

The Importance of Building Effective Communication Between the Leader and the Members of the Organization

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Abstract

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Effective communication is the process of exchanging ideas, thoughts, and information in a way that best suits goals and objectives. Simply put, it is nothing more than an expression of the sender's point of view in a way that is most easily understood by the recipient. Communication is one of the most important things that must be understood by all members of the organization. It is hoped that understanding communication can be the first step in building harmonious relationships within an organization. The purposes of communication in organizations include providing information, feedback, controlling, influencing, problem solving, decision making, encouraging change, and forming groups. This journal discusses the importance of building effective communication between the chairman and members in an organization. This journal uses a literature study research approach. Research using literature studies is research by analyzing a number of journals and articles from relevant previous research. Data collection was carried out through online research by searching for journals and articles via Google Scholar. Then it is rearranged into a complete journal that discusses the topic chosen to be developed.

Keywords: Importance of Communication, Effective Communication, Leadership, Organization.

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INTRODUCTION

Communication is one of the most discussed aspects, but is rarely well understood in the overall dynamics of organizational behavior. There is no doubt that communication plays an important role in organizational and management effectiveness (Asri, 2022). On the other hand, the least effective communication is the root of all the problems of the world: conflict, war between nations, alienation between generations, labour dispute, organizational conflict (Evi Zahara, 2018). The rate of use of communication is estimated to be even more than about three-quarters of human life. Not all the problems of the relationship between individuals and organizations are caused by the interruption of communication (Adriana et al., 2023). Many other factors also play a role here, including motivation, decision-making, and organizational structure. Nevertheless, the communication process is a major problem for the activities of most people and organizations (Anatan, 2009).

Communication is crucial in building relationships. By communicating with others, we can also meet our emotional and intellectual needs. Communication through good behavior will promote good and pleasant social relationships, but instead, failure to use the right language in communicating can cause unwanted consequences that are not beneficial to ourselves or others, even harmful (Adman, 2019). The function of communication as social communication suggests that communication is essential to the development of self-concept (Zuwirna, 2016).

Deddy Mulyana (2003:7) He says that a person who has never communicated with others can't feel himself as a human being. Besides, communication helps in self-actualization. When we are silent, others will treat us as if we do not exist, but when we speak, we actually say that we are among them (Djuwita, 1995).

Basically, an organization is a social unity of a group of people who interact according to a particular pattern, each member of the organization has its own functions and duties, has a specific purpose as a unit, and has clear boundaries. Allows clear separation from the environment (Dewi, 2013; Darlis, 2022). From various organizational concepts, we can conclude that an organization is a container of processes in which people work together and have the ability and authority to carry out efforts to a set goal. Organizations are growing along with the development of a dynamic social environment (Anatan, 2009; Ritonga et al., 2022).

In the management of an organization itself, problems arise from the lowest level to the decision-making level. The problem itself must be resolved immediately so as not to become a boomerang and destroy the organization itself. A common problem in organizations is poor communication. No vertical and horizontal communication (Musliamin, 2018). Humans are essentially social beings and need to communicate in life (Romadona & Setiawan, 2020). Communication is an important element in an organization because without communication, everything will be wrong. When communicating with colleagues and superiors, there is a high probability of misunderstandings that can have a major impact on individuals and organizations (Asriadi, 2020; Lubis & Ritonga, 2023).

Miscommunication is a misunderstanding between the two parties in the communication process, where the message sent and the message received have different meanings or interpretations (Aris Febri Rahmanto, 2004). If this situation continues, not being excluded will have a considerable negative impact on the survival of the organization. It cannot be ruled out that conflict can arise within the organization as a result of misunderstanding (Sumiato et al., 2023).

RESEARCH METHOD

The research method used by researchers in this research is a qualitative approach with descriptive methods. Qualitative research method is the collection of data from natural settings using researchers as key instruments, data collection techniques are done in combination, data analysis is inductive, and the result emphasizes more meaning than generalization.

Data analysis procedures performed with data reduction, data presentation, and conclusion withdrawal are one of the techniques of qualitative data analysis. "Methodology is the process, principle, and procedure that we use to approach problems and find answers."

RESULTS AND DISCUSSION

Himala is an abbreviation of the Rare Student Association which is one of the external organizations. First founded by a group of students from rare districts who studied in the field of North Sumatra such as USU, Unimed, IAIN or now switched to UINSU, ITM, UISU, UMSU, HAPAN, and other colleges. HIMALA was born on March 13, 2003 at the level of general manager and commissariat manager, as well as several divisional or departmental sections at each level of management. Himala was born and formed because the figures or founders had the initiative to gather the students in order to nurture the silaturrahim in the fellow students who came from the rare.

Communication has a very important role in achieving the success of a particular organization in this Himala organization because everything that requires good communication, as well as in an organization. So it's important for a leader to have the ability to communicate. Otherwise, the influence would be fatal, and if the leader did not have good communication skills, the organization would not work properly, and could even lead to the organization's collapse or cessation. If there is a misunderstanding in communicating or we call it a miss communication in this Himala organization then as the head can do some approaches of course with its members as well as constant training to build good communication with the other members. It was delivered directly by Chief General Himala Uinsu during an interview with the researchers.

As for the interviews that have been conducted, the author can explain related to other questions asked to informants related to How a leader creates communication and good relations with his members in order to realize the goals of the organization well too. As for his answer is:

"A leader or leader should be able to make an approach to his members, how? Yes, often chatting or talking not only during important meetings of the organization, but outside of it, good communication should also be applied. So that no one is called communication distance, which will eventually result in ineffective communication even can be mutually secretive which later creates an atmosphere of uncomfortable feeling not close to each other because of the rarity of communicating."

Further, the researchers questioned how an effective strategy in ensuring that the information delivered by the chief could be well understood by his members. As for the explanation of the informant:

"The strategy used must first use a language that is easily understood by many people, secondly ask if you understand the information provided, thirdly monitor the information given."

In addition, researchers also asked about how leaders can motivate members of organizations through communications that inspire and arouse spirit.

As for the answer from the source:

“A leader must be able to motivate his members, then what a leader should do is show his enthusiasm first to his members.”

Then the researchers asked how leaders to solve conflicts between fellow members within the same organization had the nature of reluctance to surrender. As for his answer relating to it as follows:

“Our first way as a leader is not to be on any side. We have to be the midfielder, why the two of us don't want to give up, we have to find an explanation from both sides.”

In addition, the researchers also questioned how technology could be an effective tool in facilitating communication between the leader and members of the organization. Here's an informant's explanation:

“It's very effective if technology is used as a tool in facilitating communication. Especially now there are technological advances like there are telegrams, instagram, emails and so on to inform something. So, technology like cell phones or laptops include facilities that can be used as best as possible in communicating.”

Further, the researchers asked the informants about what communication approaches are the basis of organizing, as well as how the process of communications approaches within the organization:

“With a good communication approach. And in fact, so the chairman must have the same element of agreement that the chief cannot impose his will on the member, and vice versa. The approach that can be done is to communicate frequently even with a cell phone that is like whatsapp the approach should be done frequently not have to be in the formal scope only.”

Next, the last question the researchers ask the informants is about a situation in which the organization should be managed together. Well, what happens when there's only one active member in the organization, even the rest of them are inactive. Should one of those active members just leave or something. As for the informant's answers relating to the case submitted and questioned by the researcher as follows:

“In an organization there must be conflict or such a case, where only one member is active and the other is less active or has never contributed at all. Yes, the activist was hoping not to leave the organization, if he loves the organization he's not going to leave, or even someone who wants to try as hard as possible might find a solution how to make other colleagues to be active and contribute also within the organization. However, when the leader is inactive this is the conflict and the hardest to solve, but it doesn't mean it can't be solved. So that requires initial planning and preparation as well as the movement of what it wants to be done ahead... so also its members must have the initiative not be ordered to move. That's why in every organization there's a timetable for every division so the leader doesn't have to give orders for his members to move in. Because the chief's duty is to manage it doesn't have to be at all times. For problem solving for inactive members first sent a warning. But if you have exceeded the delay that can be said to be only a limit of the name, then get a certificate or other benefit is easy if it is like that will not be immediately issued.”

The entire question asked by the researchers during the interview describes the importance of building effective communication between the head and the members of an organization.

CONCLUSION

Communication is essential in supporting the success of organizations, both in improving their performance and helping them adapt to changes in the existing business environment, thus enabling them to survive and gain a competitive advantage. Communication between individuals and stakeholders directly related to the organization and outside the organization enables the organization to obtain the information it needs. Building good communication requires managers and subordinates to play an active role by applying some of the techniques discussed in the previous section.

Communication is vital in modern society. One of the problems is when organizational communication encounters an obstacle in realizing that communication is more than just a linear flow of information. Among the dynamic individuals, there are relational processes that involve behavior. A variety of communication media, management information systems, telecommunications, and non-verbal approaches also represent communication in today's organizations. Management information systems not only serve to generate, process, and convey information, but also serve as decision-making strategies. The development of information technology has a significant impact on organizational communication. Email itself has revolutionized the way people communicate. Communication remains a dynamic process in interpersonal relationships. The three main aspects of communication from this perspective are downward, upward, and interactive processes. Each makes the purpose and method more diverse.

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