

ABSTRACT

In dealing with the Covid-19 pandemic, Communication Science Students from Telkom University class 2018 who are taking a radio program production course conduct online learning communication using zoom media. In conducting learning activities, there occurs a communication process to deliver educative messages from lecturers to students, it is intended that messages conveyed by lecturers can be well received so that it affects knowledge and changes in student behavior, so the success of a learning activity is highly dependent on the effectiveness of the communication process that happens in learning. Therefore this study is purposed to determine the level of instructional communication that deliver by the educator using online learning media and effectiveness of instructional communication carried out by educators in learning through media zoom to Improve Learning Behavior. In this study, researchers took the population of Telkom University communication science students who are taking a radio program production course. 61 people were chosen as samples, using stratified random sampling technique. This type of research is a quantitative research descriptive, a study that determines some of the hypotheses to be tested. The study concluded that the effectiveness of instructional communication in online learning though zoom affects 52,56% in order to Improve Learning Behavior, supported by factors such as clarity of message, complete & systematic, and accuracy of the message

Keywords: *Instructional Communication, Communication Effectiveness, Online Learning, Zoom, Learning Behavior*