

COMMUNICATION FLOW IN ORGANIZATIONS

Bambang Afrianto¹, Asrindah Nst²
Buyung Solihin Hasugian³

Ethnomusicology North Sumatra University, Public Administration Study Program, Information System
Study Program

Dharmawangsa University, Indonesia

Email: bambangafriantoguruseni@gmail.com¹, buyung@dharmawangsa.ac.id

ABSTRACT

Since the discourse on religious censorship was presented by minister lukman (2014-2019) judge saifuddin (2014-2019), the ministry of religions has continued to develop knowledge and strengthen religious censorship narratives through various platforms in the digital world. The study focuses on increased religious censorship by the ministry of the republic of Indonesia on youtube, the most popular social media platform for today's Internet users. Using a method of analysis of content with a descriptive analysis method, the study reaches several conclusions. First, in intensity, the use of the youtube channel in strengthening religious censorship issues still needs to be increased. Of the total of 318 videos uploaded to the youtube account by the ministry of religion, only 15 (4.71%) contain content on censorship and religious harmony. The annual frequency was still low, and even in 2019 there was no content on moderation and religious harmony. Second, the concept of religious censorship is still applied primarily to intellectuals who have not touched millennials. Its trend is still limited in eradicating negative issues related to the government's religious regulation program. Third, according to the warganet reaction data on censored and harmonized video content remains low. It has been found that netizens prefer the term of harmony to moderation. This suggests that the people of Indonesia in general prefer harmony, but there are still some interpretations or negative impressions of the term "moderation" carried by the ministry of religions.

Keywords: *Communication Flow, Organizations*

I. INTRODUCTION

Individuals who are present in the organization will be able to achieve a more beneficial form of communication and understanding between the top and bottom, and this will result in better work results as well as increased commitment to the organization with which they are interacting. This observation was made by Purnama et al as well, who said that effective communication will also contribute to the achievement of the best possible learning outcomes. As a result, it is necessary to use communication methods that can produce reasoning power, such as writing, reading, speaking, listening and thinking.

This article will focus on how information can become a single reliable source of organizational communication. The occurrence of information gathering activities carried out by individuals acting as organizational members makes them a crucial aspect of any organizational activity that must be reported. It is important to understand and learn how a particular organization carries out its information collection and dissemination activities based on the education of each individual or group of individuals. Due to this, it is crucial to understand the implications of the communication's implications for organizational work, as well as how to

effectively write and communicate what has been written. These considerations are all covered in the essay.

II. LITERATURE REVIEW

A. Communication Organization

Organizational communication is the process by which an organization awakens, presents, and gets the climate and culture of its members, its values, and its goals. Organizational communication is the process of adapting a system to a new form of problem solving that has already been tried out in the past. Its goal is to enable people to communicate effectively within formal or informal organizations to solve problems with the environment that are not currently functioning properly or are constantly behaving inappropriately. Organizational communication takes place in some kind of complex system that is under the control of the organization's own environment, whether it be internal or external. This system includes things like messages and their flow, goals, directions and media, people and their attitudes, feelings, relationships, and skills. A key point made by Goldhaber about organizational communication is that it is crucial. Information is necessary for efficiency communication.

B. The nature of the flow of information.

Information is not accurate or comes across as it should be, aside from any changes that may have occurred throughout the process of writing it, any interpretations or explanations, and the timing of writing it. In every organization, gathering information is a process that is dynamic. During this process, information is recorded, interpreted, and disseminated in a controlled manner. The current process is ongoing and is continuing steadily, so organizational communication is not just something that occurs once and then becomes a stop rather than occurring over the course of a single day. This flow of information becomes a form of organizational communication, made possible by the existence of a dynamic process when messages are constantly and continuously created, displayed and interpreted lively and thriving. The purpose of organizational communication is to understand how information is distributed inside the organization, how it is distributed at scale, and how individuals are affected by the process of information gathering. It belongs to an organization. In addition to that, organizational communication policies have an impact on an organization's effectiveness, whether it be in relation to internal or external relationships, or even in the execution and achievement of its objectives.

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

Simultaneous Message Dissemination.

Typically, organizational communication takes place from person to person (dyadic), and it includes summaries of the messages and those who interpret them as serving the final goal. Despite this, occasionally someone will request that information be given to more than one person, such as when a change in the work schedule is required or when a group of people has to be informed about a novel procedure. The documents at question are memos or memoranda that are distributed to several people in a single organization. In addition, there are those who are adamant about attending briefings (directions) given by the leaders of various organizations to all of their staff members, up to the point where everyone receives some information during a joint meeting time. This procedure may be described as message propagation with distinct emphasis.

Additionally, simultaneous message dissemination may be carried out or communicated using memo, the internet, etc. With the development of telecommunicative media, the task of conveying information to every member of the community in an honest manner has become

more important for each individual organization. Every organization may communicate visually and vocally with one another while still being present at their respective work locations thanks to the development of a more advanced cable and television system that is connected to video. Simultaneous message dissemination is likely a method that is more common, effective, and efficient than alternative methods for obtaining information inside a certain organization. Dissemination of messages simultaneously looks more at how the message in question is being applied, i.e., single for everyone, In fact, many organizations issue flyers that are posted to all members of the organization. If all members in the organization receive information at the same time, then this process can be called the process of conveying messages simultaneously. The following is an example of a picture of the simultaneous dissemination of information.



Figure 2. Information dissemination scheme simultaneously

The dissemination of information does not have to be limited to the media, but face-to-face may be used as a tool to convey information in an effective manner. Examples of meetings, meetings for each and every employee, etc. The contextual illustration in the next image indicates that the message was sent to the staff members, who are made up of those in customer service, logistics, and marketing, by the sender (in this case, a sales area leader). It appears that the message from the supervisor is released at the same time every time without varying the time it was released.

The thinking of the deployment method is slightly different from what we are used to in choosing a deployment technique based on time (arriving simultaneously). A meeting on the other hand may convey information to one member of the organization, but as you might expect, not everyone will be able to attend because the meeting is quite far away. Memo is written media, whereas all other media are either unreliable or in the form of oral. One of the two methods in question, or both, may include sending a group of organizational members a letter with a request for information in a discrete manner; however, both may not be effective in the same way.

Order Messages Sequentially

Haney stated that "sequential message passing is a primary kind of communication that naturally occurs inside organizations." Consider the following scenario: In a two-person trade, person A informs person B, who then informs person C, who informs person D, who informs

person E, and so on. In this scenario, each person—except for person 1 (the message source)—step-by-step interprets the information received from person A and then communicates the results of their interpretation to person B in the trade in question. "Who spoke to whom the message was conveyed," reads the process of submitting a message in plain language.

Information dissemination takes place in a non-consecutive time when messages are sent sequentially, because the information arrives at different places and at different times. Individuals consistently provide any information at times of laxity. Due to the differences in how the information is presented, coordination issues may arise. Any irregularities in the collection of information may have the effect of making it difficult to use the information to develop conclusions since there may be those who are reluctant to obtain it.

If there are a lot of people who need to receive information, the communication process will take longer to complete in order to convey the information to each person. In addition, inaccurate or incomplete information may arise as a result of lengthy interpretation and reproduction of the test results during careful testing of the test results. Here is an example of a picture of an informational message that was written clearly.

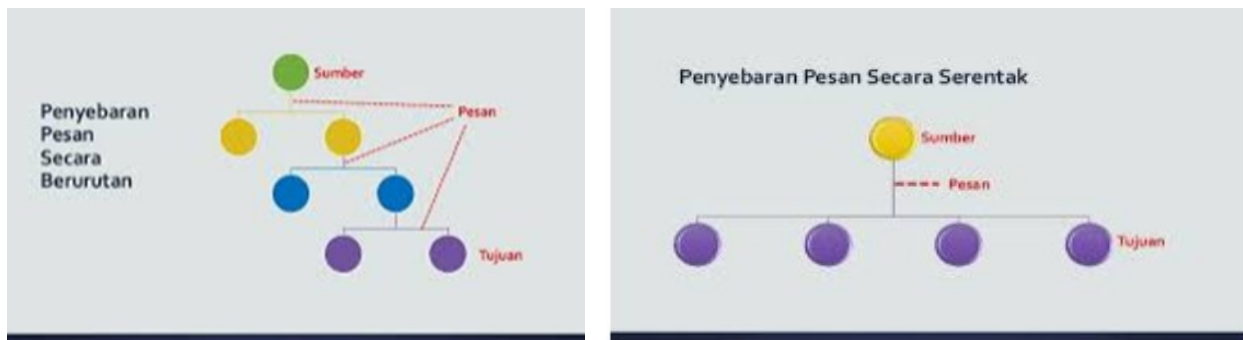


Figure 2. Information disclosure in an honest manner

The benefit of spreading the honest message is that it enhances interpersonal relationships through better confidentiality of information. In contrast, the disadvantage is that it seems slow and may result in prejudice or information distortion (many perspectives/interpretations). This method is typically quite effective for organizations with strong political, ideological, religious, and linguistic ties. Or even for any organizational function that is fundamentally strategic, secret, or closed. It requires strong delivery of messages of acuity, good understanding, and strict discipline.

V. CONCLUSION

Stream of Organizational Communication is concerned with the effectiveness of organizations, whether it is in relation to interpersonal relationships or even the accomplishment of their objectives. Information distribution, also known as information flow, is the process by which accurate information is sent to the right people at the right time. The distribution of information within the organization is the ways to obtain and share information with co-workers

using electronic methods such as online collaboration sites, intranets, and if using timing technology.

This is the information's foundation:

1. Simultaneous Message Dissemination.
2. Sequential Message Deployment.

REFERENCES

- Atmaja S., & Dewi R., *Komunikasi Organisasi (Suatu Tinjauan Teoritis dan Praktis)*, Inter Komunika Jurnal Komunikasi, Vol; 3 (2) 2018, hal. 192-206,
- Awaru, Tenri, Novi Fitria, Nur Ainun, Maulida Khairunisha, & Husnia, *Komunikasi Organisasi*,. www.researchgate.net/publication/330383213.
<https://doi.org/10.30659/jikm.5.1.31-41>
- Badruddin, S., Muslimin & Pratama, H. O., *Analisis Komunikasi Organisasi di Pusat Informasi Haji Kantor Wilayah Kementerian Agama Provinsi Sumatera Selatan*, JKPI: Jurnal Komunikasi Islam dan Kehumasan, Vol 1 (2) 2017, 81-101
- Batubara, Abdul Karim, *Aliran Informasi Dalam Organisasi Perpustakaan*, Jurnal Iqra' Volume 10 No. 01 Mei 2016, hal. 73-74
- Fajar Pahlawan dan Selvia Dewi Rahayu, *Arah Aliran Komunikasi Organisasi Pada Media Lifepal.Co.Id.*, Jurnal Syntax Transformation, Vol. 1 No. 5, Juli 2020
- Hambali, Muhaimin, A., & Rahmadini, M., *Pola Komunikasi Organisasi Dalam Pengembangan Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Islam Negeri Raden Fatah Palembang*, Jurnal Studi Sosial Dan Politik, Vol. 2(2) 2018, hal. 96-108
- Kaurdiansyah, S., Dewi, R. S., & Sarmiati, S. (2020). *Hambatan Dan Proses Komunikasi Blk Mukomuko Dalam Rekrutmen Dan Seleksi*. Media Bina Ilmiah, Vol. 14 (8), 3081-3094
- Purnama, D., Dewi H. dan Suminar R., *Hubungan Komunikasi Dosen Dengan Hasil Belajar Mahasiswa Pada Mata Kuliah Pengantar Akuntansi Di Universitas Pamulang Program Studi III Sekretaris*, Jurnal Syntax Transformation, Vol. 1 (6) 2019