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The Role of Communication in Organized Behavior

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Abstract: Communication is a means by which people clarify expectations and coordinate work that enables one to achieve organizational goals more efficiently and effectively. Communication is the exchange of information between the sender and receiver, where the process of information and the meaning of the message is delivered. Most work done by a team is interdependent and interconnected communication messages among its members, therefore communication effectiveness plays an important role in determining whether there are advantages or disadvantages in the communication process. Organizations are groups of people who work in interdependence through communication. In the organization occurs the process of delivering and receiving messages in running its performance. So, from the role of communication is very large in organizational behavior. This study discusses the definition of communication, communication functions, communication models, communication barriers, and how to improve communication. The purpose of this research is to know and describe the role of communication in behaving organize. The writing of this research is descriptive. The results of this study indicate that in the development of organization is required to always be dynamic in the work to achieve the goals to be achieved one of them by mngetahui and practice communication well. Some of the obstacles in communication by Robbins and Judge include, among others, Filtering, Selective perception, information overload, emotions, language, silence, communication apprehension, gender differences, etc. can be corrected by interpersonal communication and through communication strategies and skills described in this paper, so that the organization can run well achieve the desired goals together.

Keywords: *communication, organization, information*

A. Introduction

Organization is a collection of people who have the same goals. Members of an organization work together, support each other, so that organizational goals can be achieved. Therefore, communication is one important element in the organization. The ability to communicate and interact is very important in an organizational life, even a demand. Communication within the organization becomes a central point in creating a conducive situation and environment, establishing sustainable communication, increasing public trust, improving the good image of the company / organization and even helping to promote and improve the marketing of a product /

service. Therefore, communication in an organization must be understood correctly, applied and developed by anyone either individual, society and organization. Communication activities always happen in everyday life, since waking up to go to bed again. This means that there is no activity without communication directly or indirectly, verbally or nonverbally, as well as the organization.

Organizations place communication as one of the elements of administration, whereas the function of communication in the organization is much more than that and has so many benefits that can be achieved, so it is very clear that the activity

of "communication" is very important in organizational life.

This paper discusses the meaning of communication, communication function, communication model, communication barriers, and how to improve communication. The purpose of writing this paper to know and describe about the role of communication in behaving organize.

B. Method

1. Research Approach

This study uses a qualitative approach, because the results of this study in the form of an overview of the existing phenomenon. According to David Williams (Moleong), qualitative research is the collection of data in a natural setting, using natural methods, and done by people or researchers who are interested in nature.

Other qualitative research by Denzin and Lincoln (Moleong) states that qualitative research is a study using a natural setting, with the intent to interpret the phenomenon that occurs and is done by involving various methods.

From the study of these definitions it can be that qualitative research is a study that intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action, etc., holistically, and by way of description in the form of words and language, in a specific, natural context and by utilizing various natural methods.

2. Type Research

The type of research used in this study is the study of Phenomenology Studies. Research Phenomenology is a research strategy in which researchers identify the nature of human experience about a particular phenomenon. Understanding human life experiences makes phenomenological philosophy a method of research whose procedures require researchers to study a number of subjects by engaging directly and relatively deeply in them to develop patterns and meaning relationships. In

this process, the researcher excludes his personal experiences first so that he can understand the experiences of the participants he / she examines. The reason researchers use this research, because the study of phenomenology is a study in qualitative research that contains the truth that refers to the experience of the subject in viewing the world according to their daily life. Research that researchers do more emphasis on the experience of the subject, where the data taken entirely is derived from the subject of research derived from the experience of the subject. Data Collection Techniques To obtain the necessary data in this study, the authors use the following techniques:

a. Observation

Observation is a complex process, a process composed of various biological and psychological processes. Two of the most important are observation and memory processes. Techniques Data collection with observation is used for research relating to human behavior, work processes, natural phenomena that researchers find in the field.

b. Documentation

Document is a record of events that have passed. Documents can be in the form of writing, drawing, or monumental works of someone. Writing documents such as diaries, life stories, stories, biographies, regulations, policies. Documents in the form of images, such as photos, live pictures, sketches, and others. Documents in the form of works such as works of art, which can be images, sculptures, films, and others. Document study is a complement of the use of observation and interview methods in qualitative research.

c. Interview Method (interview)

Interview is a meeting of two people to exchange information and ideas through question and answer,

so it can dikonstruksikan makana in a particular topic. Interviews can be done in a structured or unstructured manner, and can be done through face to face or by using phone.

d. Data Analysis Methods

According to Bodgan and Biklen as quoted by Moleong, qualitative data analysis is an effort done by working with data, organizing data, mensistesis-kannya, searching and finding patterns, find what is important and what is learned, and decide what can be told to other people. This data analysis method writer use to analyze data which have writer get by either interview or decumnetasi. more easily difami, and findings can be informed to others. Data analysis is done by organizing the data, describing it into units, synthesizing, compiling into the pattern, choosing which is important to be learned, and making conclusions that can be told to others. In this study the authors use data analysis methods that are descriptive interactive, meaning that if the data has been collected, then the data compiled, reported as is, and explained for meaningful. The steps taken in analyzing the data are as follows:

1) Data Reduction

Data reduction in this study means to summarize, select the essentials, focus on the important things, look for themes and patterns and remove unnecessary.

2) Data Presentation

In qualitative research, the presentation of data can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. Because in this study the authors use qualitatif research.

3) Withdrawal Conclusion

The third step in qualitative data analysis according to Miles

and Huberman is the conclusion and verification. The preliminary conclusions raised are temporary, and will change if there is no strong evidence to support the next stage of data collection. But if the conclusions raised in the initial stages, supported by valid and consistent evidence when researchers return to the field to collect data, then the conclusion presented is a credible conclusion.

C. Content

This study discusses the definition of communication, communication functions, communication models, communication barriers, and how to improve the purpose of writing this paper to know and describe about the role of communication in behaving organize. communication competence is considered very broadly as an impression that behavior is appropriate and effective in a given context (Turistiati, 2016, p. 65).

1. Understanding Communication

a. Colquitt, Lepine and Wesson (2011: 422)

Communication is the process by which information and meaning or meaning are transferred from the sender to the receiver.

b. McShane and Von Glinov (2010: 270)

Communication shows in the process by which information is transmitted and understood between two or more persons.

c. Kreitner and Kinicki (2010: 402)

Communication is the exchange of information between the sender and receiver, and draws conclusions as the perception of the meaning of something between the individuals involved. Communication also serves as an interpersonal exchange of information and understanding.

2. Communication Functions

According to Robbins and Judge, (2001: 376) Communication has 4 Functions:

- a. Control
Communication acts to control the behavior of members in several ways related to work behavior
- b. Motivation
Communications reinforce motivation by clarifying what workers they need to work on, how well they perform, and how to improve when below standards.
- c. Emotional Expression
Communication in groups is a fundamental mechanism by which members show their satisfaction and frustration.
- d. Information
Communication provides the information needs of individuals and groups to make decisions.

3. Communication Model

- a. Communication Process
In general, stages in the communication process can be delivered as follows: Sender, encoding, message, channel / medium, decoding, receiver, Noise, and Feedback.
- b. Factors Affecting Process Effectiveness
 - 1) Communicator Issues
 - 2) Noise
 - 3) Information Richness
 - 4) Network structure
- c. Influence on the effectiveness of encoding and decoding
 - 1) Capabilities and motivators and receivers communicate over a communication channel.
 - 2) A level where both parties have a dictionary book of symbols, languages, gestures, distinctive features, and other tools used to convey information.
 - 3) The degree to which both parties have a shared

mental model of the topic context.

- 4) The sender experience in megkomunikasikan message.

4. Communication Barriers

- a. Filtering
- b. Selective perception
- c. Information overload
- d. Emissions
- e. Language
- f. Silensce
- g. Communication Apprehension
- h. Gender Differences
- i. Politically correct communication
- j. Personal Barries
- k. Physical barriers
- l. Semantic barries

5. Improving Communication

- a. Interpersonal communication
 - 1) Getting Your message across
 - 2) Active listening
- b. Communication through hierarchy
 - 1) Communication strategy
 - a) Workspace design
 - b) Web-based organizational communication
 - c) Direct communication with top management
 - 2) Skills to improve communication
 - a) Use simple, clear language
 - b) Become an active, attentive listener
 - c) Avoiding overload
 - d) Opening channels of communication
 - e) Enhancing relationship
 - f) Use inspirational communication tactics

In an organization is needed the existence of organizational communication that is able to develop the attitude of the members to change the mindset and patterns of behavior so that in line with what the purpose of the organization.

Redding and Sanborn in Arni Muhammad (2005: 65) say that organizational communication is the sending and receiving of information within a complex organization. While Zelko and Dance (Arni Muhammad, 2005: 66) says that organizational communication is an interdependent system that includes internal communication and external communication. Catrin Johansson stated a wide definition of organizational communication is used, including internal, external, informal and formal communication with processes ranging from intraindividual to mass mediated communication (2007: 93).

The notions of organizational communication indicate that within the organization there are:

1. Internal and external communications, where internal communication refers to communication within the organization itself and external communication that refers to the communication between the organization and its external environment
2. In organizational communication there is a flow of messages that lead to the organization's goals with the media used in the delivery of such messages
3. Organizational communication will affect the behavior of its members. Therefore any organization can not abandon organizational communication, with organizational communication all elements within the organization are integrated into where this integration will strengthen the organization to maintain its sustainability in achieving its goals.

Organizational communication is not just a tool for achieving goals, but more than that, organizational communication is a process that creates a meaning that is understood together and become the same pattern of thought and behavior patterns of members of the organization. Without the meaning of the goals of the organization,

then the purpose of the organization is just a slogan that is not means at all. Organizational clarity can be seen from the relationship between organizational board and members. A close relationship will foster a mutual openness in the face of difficult situations experienced by an organization. With openness in engaging members and supported by a warm organizational climate, the participation of members to engage in organizational problems is possible. Member involvement in organizational problem solving will make it easier for managers to coordinate strategies to achieve agreed organizational goals. In organizational communication, it is also known that there is internal communication and external communication. The meaning of internal communication is the communication that occurs within the organization, for example communication between the board and members. While external communication is communication that occurs with other organizations, or with the environment. In advance of Eunjuro: "According to the direction of information flow, communication has been trichotomized in to downward, upward, and horizontal directions, which depends upon who initiated the communication and who received it.

The downward communication means the flow of information from superiors to subordinates and it is a dominant channel in accordance with formal communication networks. "Katz and Kahn, 1966 (in Eunjuro, 2009) identified" five types of downward communication, including job instruction, job rationale, procedures and practices, feedback and indoctrination of goals. "Garnett, 1992 (in Eunjuro, 2009) states: "The second type of communication with in an organization is upward communication, which flows from subordinates to superiors. Upward communication is a channel to know how about the agency, their superior, and their jobs. "While horizontal communication is proposed by Miller (1999) as follows:" Horizontal communication indicates the lateral exchange of information, which flows in accordance

with the functional principle among people on the same level within an organization. Upward and horizontal communication are emphasized for employee satisfaction. "The direction and flow of communication in organization, as Sri ngkali also called the communication network in the organization shows the existence of the flow of information, as information says. In this case there are 2 (two) forms of communication ie downward communication and communication upwards.

Downward communication Downward communication is needed by lower level executives in conducting organizational activities. The pattern of information dissemination carries the risk of message distortion, so messages passed to members are blurred or cannot be clearly captured. This is because: 1). The sender of the message sends the message outline, so there needs to be a reinterpretation of the message content delivered by the recipient of the message. 2). Recipient of the message / message Receive a message that is afraid of error or the ability to interpret the received message will forward the message it receives as it is, and the lower level executives are required to interpret the message. Upward communication.

Communications from subordinates to superiors are actually very important for organizational survival, as superiors will have data that can be used to create new policies for the organization. In fact, communication from subordinates to superiors or upward communication is very difficult to do because: 1). From the supervisory side Rarely receives complaints from subordinates, because what has been decided in the board meeting becomes a standard guideline for the organization and should be implemented as is. So, the complaints of the subordinate are of no use to superiors in organizational development. 2). From the subordinate's subordinates in running the organization's activities have received instructions from his superiors. While the guidance provided is only an outline in general and not detailed, so the need for adjustments in the field. Subordinates who always ask tasks that

have not been clearly known will be judged as a fool who always asks. This reluctance is regarded as a fool causing communication upwards is difficult to do. If talking about organizational communication is what is reflected in the self a person is a matter related to the role and status of everyone in the organization, because the role and status of a person also determines how to communicate with others also how to communicate with him, therefore a good person is a person who always connects the role and status with the work (Alo Liliweri, 1997: 59). In modern society people recognize a person because he has various roles and statuses. Within the organization of diversity, it is seen through the worker that everyone will work according to his talents and abilities so that he is responsible for the work. As the number or type of work gets more and more varied, it needs to be intertwined between different types of work, the ties between a leader with subordinates or between leaders who ultimately form a massive power to produce a higher quality output. At this stage is required communication. Organizational communication is often interpreted as an organizing behavior (organizing behavior) that is how a subordinate involved in the process of transacting and give meaning to what is happening.

Therefore, when the organization is considered just a group of people who interact then communication only serves as an organization; he is the organization itself. So organizational communication will center on symbols that enable organizational life, pars words, ideas and constructs that encourage validating, coordinating, and realizing organized activities in specific situations (Barry Cusway and Derej Logde, 1995: 115). The writing or anything that berkaitan with organizational communication always consider the two main concepts, namely organization and communication. An organization can be approached as a fun and interesting object, but there are those who may see the organization as oppressive. The pleasant or oppressive attitude is actually very dependent on the understanding and practice of interaction,

relationships and transactions that occur between people in the organization, that's called organizational communication. So, the position of communication in the organization actually emphasizes on how an organization is constructed and maintained through the process of communication. Thus, the communication of the organization is more than just what people do but a theoretical explanation of the practice of communication in organizations that serve togetherness in both organizations and serving others which requires organization. In other words, the existence of communication within the organization makes a person able to distinguish two things: first, showing how members work as an organizer; and secondly, how network operations work to link them to each other. In perspective like this then communication is important in organization, 1). Communication is the way, through the communication of people seeking information and developing a number of criteria to get jobs for them; 2). Communication is a process for them in determining a practical choice. The assessment of organizational communication has significance given that organizational communication is a discipline of study that can take a number of legitimate and useful directions. In the sense that assessment will provide benefits not only to anyone who wants to understand organizational behavior better, but also has a pragmatic aspect for people who want to improve their performance as a participant / member of an organization. The study of organizational communication can provide a strong foundation for careers in management, human resource development, and corporate communications, as well as other human-oriented tasks within the organization (Pace and Faules, Deddy Mulyana, 25).

D. Conclusion

Looking at the above description can be concluded that communication in organizational behavior is very inseparable and play a very important role for the sustainability and goals of the organization

can be achieved well, talk about the importance of communicators in choosing the media to be used in conveying the message to the communicant. Communicators only convey the message and choose the media so pesandapat accepted by the communicant, without having to take into account how the continuation of the message conveyed. In the organization prioritizes the innovation and kretivitas members. Top-down communications only provide instructions that require further development, while the administrators only do what their superiors outline. This is due to the hierarchical culture of the organization that is bound to members not to be creative. Organizations give members flexibility to develop the potential that exists in accordance with the values and norms of the organization. In an integrated organization

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