

CLIMATE DEVELOPMENT AND CORPORATE ORGANIZATIONAL COMMUNICATION SATISFACTION TOWARD EMPLOYEE PERFORMANCE IMPROVEMENT

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ABSTRACT

Employee performance in a company or agency organization must be demanded because with performance, existing human resources will have innovations related to improving quality as a symbol. Because productivity is the result of a continuous process that begins with the operationalization of a company or an institution, consideration of human capital has a special place in the organization of a company or an institution. The use of effective communication is allegedly able to create communication satisfaction among employees because it reduces the distortion of conveying information that is not necessary. So that when examined in more depth, the organizational communication climate in the company can create organizational communication satisfaction, namely being able to use effective communication which will later act as an instrument in improving employee performance in maximizing their potential in the development and progress of the company.

Keywords: *Climate Development, Corporate Organizational, Communication Employee*

I. INTRODUCTION

For a growing economy, the need to manage economic growth and attract investors puts pressure on businesses and governments to implement good business practices. It is well understood that the phenomenon of a single cause of failure in a business or institution is that it causes a large number of internal diversifications, resulting in employees as a human resource not achieving maximum capacity and contributing a large number of marginal contributions to the bottom line, especially when the organization's climate of communication is not capable of achieving maximum capacity, which slows down the organization's success.

According to Melia (2019), one of the instruments that can create increased employee or HR performance in an organization is the communication climate. Meanwhile, according to the theory by Littlejohn (2017) in Putri (2019), it states that communication within a company is an inseparable part of organizational management. In the analysis to prioritize performance and employee performance, what is of concern is the internal organizational climate structures, and how this communication is carried out. The climate of communication within the organization is formulated as a process of forming attitudes and behavior of the bureaucracy that is integrated into a system by using a set of symbols and procedures to create communication between leaders and subordinates on the similar meaning.

Based on the aforementioned background review, I, as a Doctoral Program Student (S3) Islamic Communication and Broadcasting at the State Islamic University of North Sumatra, am very eager to discuss this phenomenon in more detail in the Scientific Writing under the title: "Climate Development and Communication Satisfaction Organized.

II. LITERATURE REVIEW

Organizational Principles and Communication Needs

According to Effendy's (2003) theory in Tarigan (2021), organizational communication is a process whereby an entity sends messages to recipients via a variety of channels, and during this process, interpersonal communication is frequently hampered by an entity's attempts to send stimuli to alter the behavior of other individuals. As a result, the organizational communication policy is defined as the process by which an individual conveys feedback or requests to another person in a particular situation. Communication also involves the use of the relevant media to convey information to an individual or group of individuals so that the intended response can be anticipated.

According to biology, humans have a need to protect their daily lives and a need to fit in with their environment. This is why they have a constant need to communicate. Harold D. Lasswell lists three communication-related functions that are the main reasons why people need to interact with one another inside an organization, including the need for human beings to adapt to their environment and carry through socialization legacies transformation. When the primary goal of an organization's communication strategy is to create an effective and efficient environment to bring about a change, this makes it especially pertinent to the function of communication that has been designated as an aid for various businesses in achieving image, safety, and Increasing self-awareness. Additionally, in the social context, communication serves to strengthen social ties and has the potential to help the population grow.

Organizational Communication Principles

According to Gracia (2017), a factor that can be used to gauge the effectiveness of organizational communication policies is whether or not there is effective communication taking place within a company. Other factors include how well social and literary processes can be used as a resource for students who need academic materials to improve their performance and eventually start their own businesses.

Effective communication does not only involve verbal communication; it also includes non-verbal communication, particularly in situations when users of the service may feel uncomfortable communicating a problem verbally. When there is a need to create effective organizational communication, resource persons, or top management, from the CEO on down, are also tasked with establishing trust, connecting people and creating strong relationships (reliability and compassion), as well as enabling them to use communication as a tool to resolve problems they are currently experiencing with the help of their intuition.

III. RESEARCH AND METHODOLOGY

A. forms of research

The study uses qualitative research methods in this study, the purpose of the study is to reveal facts, circumstances, phenomena, variables and circumstances that occur during the study and present them as they are.

B. Informant of research

The technique for eliminating an informant by using finality is selected because it selects certain ranks of people (informers) based on the needs of researchers and is thus deemed worthy

of use as a source of information or source. As Jalaluddin Rakhmat put it, "intentionally, by picking out certain people as based on a given appraisal." (Rakhmat, 1997:81).

The research informant focuses on YouTuber Indonesia. Regarding the number of YouTuber that will be interviewed online, up to 30 people, but when the subject's responses are the same, researchers record only unequal answers, forcing researchers to sift and sift again. Selecting the answers of respondents who disagree with each other. It's called a data saturation interview technique, which if there is a commonality of responses from one person to another, then researchers will no longer ask questions and restrict answers.

C. data collection

Data collection techniques used in this study include field work, techniques that may be used among other things:

- a. interview.
- b. observe

Library research (library research), collections of data that are assessed by reading, studying and quoting from the book literature, magazines, and other sources that are closely associated with this writing, such as:

- a. documentation
- b. bibliography

D. data analysis technique

In qualitative research, more data analysis is done in conjunction with data collection. The stage in qualitative research is the entry-entry stage with the grand tour and the question monitor, the data analysis with domain analysis. The second stage is to establish focus, the data collection technique with the question monitor, the data analysis is done with a taxonomic analysis. Moving forward at the selection stage, the question used is the selection question, the data analysis with the component analysis. After analysis of the exponential continues the theme analysis. (Sugiyono, 2008:294).

IV. RESULT AND DISCUSSION

Employee Performance Concept

According to the theory by the book Prof. Dr. Manahan P. Tampubolon, SE., MM (2020), explains that employee performance is the quality of productivity that exists in employees. Where in its development, the increase in employee performance is influenced by formal authority delegated to position holders (legitimate power), authority that comes from certain skills or expertise (experts), the capacity to apply negative influences such as threats and punishment (coercive power), as well as the ability to offer rewards and therefore to exercise power over subjects (reward power), and the ability to attract others and build loyalty (reference power). While each of these aspects requires an interaction of power communication between superiors and subordinates.

A good communication climate in employee performance refers to the power of a leader in a company by using patterned and socially structured behaviors and practices of cultural

groups or institutions that significantly maintain bias in the system far more than the course of individual actions. Thus, there is a latent contradiction of interests between those who exercise power and those who are affected, whose main interests are sidelined. This argument challenges views based on the notion of collective consent fronted by Arendt's communication theory and the Weberian view of legitimate power which dispels the view that there is potential powerlessness in social interaction. This lends itself to the concept that employee performance has implications for employees including the view that social workers exercise power even though in many instances they are not aware of the power they wield, and that it is important to examine their position within the company as it can influence what they see as their role in creating communication climate.

1. Analysis of Organizational Hubs for Climate Communication With Regard to Goal-Setting for Karate Workers

Effective communication is used when attempting to create an organizational communication culture that is beneficial. This can be done, for example, by attempting to minimize communication distortions related to human or HR activities within a business, such as interactions between human or HR groups or between individuals and the general public or social structures. In this situation, coordination between the organizational hierarchy and effective communication means assisting in both informal and formal interactions in order to improve social hierarchy and coordination between hierarchies and subjects.

The presence of employees or HR in an agency refers to a multi-disciplinary effort that seeks to improve the quality of life and well-being of individuals, groups or communities through interventions. Intervention techniques such as academic study, continuous practice, classroom instruction, and wisdom are available.

According to research by Handra (2021), unreliable communication, a lack of trust, and unjust behavior, according to Pace and Faules, are all factors that prevent people from fully appreciating their motivations for work. These factors include the need for physical health, an honest and peaceful disposition, a sense of purpose, appreciation, and a lack of self-actualization. Given that this is the case due to the presence of organizational communication tools that can quickly identify changes in organizational structure, as opposed to doing so slowly, and due to the presence of organizational communication principles that allow for the provision of forums for discussion as well as interactions that are both safe and capable of affecting every aspect of organizational structure, it is possible to change social norms to be in line with business objectives where the aforementioned changes occur through persuasion, inferring.

Through this initiative, people may self-identify with the rules and expectations of social systems, and by doing so, they can take up performative or clerical duties in the service of an organization's mission, goals, and objectives. The ability of good communication and can create conformity or discipline of employees in a company will affect the behavior of people where this influence is defined as strength, in its development.

Disagreements between organizations that practice democracy include those at the top of the organization's hierarchy with regard to its ability to increase participation and cooperation, particularly through effective communication. In order for the results that are achieved to be as good as possible, there must be healthy communication between employees and managers inside any organization, whether it be an institution or a business.

Human Resource Management (HR) in a business can move to a more advantageous position once the organization's management structure has been solidified. This includes when it comes to communicating with customers or clients, and at a later time, the organization's climate communication strategy may also serve as a stepping stone for SDM to take over the company through a variety of initiatives that will be more challenging, as well as competition, modeling, corporate business decisions and policies, as well as on consulting aspects. Meanwhile, the relevance of information and knowledge management in corporate communications is an important point in every organization so that companies can grow and be able to compete competitively with other business actors.

V. CONCLUSION

The conclusion of this scientific writing is the achievement of the company's vision, mission and goals to prevent setbacks from the company, namely being able to use the organizational communication climate as an instrument. Internal organizational complexity in a particular business is related to social factors like bureaucracy and sound organizational structure. Therefore, the benefit of using effective communication in an organizational setting is that it can reduce areas of disparity between the various organizational structures that are present, and at the end of the day, it can be used to determine the single most important factor in achieving high levels of performance in the workplace, which is increasing employee productivity while complying with SDM's rules and regulations. Effective communication training may also be used to prevent communication breakdowns due to a lack of available resources, to deal with challenges, relationships, and solve problems in mechanism work. A good communication style can help employees increase their motivation for their work so that they can achieve maximum productivity. In addition to having an impact on increasing employee productivity, internal communication within an organization may improve employee quality in HR management, which deals with how employees communicate with customers about company products.

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