ways depending on their age. The way parents communicate has an important role in their relationship with their children. Good communication between parents and children will make children comfortable talking. This effort is one way for parents to help build children's management because children will easily talk about the activities they do.
2) Create a schedule of activities and restrictions. Having an activity schedule is very important so that it is easier for parents to control. This activity schedule can help carry out activities regularly.
3) Giving direction to children Giving direction to children is no less important because it is good for the child's development. Directing children can take the form of providing motivation or providing support to children. Providing direction is one of parents' efforts to help children develop time management. Where parents play a role in directing children in carrying out daily activities.
4) Letting children play outside the house actually makes children forget about their mobile phone and stop playing games.
5) Ensure that children are involved in positive activities outside the home, such as reciting the Koran, tutoring, or other things, so that they don't use their cellphones too much to play games.
6) Provide a good example for their children, so that parents also set an example of not always using cellphones in their daily lives. Parents try to do things that can help their children spend their time at home.
7) Doing physical activities together such as walking and playing are some other positive activities.

CONCLUSION

Managing teacher communication in preventing the negative impact of online games involves several stages of planning to evaluation. In the early stages of Problem Identification: Teachers should be aware of the negative impact of online games on students, such as decreased concentration, sleep disturbances, or low academic performance. Then set goals to prevent the negative impact of online gaming, such as raising awareness about the problem or limiting online gaming time. It then sets goals: determines the group of students that will be the focus of this intervention, such as a specific grade or a certain age level. The last is to determine the best method of communication. The implementation stage is to conduct socialization: by communicating the goals and objectives of preventing the negative impact of online games to students, parents, and teachers at SD 09 Pejaten school. Then educate by providing relevant information about the negative impact of online gaming and the importance of responsible use. Finally, collaboration involves parents in prevention efforts and asks for their support to monitor their children's online activities. The next stage is monitoring by monitoring student activities and observing student behavior related to online games, both at school and at home supported by parents. Then at the Evaluation stage, we review whether there is an increase in awareness or positive behavior changes related to the use of online games. Another thing that should not be forgotten is to take an open and empathetic approach i.e. Teachers need to approach students with empathy and understand the reasons why they are interested in online games. In this case, principals and teachers are obliged to have credibility as sources of information. By establishing open communication, teachers can more easily help students recognize the negative effects of game addiction and provide relevant advice. Thus, teacher communication management in preventing the negative effects of online games is very important to help students develop healthy and balanced gaming patterns, as well as reduce the risk of negative impacts that may arise from game addiction. Teachers engage parents for collaboration in creating awareness about the importance of controlling their children. People set various ways, including: building good communication, making joint schedules and limiting the use of mobile phones for access to online games, giving directions to children, providing opportunities for children to physical activities outside the home, ensuring children have positive activities in their daily lives. Thus, the communication factor and good communication management in the relationship between principals, teachers, students and parents can avoid the negative dangers of online games at SD 09 Pejaten Jakarta. Play online games.

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