

ADOPTION OF ONLINE LEARNING COMMUNICATION TECHNOLOGY IN THE COVID-19 PANDEMIC ERA

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ABSTRACT

The development of communication technology in the COVID-19 pandemic era requires that the learning process should be carried out via online platforms. However, in its implementation, there are still many obstacles encountered in the field. For some lecturers, the implementation of online learning is only effective for giving assignments. On the other hand, the technological and economic abilities of each student is also varied. Not all students have facilities that support distance learning activities. This research aims to examine the process of diffusion and adoption of communication technology in online learning by employing a qualitative descriptive approach. The research focus viewed from the communication side deals with how individual processes in adopting a new innovation. Researchers utilized a purposive sampling technique in determining the samples. Data collection techniques consist of literature studies and in-depth interviews as primary data. For validation, the researchers employed data triangulation. With this discussion, it is hoped that lecturers and students easily adapt to the latest technological developments, especially during the Covid-19 pandemic.

Kata Kunci: Adoption of Technology, Online Learning, Diffusion Approach