Development of Ubrok media (UNO our chat) for improving interpersonal communication ethics in high school students

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Abstract
Study This background from low ethics interpersonal communication of students and still Not yet many media have been developed for increase ethics interpersonal communication. Research purposes This For developing game media Ubrok (Uno our chat) in increase ethics interpersonal communication in acceptable students Good in a way theory nor in a way practice. Research design use quantitative type adopting development from R & D (Research and Development) from Borg and Gall. Subjects in research This is expert content and media experts, each consisting of two people, and test candidate user namely teachers and students. Instrument study use questionnaire adopter's acceptability from The Joint Committee. Data analysis techniques using Intermediate Agreement Model as quantitative data, suggestions, input and criticism as descriptive data in expert tests and candidate tests user. Research result based on analysis statistics descriptive in expert testing fill with grade point average 3 and media expert with an average value of 4 categories relevance tall. Candidate test results teacher users with grade point average 4 and candidate user student namely in categories tall with average score of 90% of subjects. Based on results study that, you can conclude that the media Ubrok (Uno our chat) is rated can thank you Good in a way theoretical nor practice.

1. Introduction

Communication is an essential skill in the contemporary era and must be mastered by every individual. Communication occurs anytime and anywhere, involving various participants and purposes. Through interaction, mutual communication is established between message senders and message receivers (Dahrial et al., 2023). Communication serves as an effort to convey opinions or ideas, express feelings, and deliver information so that it can be understood by others. Effective communication is expected to generate feedback from the recipient. The main elements of communication include the communicator, message, channel or media, communicant, and response (Setiawan, 2018).

Human needs can be more easily fulfilled when positive relationships are established through interaction within social environments. Therefore, every individual is required to build good relationships with others to meet personal and social needs. Communication can be categorized into intrapersonal and interpersonal communication. According to Sarnoto (2011), intrapersonal communication refers to communication that occurs within an individual, involving processes such as sensation, perception, memory, and thinking. Meanwhile, interpersonal communication is defined as the process of sending messages between two or more people in small groups, allowing direct feedback and producing various effects (DeVito, 2019; Lie & Oktariadi, 2019). Interpersonal communication plays a significant role in social life. Research conducted by Aw (2011) revealed that adolescents who experience difficulties in interpersonal communication tend to be ignored or socially excluded by their environment. Failure to develop effective interpersonal communication skills can limit adolescents' ability to engage in broader social interactions. Thus, interpersonal communication has become an urgent issue in contemporary communication practices. Every individual requires good interpersonal communication skills to interact effectively with others.

In addition to communication skills, ethical communication has become an important concern in message delivery. In everyday life, inappropriate and impolite communication behavior is still frequently observed. According to Melis and Rossano (2022), communication functions as a vital connection in human life, reflecting an individual's character and nature, through which people interact, recognize one another, and cooperate. Therefore, every individual is expected to possess ethical standards in communication, including students in schools. Students, as members of society, are required to communicate ethically with others in their social and educational environments.

This issue was observed during the implementation of the Teaching Practice Program (PLP I), which was conducted in March at Dr. Soetomo Senior High School, Surabaya. Based on the researcher's observations,

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students' interpersonal communication skills were found to be inadequate. Approximately 65% of students demonstrated low interpersonal communication ability. This condition was indicated by several behaviors observed during the learning process, such as students feeling embarrassed to convey information, being unable to express opinions openly, and using inappropriate expressions when communicating with peers. Furthermore, students tended to remain silent when given opportunities to ask questions and showed low participation in classroom discussions. It was also found that students perceived themselves as being overly familiar with their teachers, which led to inappropriate communication patterns similar to those used when interacting with peers.

2. Method

Research model: Study This use method study Research and Development because of the process of course more complex in possible stages accommodate interest study This (Borg, WR, & Gall, 2007). Borg and Gall development steps modified of 10 stages become three stages based on Sukmadinata (2016). Three stages the includes (1) Study introduction; (2) Planning and development product; and (3) Test the product.

Participants/documents: Subject in expert testing as many as 2 experts from lecturer Guidance and counselling become expert content, and 2 lecturers technology education as media expert. Test candidate user done against 66 high school students and 2 guidance and counselling teachers. Instrument data collection for expert and candidate tests users (teachers) use questionnaire acceptability referring to standards evaluation of programs, projects and materials education (Muwakhidah et al., 2024).

Election respondents taken by researchers, carried out in a way random. Data obtained is processed use SPSS For Windows Series 22.0. Test experts do consist from expert tests content and media expert test. Data collection instruments used is questionnaire acceptability for obtain validity developed products based on assessment expert. Data analysis techniques are classified into two, namely quantitative and descriptive. Analysis techniques descriptive used shaped Criticism and suggestions are welcome be delivered for considered as material media revision. Data obtained through questionnaire evaluation acceptability of Ubrok media analyze using Gregory's model in a way quantitative

Analysis: The data collection instrument used in the trial is an acceptability assessment questionnaire that includes aspects of usability, accuracy, and feasibility. This assessment questionnaire was developed from the standards for evaluation of educational programs, projects and materials (The Joint Committee, 1981). Data analysis techniques used in the assessment of Ubrok media is questionnaire is qualitative and quantitative. A special qualitative analysis is conducted on trial data in the form of criticism and suggestion, then presented in a transparent manner as a consideration of the revision of the Ubrok media. The trial data obtained through the guide acceptability assessment questionnaire was quantitatively analyzed using inter-rater agreement model (expert test) and descriptive statistical test (prospective test).

3. Results and Discussion

Results and researchers shared into two types of data , namely quantitative data that is analyzed using the model from Gregory (2011) and Guilford (1956) and statistical tests using the SPSS for Windows version 22.0 program. Second data is descriptive data in the form of suggestions, criticism and input from experts and candidates analyzed users in a way descriptive. The evaluation results of the Ubrok media conducted by members are presented in Table 1, which summarizes the assessment across several aspects, including usability, accuracy, appropriateness, and implementation.

Table 1. Evaluation member fill in the game Ubrok

Aspect Assessment	Deviation Standard	
	Member 1	Member 2
Aspect use	0.000	0.000
Aspect accuracy	0.438	0.375
Aspect appropriateness	0.516	0.516
Aspect implementation	0.000	0.000

Table 2 presents the assessment results provided by media experts regarding the overall quality of the Ubrok media, based on deviation standard values from each expert.

Table 2. Assessment media expert on the game Ubrok

Aspect Evaluation	Deviation Standard	
	Expert 1	Expert 2
Aspect whole	0.344	0.329

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The results of the assessment conducted by candidate users of the Ubrok media are shown in Table 3, covering aspects of utility, accuracy, appropriateness, and implementation.

Table 3. Assessment candidate user in the game Ubrok

Aspect Evaluation	Deviation Standard	
	Expert 1	Expert 2
Aspect utility	0.316	0.421
Aspect accuracy	0.301	0.467
Aspect appropriateness	0.277	0.480
Aspect implementation	0,000	0.483

Table 4 presents the suggestions and inputs provided by media experts based on the results of the expert validation tests of the Ubrok media.

Table 4. Suggestions, input based on media expert tests

Aspect	Expert 1	Expert 2
Size books, designs cover, contents, book, card media	The layout according to the illustration good, medium card interesting the font is there too clear.	Book view guide interesting, easy understood, the font size is already Accordingly, card media is very practical.
Conclusion	By whole media book guides and cards Already good and worthy used.	

Indicator ethics Interpersonal communication in Ubrok media (UNO Our Chat) refers to the theory of Clifford G. Christians, as follows indicators that become reference and foundation researcher These are: (a) Honesty, (b) Responsibility answer, (c) Justice, (d) Empathy, (e) Openness , (f) Politeness (Clifford., 2009) . Ethics of interpersonal communication or ethics communication between personal is communication between everyone stare advance or face to face directly possible every the culprit catch other people 's reactions straight away, fine verbally and nonverbally (Rahmadianti & Panduwinata., 2023).

In interpersonal communication compared with communication others, considered the most effective in activity change attitudes, beliefs, opinions, and behavior communication. The reason Because with this interpersonal communication taking place stare face (face to face) because with communication This happen A contact personal (personal contact), with so when in a conveying process message bait come back direct immediately (immediate feedback). The essence of interpersonal communication is share meaning and information between second split Duck's side is in (Wood, 2006).

Phenomenon that occurs in public is lack of ethics communicate especially in teenagers with more people elder, this because change behavior communication millennials and gen Z do not currently fine just (Sunni et al., 2023). Difference pattern communication between generation to generation, a side bring up difference perception in interpret what is seen also emerges tension between generation.

Ubrok Media, modified and developed by researchers as a development medium in guidance group for increase ethics interpersonal communication of high school students. Ubrok Media used for interesting interest students, so service guidance given group no monotonous and feeling like when follow service guidance group. Good media design cards and books guide game modified using CorelDRAW X8 software. Ubrok media there is pictures and descriptions abbreviation are used for convey message or meaning fill material, so no too verbal. Application For increase ethics student interpersonal communication need quite a long time, so this Ubrok (UNO our chat) media developed in guidance group for shorten time without reduce the stages.

According to Isnaeni (2025) look for partner card is one of method learning active. Search method partner card Enough pleasant used in repeat previous learning has given. As one of the innovation learning, researcher mean for adopt game card Ubrok (UNO our chat) as a game medium for train Skills ethics communication student. Researcher developing game media called game card Ubrok (UNO our chat). Linkages between game card Ubrok (UNO Our Chat) with UNO lies in design base the card.

Rating result media experts pointed out that product in the form of Ubrok media (UNO our chat) and books the guide is very suitable for help increase ethics interpersonal communication of high school students. Acquire high value and not exists criticism, suggestions or input in the media expert test means product development has fulfil criteria acceptability and can continued with research furthermore. Consideration base in media selection is fulfilment needs and attainment objective guidance and counselling. As has been discovered by (Nugraheny et al, 2019) that game media must own excess in help student Study For increase skills ethics effective communication , understanding other people's opinions, discussions and so on, one of the capable game media interesting student For Study active in game media that is card

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4. Conclusion

This study concludes that Ubrok Media (UNO our chat) is both theoretically valid and practically feasible as a guidance media for improving interpersonal communication ethics among high school students. Expert validation and prospective user evaluations confirm that the media meets high acceptability standards in terms of usability, accuracy, appropriateness, and feasibility. Therefore, Ubrok media can be effectively implemented in group guidance services to foster ethical interpersonal communication among adolescents.

Author Contributions

All authors have equal contributions to the paper. All the authors have read and approved the final manuscript.

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Declaration of Conflicting Interests

The author declared no potential conflicts of interest with respect to the research, authorship, and/ or publication of this article.

Data Availability

The datasets generated during and/ or analysed during the current study are available from the corresponding author on reasonable request.

Declaration on AI Use

The authors declare that no artificial intelligence (AI) or AI-assisted tools were used in the preparation of this manuscript.

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