

ABSTRACT

The development of technology has brought changes in various fields, including education. The presence of generation gap between students and lecturers in the digital age requires lecturers to master competencies in teaching such as competence in communication. The purpose of this study is to find out how the exact communication competency of lecturers in the digital era. In this study competencies are divided into three elements, namely skills, knowledge, and motivation. This study uses descriptive qualitative methods with observation, in-depth interviews, and focus group discussions. The researcher made the lecturer with the highest EDOM (Teaching Lecturer Evaluation) at the Faculty of Electrical Engineering Telkom University as the subject of research. Based on the results of this study it is known that students require their lecturers to master a number of skills, such as the skills to build bonds with students. Lecturers are also expected to master a number of knowledge, such as knowledge about how to find ways of learning that are "Little more fun and easy to see." From the aspect of motivation, in a digital era that is full of distractions as now lecturers are deemed to have participated as motivators rightly students have a clear future direction.

Keywords: Lecturers, Students, Communication Competencies, Digital Era