

COMMUNICATION MODEL OF THE HEAD OF HIMIKOM IN MANAGING THE ORGANISATION IN THE ENVIRONMENT OF DHARMAWANGSA UNIVERSITY

Nirwana ¹, Nabila Aulia², Buyung Solihin Hasugian³

Department of Communication Sciences , Dharmawangsa University , Medan, Indonesia

Email: nirwana.bach0@gmail.com, nabibile99@gmail.com, buyung@dharmawangsa.ac.id

ABSTRACT

The purpose of this study is to analyze the communication model of the Himikom organization leadership in embracing the thoughts of each member, the objective conditions of motivation to members, and what are the supporting and inhibiting factors in the leadership communication model in realizing the vision and mission of the organization. This type of research is naturalistic with a qualitative approach. The subjects of this research are the Chairperson of Himikom and its members at Dharmawangsa University Campus, Faculty of Social and Political Sciences, Communication Science Study Program. The object of this research is the communication model of the Chairperson and Members in realizing the vision and mission of the Communication Science Student Association. The results of the analysis of this study indicate that, the communication model of the Chairperson of the Communication Science Student Association Organization in running the wheels of the organization, namely: Linear communication model is a unidirectional communication model, namely communication only from one party, while the other party is only the recipient. This model is essentially a unidirectional communication model, based on the assumption that the organization's leader has a direct, immediate, and very decisive influence on the course of the organization. The communication model has encountered several obstacles such as: lack of member response to policies made by the leadership, lack of responsibility of each member in every organizational activity, lack of member interest to always be active in the organization, and will hamper all work programs that have been designed because they are closed to suggestions and criticism from members.

Keywords : Communication, Communication Model , Himikom, Organization

I. INTRODUCTION

Communication is essential to human life. Without communication, life feels empty or lifeless. Communication is interaction between people. As social beings, we need to communicate with each other.¹ Through communication, a person can fulfil his or her life needs, communicate what he or she is thinking, and through communication, a person is no longer in conflict with his or her environment. The success of communication is largely determined by the communicator's ability to understand the message being conveyed. If the communicator does not respond or there is no change in attitude, then there must be factors hindering communication between the two, so here the communicator must provide colour and evidence in attitudes, actions and other forms. In Harold D. Laswell's simple definition, a good way to describe a communication activity is: "Who sends the message, then what is conveyed, through what media, to whom, and what is the effect of the message" (Kangara, 2021). Furthermore, communication is the study of how well people communicate.

People communicate. The knowledge that people learn needs to be transferred quickly. For example, someone who studies communication is expected to be able to convey messages by adapting the communication style according to the type of communicator. Basically, human beings have been communicating since they first came into the world. This act of communication continues throughout life. Therefore, communication can be compared to the source of human life. We cannot imagine what the form and pattern of human life in this world would be like if there

were little or no act of communication between people. The importance of communication to people and organisations is undeniable. An organisation can function smoothly if there is good organisation, but conversely, the lack or absence of organisational communication can hinder, stagnate or disrupt organisational communication.

In an organization that consists of people who have their own interests and interact as a system, good communication is needed for the successful performance of the organization.² To be able to achieve organizational goals. One way to ensure the survival of an organization is through communication. Without communication, organizations cannot function. Communication also plays an important role in internal and external changes within an organization. Communication is the key to identifying and coordinating between stakeholders, establishing social interaction processes between them, and formulating and making decisions (Lewis, 2019). When effective communication cannot be achieved in an organization, it is certain that the organization will not run according to what the organization's goals are.

II. RESEARCH METHODS

This research was conducted on the campus of Dharmawangsa University. The research used a qualitative approach by describing the communication model and communication style used by the leadership of the Communication Science Student Association organization in conveying the goals and vision of the organization to each of its members.⁴ This research was conducted by interview, and using data sources / informants as well as an approach that aims to get a description of each information. Thus this research only describes how the communication model used by the leadership of the Himikom organization in developing and running the wheels of the organization during its leadership. The informants in this study were taken purposively (on purpose). Informants were selected as such, namely: the heads of the work fields of the Himikom organization. In this study there are two kinds of data, namely primary data sources and secondary data sources.

1. Primary data (main data). This data is the main data that is used as the main data obtained directly from informants, namely: Usamah Amri and Muhammad Aqil Harits as daily administrators of Himikom.
2. Secondary or supporting data is in the form of data obtained from other reading sources that are in accordance with the research.

III. RESULTS AND DISCUSSION

The Communication Science Student Association is an organization consisting of students who have a desire and specialization in the field of communication. The purpose of this organization is to increase students' knowledge, skills and creativity in the field of communication.⁵ Communication plays a very important role for communication science students. Communication is the most important foundation in building relationships between members of the organization, coordinating the implementation of activities, and communicating with external parties such as universities, sponsors, and the general public.

Organizational communication is the most strategic tool in carrying out various organizational activities. It allows organizational leaders to describe the tasks and functions of the organization needed to achieve goals effectively and efficiently.

According to Gibs and Hotgetts quoted by Syafaruddin (2016: 266), there are four types of communication in organizations based on information process channels:

1. Communication from superiors to subordinates (downward communication);
2. Communication from subordinates to leaders (upward communication);
3. Horizontal communication (communication at the same level in the organization); and
4. Diagonal communication (communication of individuals at the same level in the organization).

A. Definition of Communication Model

Simply put, this model is considered a utility tool. Of course, it also helps facilitate the explanation of the communication process. In another sense, the model facilitates the explanation of communication phenomena by abstractly representing the features that are considered important and eliminating unnecessary details. The model can also be thought of as a card. When asked to give directions, we only explain what is important and eliminate what is not important (Nurudin, 2017).⁶ A model is a representation of real or abstract events that highlights the most important aspects of a phenomenon. Meanwhile, Sereno and Mortensen say communication models ideally describe what it takes to communicate. According to B. Aubrey, Fisher states that a model is an analogy that abstracts and selects parts of the whole.

An essential element, feature, or component of a phenomenon that is modeled. In other words, a model is a simplified theory that explains or implements a theory. On the other hand, Werner J. Severin and James W. Tankard, Jr. assume that models are useful for formulating theories and proposing relationships. Therefore, the relationship between models and theories is so strong that they are often used together. Models serve as the basis for more complex theories, tools for explaining theories, and sources of ideas for refining concepts (Mulyana, 2002).

B. Communication models

To date, there are hundreds of communication models created by experts. Some experts have created hundreds of communication models. The academic background (creator) of the communication model, the paradigm used, technological advances, and the values of their time affect the uniqueness of the communication model (Mulyana, 2002).

- Aristotle's model, Aristotle's model is also called the rhetorical model. Rhetoric was a common form of communication at the time, so why is it called the rhetorical model. Therefore, other media as seen in modern times did not exist. Therefore, the communication process was mainly verbal. Aristotle's model has three elements: speaker, message, and listener. In other words, the communication process is easy to understand even if it only includes these three elements. Referring to Aristotle's communication model, successful communication is determined by three things: ethos (credibility of the message source), logos (consistent message delivery), and pathos (message power). Communicators who play on the emotions of their audience.
- Lasswell Model, This model was introduced by Harold D. Lasswell in 1948 (Nurudin, 2017). Harold D. Lasswell was a political scientist interested in communication studies. His research areas were related to propaganda and political communication (Sendjaja, 2014). Lasswell recognized that not all communication involves a smooth exchange of information and feedback between the sender and receiver of the message. According to Lasswell, an important function of communication is to provide information about other forces in the

world. He concluded that it is important for society to find and control factors that can affect effective communication (Mulyana, 2002).

- Shannon and Weaver Model, One of the early models of communication was proposed by Claude Shannon and Warren Weaver in 1949 in the book *The Mathematical Theory of Communication* (Mulyana, 2002). Shannon and Weaver's model highlights the problem of delivering messages based on the level of accuracy. It includes the concept of noise, which is any additional and unwanted stimuli that can disturb the accuracy of the message conveyed (Panuju, 2018). Shannon and Weaver's communication model consists of seven dimensions of communication. The seven aspects of communication are source (source of information), message (message), sender (transmission channel), signal (signal), receiver (device that receives the message), and destination (receiver to whom the message is addressed), noise. Source (Source of Interference) (Sendjaja, 2014).

From some of the descriptions above, it can be concluded that the communication model used in the leadership of the Himikom organization is closer to the linear communication model, namely one-way communication as put forward by Lasswe, one-way communication is considered not to be effective for the goals of the Himikom organization, because this one-way communication model will lead to the perception of each member of the authoritarian leadership who always puts forward his own thoughts and opinions.⁸ Therefore many of the members will be passive and choose to leave the organization, because the organization is actually an organization.

A place where all members can express their opinions and thoughts.

The chairperson of Himikom should be able to understand the character of each member, so that the communication model and style can be applied according to the needs and conditions in the field.

IV. CONCLUSIONS

The communication model of leaders and leadership elements is to motivate members in activities and embrace each member so that there is no division and resistance that causes members to leave the organization. While communication activities to increase individual motivation are initially carried out as one-way communication, then switch to two-way communication when messages and policies are conveyed to members. Communication will be effective when leaders and members carry out two-way communication that results in the desired action. The supporting and inhibiting factors of the leadership communication model in carrying out organizational goals on messages received by members sometimes the intent and purpose are not easily accepted, thus presenting a variety of perceptions.

This perception arises because in interpreting the content of the message, which sometimes often makes members dissatisfied. As well as the tendency of Himikom members who often hide their dissatisfaction with the policies conveyed by the leadership. This is because there is a mindset that if every opinion put forward by members is always denied and an attitude that always wants to win alone who does not want to accept the thoughts of each member. Obviously this greatly disrupts the smooth communication later between leaders and members, because between the hearts, thoughts and actions of members such as there are limitations and must follow according to the will of the chairman alone. This awkwardness indirectly makes it difficult for leaders to carry out every organizational work program as planned and what they want to achieve, because the inaccuracy of communication will make it difficult for leaders to give instructions.

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