

## ABSTRAK

*Highly Functioning Education Consulting Services* (HAF ECS) merupakan lembaga konsultan pendidikan khususnya untuk guru dalam kegiatan pengajaran di kelas. HAF ECS menawarkan sesi pelatihan yang dapat diikuti secara *offline*. Namun, pandemi *Covid-19* mengharuskan HAF ECS untuk beradaptasi dengan beralih format sesi pelatihan dari *offline* menjadi *online*. Penelitian ini bertujuan untuk menjelaskan cara HAF ECS mempertahankan keberlangsungan sesi pelatihannya dengan menggunakan media baru untuk beradaptasi atas kondisi pandemi khususnya dalam menggunakan platform *GuruInovatif.id*. Penelitian ini menggunakan paradigma konstruktivisme, dengan *New Media Theory* dan *Social Information Processing Theory* (SIP) sebagai teori yang membantu peneliti untuk mengkaji hasil penelitian yang diperoleh di lapangan. Teknik pengumpulan data yang digunakan yakni observasi, interview mendalam, dan dokumentasi. Interview atau wawancara dilakukan dengan 6 (enam) informan yang terdiri dari 3 (tiga) orang berasal dari kelompok *trainer*, dan 3 (tiga) orang dari kelompok peserta *training*. Kesimpulan dari penelitian ini yakni terdapat 6 (enam) sesi pelatihan yang dilaksanakan melalui 7 (tujuh) media yakni, *website*, *WhatsApps*, *Zoom*, *Telegram*, *Youtube*, *Instagram* dan *Google Form*. Interaksi selama sesi pelatihan *online* berlangsung dua arah, namun terdapat kendala yang menghambat keberlangsungan sesi yakni berkaitan dengan jaringan internet. HAF ECS dan *GuruInovatif.id* juga memformulasikan format baru pelatihan yakni dengan membuat sesi *hybrid* untuk mempertahankan jangkauan agar tetap luas, sekaligus mempertahankan pertukaran isyarat sosial.

**Kata Kunci : Adaptasi, Sesi Pelatihan *Online*, Media Baru**

## ABSTRACT

Highly Functioning Education Consulting Services (HAFECS) is an educational consulting agency, especially for teachers in classroom teaching activities. HAFECS offers training sessions that can be followed offline. However, the Covid-19 pandemic required HAFECS to adapt by switching the training session format from offline to online. This study aims to explain how HAFECS maintains the continuity of its training sessions by using new media to adapt to pandemic conditions, especially in using the GuruInovatif.id platform. This study uses a constructivist paradigm, with New Media Theory and Social Information Processing Theory (SIP) as theories that help researchers to examine the results of research obtained in the field. Data collection techniques used are observation, in-depth interviews, and documentation. Interviews were conducted with 6 (six) informants consisting of 3 (three) people from the trainer group, and 3 (three) people from the training participant group. The conclusion of this research is that there are 6 (six) training sessions conducted through 7 (seven) media namely, website, WhatsApps, Zoom, Telegram, Youtube, Instagram and Google Form. The interaction during the online training session was two-way communication, but there were obstacles that hindered the continuity of the session, which was related to the internet network. HAFECS and GuruInovatif.id also formulated a new format of training, by creating a hybrid session to maintain a wide range, while maintaining the exchange of social cues.

**Keyword : Adaptation, Online Training Session, New Media**