

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi peran komunikasi pendidikan dalam mencegah pernikahan dini pada siswa SMP YP 17 Nagreg. Latar belakangnya adalah tingginya praktik pernikahan anak di Indonesia, termasuk Kabupaten Bandung, yang berdampak negatif pada aspek psikologis, sosial, dan pendidikan remaja.

Metode yang digunakan adalah kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara mendalam dengan Wakil Kepala Sekolah bidang Kurikulum, Wakil Kepala Sekolah bidang Kesiswaan, dan beberapa siswa. Analisis dilakukan melalui reduksi data, penyajian, dan penarikan kesimpulan, dengan landasan teori komunikasi pendidikan, teori perilaku sosial Albert Bandura, dan teori ekologi Bronfenbrenner.

Hasil menunjukkan bahwa komunikasi pendidikan di sekolah ini berlangsung melalui pembelajaran di kelas, kegiatan keagamaan, dan interaksi personal guru-siswa. Strategi yang diterapkan meliputi penyampaian materi, pembinaan karakter melalui ekstrakurikuler, serta pendekatan interpersonal. Temuan menegaskan bahwa komunikasi pendidikan efektif meningkatkan kesadaran siswa akan risiko pernikahan dini dan mendorong sikap bertanggung jawab terhadap pendidikan mereka.

Kata kunci: komunikasi pendidikan, pencegahan, pernikahan dini, siswa SMP

ABSTRACT

This study aims to explore the role of educational communication in preventing early marriage among students at SMP YP 17 Nagreg. The study is motivated by the high incidence of child marriage in Indonesia, including in Bandung Regency, which negatively affects adolescents' psychological, social, and educational development.

A qualitative descriptive approach was used. Data were collected through in-depth interviews with the Vice Principal of Curriculum, the Vice Principal of Student Affairs, and several students. Data analysis involved reduction, presentation, and drawing conclusions, guided by educational communication theory, Albert Bandura's social behavior theory, and Bronfenbrenner's ecological theory.

Findings indicate that educational communication occurs through classroom instruction, religious activities, and personal teacher-student interactions. Strategies include delivering learning materials, character building via extracurricular activities, and interpersonal approaches. Educational communication effectively raises students' awareness of early marriage risks and fosters responsible attitudes toward their education.

Keywords: *educational communication, prevention, early marriage, junior high school students*