

Analysis Of Organizational Communication In Student Organizations Of Malikussaleh University In 2023

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ABSTRACT

Communication in the context of student organizations is a key element in ensuring the success and effectiveness of student activities at Malikussaleh University. Student organizations play an important role in shaping campus culture, facilitating member participation, and creating strong social networks. This research aims to understand the role and dynamics of communication in student organizations at Malikussaleh University. Specific objectives are to identify effective communication practices, identify challenges faced in student organization communication, and identify the implications of the research results for the improvement of communication practices. The research method used was a qualitative approach. Data were collected through semi-structured interviews with members of student organizations, analysis of internal organizational documents, and participatory observation in organizational meetings and activities. The data were analyzed using thematic analysis method. The results revealed that communication in student organizations plays an important role in shaping organizational culture, facilitating coordination of activities, and increasing member participation. However, communication challenges include complex coordination, the need for effective communication between diverse members, and a better understanding of the role of communication. In the context of student organizations at Malikussaleh University, communication plays a vital role in organizational success. This study highlights the importance of understanding the dynamics of communication in student organizations and offers insights that can help improve the effectiveness of communication and the quality of experience of organizational members. The implications of this study can help student organizations in similar universities and institutions to design more effective communication practices.

Keywords: *Organizational Communication, Student Organization, Malikussaleh University*

I. INTRODUCTION

Effective communication is an essential element in human life, especially in the context of organizations, including student organizations. Humans, as social creatures, naturally interact and communicate with each other in various contexts of their daily lives, including within organizations. In student organizations, good communication is the key to success, especially in establishing relationships between organizational administrators and members. In an organizational environment, effective communication is necessary to ensure clear understanding between superiors and subordinates, and to ensure accurate and timely information is conveyed to all members of the organization. Organizational leaders have a special responsibility in maintaining good communication. They must ensure that they provide clear and disciplined information, especially in terms of the time and place of organizational meetings or events.

According to Redding and Sanborn, organizational communication is the sending and receiving of information in complex organizations. Included in this field are internal communication, human relations, union relations, managers, communication from superiors and subordinates, communication from people whose levels are in writing and program evaluation communication (Muhammad, 2007).¹ Stewart L. Tubbs and Sylvia Moss said, some of the main characteristics of organizational communication are structural factors in the organization that require its members to act according to its members with expected roles (Mulyana, 2000). While Wayne Pace and Don F. Faule and interpretative definition. The functional definition of organizational communication is as the performance and

¹ Prietsaweny Riris T Simamora, 'Komunikasi Organisasi by Prietsaweny Riris T. Simamora, S.Sos., M.Si. (z-Lib.Org).Pdf, 2021, p. 84.

interpretation of messages between communication units that are part of a particular organization. An organization consists of communication units in hierarchical relationships between one another and functions in a circle. While the interpretive definition of messages contained within an organizational boundary (Mulyana, 2000).²

Organizational Communication. Communication is one of the most popular terms in human life. As an activity, communication is always done by humans. Because humans as social creatures cannot if they do not communicate in carrying out their daily activities. As a normal human being, humans need interaction with each other. For interaction, communication is the main channel. We can easily define communication activities at a practical level, but what exactly is the concept of communication?

According to Stuart in Deddy, Mulana states that communication means:

- a. Exchange of symbols, messages and information,
- b. The process of exchange between individuals through the same symbol system, ie. Art to express ideas,
- c. scientific knowledge about information transmission.

Meanwhile, according to Ruesch & Beteson in Edi Santoso and Mite, Setiansah stated that communication does not just refer to the delivery of verbal messages that are spoken explicitly and intentionally, but also includes all processes in which a person influences others.³

II. RESEARCH METHODS

This research uses an in-depth qualitative approach to understand the dynamics of communication in student organizations at Malikussaleh University. Through this in-depth qualitative method, the research aims to provide a comprehensive understanding of the role of communication in student organizations at Malikussaleh University, as well as the challenges and opportunities that exist. This approach allows researchers to immerse themselves in organizational culture, interaction patterns, and the meaning behind organizational communication. The implications of the findings of this study are expected to assist student organizations in improving their communication practices and achieving goals more effectively.

III. RESULTS AND DISCUSSION

² Simamora.

³ Ika Novitaria Marani, 'Gaya Komunikasi Organisasi Pada Organisasi Mahasiswa Fakultas Ilmu Keolahragaan', *Rosiding Seminar FIK UNJ*, 1.1 (2018), 107–15.

1. Effective Communication Practices in Student Organizations

Types of Organizational Communication: Downward Communication; Downward communication in an organization means that information flows from higher authority positions to those with lower authority. Usually we assume that information moves from management to employees, however, in most organizations, the relationship is with the management group (Davis in Pace, 1988:184).

Most downward communication is used to convey messages related to tasks and maintenance. These messages often concern direction, goals, discipline, order, problems, and general policies. According to Lewis (1987) in Arni Muhammad (2001: 108), downward communication includes communicating goals, changing attitudes, forming opinions, and reducing fear and doubt due to misinformation, preventing misunderstandings due to lack of information and preparing organizational members to adapt to change.

Katz and Kahn (1966) state that there are 5 types of information that are commonly communicated from superiors to subordinates, namely:

- 1) information on how to do the job
- 2) information about the rationale for doing work
- 3) information about organizational policies and practices
- 4) information about employee performance
- 5) information to develop a sense of duty.⁴

Upward Communication; Upward communication in an organization means that information is passed from lower levels (subordinates) to higher levels. All members of the organization, except those in high positions, can communicate with superiors, meaning that any subordinate can have a legitimate reason or request for information from someone who has more power than me. Requests or comments addressed to someone with greater, higher or broader authority are the essence of superior communication.

According to Pace and Faules (2001:190), upward communication is important for a number of reasons:

1. Upward information flows provide valuable information for leaders' decision making, directing the organization and monitoring the activities of others (Sharma, 1979).
2. Top communication tells superiors when their subordinates are ready to receive information from them and the extent to which subordinates

⁴ Komunikasi Organisasi and Universitas Sangga, 'Artikel-Organizational Communication-Converted'.

accept what is said to them (Planty and Machaver, 1953).

3. Upward communication allows - even encourages - the emergence of complaints and grievances so that supervisors know what is bothering those closest to them in their operations (Conboy, 1976).
4. Upward communication allows supervisors to determine whether subordinates understand what is expected from the downward flow of information (Planty and Machaver, 1952).
5. Upward communication helps employees address job problems and strengthens their commitment to the job and organization (Harriman, 1974).⁵

Cross-Channel Communication; Cross-Channel Communication is a form of organizational communication in which the delivery of information crosses functional or work unit boundaries and between people who are not subordinate or superior to each other.

Horizontal communication and multichannel communication include lateral relationships that are important for effective communication in organizations. It concerns positional communication which includes the flow of information between people occupying positions in the organization, whether they are from the same position or from different positions.

This situation results in one or more personal communication networks. Positional communication is often defined as formal communication, while personal communication is called informal communication.

Open Communication, Communication practices in student organizations at Malikussaleh University involve open communication, the use of message groups and social media, and member participation in decision-making. Open internal communication allows administrators and members to interact regularly through meetings and discussions that allow for the exchange of ideas and contributions.

The organization also uses social media and email groups to disseminate information about the organization's activities, so members stay informed. In addition, the organization encourages member participation in decision-making through discussion forums, so that members can play an active role in determining the direction and programs of the organization. This approach demonstrates the organization's commitment to achieving effective and participatory communication among its members.

⁵ Organisasi and Sangga.

2. Organizational Stress and Conflict

The communicative features of stress can be seen in the modern definition, which is physical, mental or emotional distress resulting from the interpretation of an event as a threat to one's personality agenda. Stress can happen to anyone, but can be avoided in various ways:

- a. We can identify three types of strategies to avoid stress: Minimizing the effects of physical consequences through temporary relief.
- b. Strengthening people's ability to cope with physical consequences on a long-term basis.
- c. Interpreting events in our lives so that we can eliminate negative mental, emotional, relational, and spiritual consequences so that we can live a long life in peace.

Conflict is defined as an expressed struggle between at least two interdependent parties, who perceive incompatible goals, scarce rewards, and interference from others in achieving their goals. In an organization conflict can occur between individuals and groups. Conflict in an organization can stress members in an organization.⁶

This research shows that student organizations at Malikussaleh University face considerable challenges related to tension and conflict in order to carry out their duties and responsibilities. Tension in student organizations is often the result of physical, mental, or emotional distress that occurs when members of the organization perceive an event as a threat to their identity. This may involve tasks that require close coordination, high achievement goals, or high expectations of work outcomes. This type of stress can negatively affect members' health and quality of work.

In addition, conflicts in student organizations arise due to differences in goals, perceptions, rewards, or interference in goal achievement. This can mean disagreements over how to carry out a project or activity, or it can mean conflict between members who have different views. This type of conflict can create tension and instability in the organization, disrupt collaboration and increase tension. Therefore, it is important for student organizations to have effective conflict resolution mechanisms and encourage open communication among their members.

⁶ H Saleh, 'Komunikasi Organisasi Kemahasiswaan Di Indonesia: Studi Komparatif Antara Pengurus Besar Himpunan Mahasiswa Islam Dengan Presidium Gerakan Mahasiswa ...', 2015 <<http://repository.uinjkt.ac.id/dspace/handle/123456789/30033>>.

To overcome these challenges, student organizations at Malikussaleh University should consider a comprehensive approach. This includes efforts to identify specific stress management strategies, for example through stress management skills training or group-based approaches. In addition, it is important to foster an organizational culture that encourages open and constructive dialogue to defuse conflicts before they develop into bigger problems. These efforts will help create a more harmonious organizational environment where members can work more effectively and feel more engaged in achieving organizational goals.

3. Use of Communication Technology in Organizations

Communication is a fundamental thing in human life. Communication activities can take place anywhere, which is no longer limited by place, space and time. As social beings, humans always want to interact with other humans. A person wants to know something, whether he knows the surrounding environment, the outside situation, or the latest events in society, the country, and the world.

If we examine this issue in more detail, then the purpose of communication is the process of changing the behavior of both individuals and groups of organizational participants who regulate organizational activities. The point is the level of change in attitudes and views. People must first change their opinions of organizational participants who meet organizational goals (opinion change), then their own attitudes or beliefs (attitude change) and finally change their behavior or actions (behavior change).

Due to the fact that not all the goals of the action are realized in communication, there is also a change not only in the opinions of the people who lead the organization, but also in attitudes and actions.

Joseph A Devito in *communicology: An Introduction to the Study of Communication* (1978), mentions that communication activities involve many components, namely context, source, receiver, message, channel, interference, encoding process, reception process (decoding), feedback, and effects.

So if we refer to the definition above, we will find that communication is dynamic, not static, communication is not only understood etymologically and technically, but must be understood psychologically and sociologically, in this case the meaning of communication is not only limited to the

text or message received, but far. It also depends on other factors such as the sender of the message, the dimensions of space, time and situation. As in the study of communication through technology and communication or in organizational communication in the world of social media. From the explanation above, it can be understood that currently the use of information and communication technology in organizations is indispensable in the business world or professional life as a tool for the actors of each institution, trying to carry out the organizational structure according to the expectations and goals of the organizational actors. The utilization of communication technology internally in the organization is carried out in stages before a complete or comprehensive system is created, and is adjusted to the strength of its resources.

The strategic plan for the use of organizational communication technology is always in line with the organization's strategic plan in its implementation, so that every application of information technology can create value for the organization. In the world of organizations, it cannot be denied that the use of communication technology cannot be separated from communication technology, because human civilization is currently entering the era of the technological world which we often call the digital era and the world of globalization which is one of the causes of the rapid development of communication technology. The rapid development of communication technology has penetrated all aspects of human activity, especially in the world of organizations, worldwide and borderless thanks to the Internet and its applications. The combination of computer and communication technology has brought tremendous innovation in organizational information technology, creating a dynamic new world where information and communication have become very effective. This changes the way we interact and communicate around the world and opens up a new paradigm.

Therefore, we can no longer separate the various functions of human organizations from the existence of communication technology. Society is now entering a "new world" with new technology and information. The result of the functioning of

this new world is that humans enter and are carried away by the flow of information, so that humans or society move to a new stage in their lives. Human life activities now form new communities in social life, not only in their neighborhoods but also around the world.

Multimedia PC Utilization; A multimedia personal computer (PC) is a standardized computer system that provides multimedia functionality. It is said to be multimedia because the computer can have various media functions. For example, entertainment media, social media, educational media, advertising media, and others.

Multimedia is the use of computers to create and combine text, graphics, sound, moving images (video and animation), combine links and tools that allow users to navigate, communicate and interact.

Multimedia is a means of delivering information through media. images, graphics, text, sound (audio), music or video. Multimedia applications are applications that present information through images, text, audio (audio), video or a combination of the three such as audio and video media. Information presented through multimedia applications is more informative and interesting than if the information presented is only text, audio, or video. For example in paper presentations, seminars, and others. After the emergence of the Laptop, mobile multimedia technology gave rise to the Personal Digital Assistant (PDA), and Tablet PC initiated by Microsoft as well as cellular phones by major companies such as SmartPhone Sony, Ericsson, Nokia, Vivo, Oppo, Samsung and so on. Siemens which promotes goods with lifestyle as the latest telephone and MP3 player and video player and so on.

Utilizing the Internet, the first internet application discovered was FTP (File Transfer Protocol). Where with this application one can receive and send files from one computer connected to another computer. After that email and telnet. The Internet was initially only used in academic and research circles.¹⁰ As modern times progress, the Internet is not only used in academic circles, but the whole world can enjoy it with the help of increasingly advanced communication technology such as smartphones.

The Internet is one of the products of the sophistication of information technology. With the internet, the Netter. (Netter is a term used for people who carry out activities by accessing information with communication media via the internet). They can search for something they want, because the internet is a medium for getting information that is currently popular. Netter can spend hours wading through cyberspace just surfing or browsing searching to get information provided by sites owned by certain institutions or companies.

The internet is actually an example of a computer network. It connects millions of computers around the world. Interestingly, anyone can connect to this network. The internet offers many benefits to its users, but behind the benefits that can be achieved, there are also negative impacts. The first benefit is the ease of obtaining information. How to receive information about current events, etc. The internet is actually an example of a computer network. It connects millions of computers around the world. Interestingly, anyone can connect to this network. The internet offers many benefits to its users, but behind the benefits that can be achieved, there are also negative impacts. The first benefit that can be obtained is the ease of obtaining information. For example, receiving information about events or happenings that are happening, and so on.⁷

IV. CONCLUSIONS AND SUGGESTIONS

The conclusion emphasizes the importance of the role of communication in the context of student organizations at Malikussaleh University. Effective communication has a great impact in building a harmonious organizational culture, enabling smooth coordination of organizational activities and increasing the active participation of organizational members. However, challenges arise in organizational communication, including the complexity of

⁷ Canto, Makmur Gayo. (2020). *Penggunaan Teknologi dalam Komunikasi Organisasi di lingkungan Kampus STAIN Gajah Putih*. IAIN Takengon.

coordination that requires careful collaboration, the need for effective communication between members with diverse backgrounds and perspectives, and the importance of gaining a deeper understanding of the role of communication in the organizational context. . Therefore, a focus on developing more effective communication methods and a deeper understanding of the dynamics of communication in student organizations will provide an important foundation for achieving organizational goals.

ADVICE

Student organizations at Malikussaleh University need to consider a comprehensive approach in addressing communication challenges. This includes identifying specific stress management strategies, such as stress management skills training or group-based approaches. In addition, it is important to foster an organizational culture that encourages open and constructive dialogue to defuse conflict. The use of communication technology can also help expand access and improve the efficiency of communication in student organizations. By understanding the dynamics of communication in student organizations, similar organizations in other universities and institutions can design more effective communication practices. This research provides insights that can help improve communication effectiveness and the quality of experience of organizational members.

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