ABSTRAK

Manajemen Komunikasi Asertif Dalam Mendorong Sinergitas Dan Partisipasi Aktif Wali Murid Pada Kegiatan Pembelajaran Di Tk Kecamatan Wates Kabupaten Kediri

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Penelitian ini bertujuan untuk menganalisis penerapan manajemen komunikasi asertif serta perannya dalam meningkatkan sinergitas dan partisipasi aktif wali murid pada kegiatan pembelajaran di TK Kecamatan Wates Kabupaten Kediri. Penelitian menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi pada 18 TK. Analisis data dilakukan menggunakan model interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa manajemen komunikasi asertif diterapkan secara terencana, terbuka, dan evaluatif melalui berbagai media komunikasi. Komunikasi asertif berperan penting dalam membangun hubungan harmonis, meningkatkan kepercayaan, serta mendorong sinergitas antara guru dan wali murid. Selain itu, komunikasi asertif juga berpengaruh positif terhadap peningkatan partisipasi aktif wali murid dalam kegiatan pembelajaran. Faktor pendukung dan penghambat ditemukan, namun dapat diatasi melalui pendekatan komunikasi yang fleksibel dan empatik.

Kata kunci: komunikasi asertif, sinergitas, partisipasi wali murid, TK

ABSTRACT

Assertive Communication Management in Encouraging Synergy and Active Participation of Parents in Learning Activities at Kindergarten, Wates District, Kediri Regency

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This study aims to analyze the implementation of assertive communication management and its role in enhancing synergy and active parental participation in learning activities at kindergartens in Wates District, Kediri Regency. This research employed a qualitative approach, with data collected through interviews, observations, and documentation across 18 kindergartens. Data analysis was conducted using the interactive model of Miles and Huberman, which includes data reduction, data display, and conclusion drawing. The results indicate that assertive communication management is implemented in a planned, open, and evaluative manner through various communication media. Assertive communication plays a significant role in building harmonious relationships, increasing trust, and strengthening synergy between teachers and parents. Furthermore, it positively influences the improvement of active parental participation in learning activities. Supporting and inhibiting factors were identified; however, these challenges can be addressed through flexible and empathetic communication approaches.

Keywords: *assertive communication, synergy, parental participation, kindergarten*