



Determination of Communication in the Organization: Non Verbal, Oral and Written (Literature Review)

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Abstract: Literature review article on the influence of non-verbal, oral and written on communication is a scientific article that aims to build a research hypothesis on the influence between variables that will be used in further research, within the scope of communication science in organizations. The method of writing this Literature Review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this Literature Review article are that: 1) Non-verbal influences on communication; 2) Oral effect on Communication; and 3) Writing has an effect on Communication. Apart from these 3 exogenous variables that affect the endogenous variable Communication, there are still many other factors including the Competence, Environment and Skill variables.

Keywords: Communication, Oral, Non-verbal, Written

INTRODUCTION

Background of the problem

Communication is the process of transferring messages from the communicator to the recipient/communicant. However, in this process, there are elements, concepts, processes, and goals that must be understood in communicating. Communication is the process of transferring messages. Communication is a process of sending messages or symbols that contain meaning from a communicator to the communicant with a specific purpose.

So in communication there is a process which in each process contains a meaning that depends on the understanding and perception of the communicant. Therefore, communication will be effective and the purpose of communication will be achieved if each actor involved in it has the same perception of the symbol.

Communication is an act of sharing information, ideas and opinions from each participant of the existing communication. This action is carried out in many contexts, namely in the context of interpersonal, group, mass and organizational environments. Good communication is a supporting factor for the achievement of a goal.

In a company environment, it will feel more pleasant, if each member can give positive aspirations to top management or other co-workers. But make no mistake, it's not only subordinates who need to be able to communicate well. However, all members who work in a company are required to have communication skills.

A positive work environment increases company productivity. The better the way of communicating within the organization, the better the system implemented in it. There have been many organizations that have succeeded in developing their business because they have a way of communicating and understand a good and good communication style.

Formulation of the problem

Based on the background, the problems to be discussed can be formulated in order to build hypotheses for further research, namely:

1. Does Oral Communication affect the activities of an organization ?
2. Does Non-Verbal Communication affect the activities of an organization ?
3. Does Written Communication affect the activities of an organization ?

LITERATURE REVIEW

Communication in Organizations

Communication is a relationship of contact and between humans, both individuals and groups. In everyday life, whether we realize it or not, communication is part of human life itself. Communication is a basic human activity. By communicating, humans can relate to each other both in daily life at home, at work, in the market, in society or wherever humans are.

"Communication is an activity where someone conveys a message through certain media to others and after receiving the message then gives a response to the sender of the message". (Agus M. Hardjana, 2016)

Communication is the process of transferring and exchanging messages, where these messages can be in the form of facts, ideas, feelings, data or information from one person to another. Most of the work done in a team is done in an independent, interdependent manner and involves communication among its members. Therefore, the effectiveness of communication plays an important role in choosing something, namely whether there are advantages or disadvantages in the communication process (Achmad, 2014)

Communication refers to the process by which information is sent and understood between two or more people (Shane, 2010). The emphasis on words is understood because it sends the meaning intended by the sender, namely the essence of good communication. Meanwhile, according to Sutrisno (2017:17) communication is a multi-meaning concept. The meaning of communication can be distinguished based on communication for social processes. Communication on this meaning is in the context of social science. Where social scientists conduct research using a communication approach that generally focuses on human activity and the link between messages and behavior.

Communication in Organizations telah banyak diteliti oleh peneliti sebelumnya, yaitu: (Saputra, 2021), (Saputra & Ali, 2022).

Verbal communication

Communication is a process of delivering information (messages, ideas, ideas) from one party to another. In general, communication is done verbally or verbally that can be understood by both parties. There is no human being who will not be involved in communication, Communication is very important for human life. The development of human knowledge from day to day because of communication.

The communication process within the school as an institution that provides education is internal communication, the direction of which communication can be: a) vertical (from top to bottom or from bottom to top), namely communication between principals and teachers or principals and administrative staff; b) horizontal, namely communication between teachers and teachers; teacher with teacher; and c) diagonal, namely communication between teachers and administrative staff. In interpersonal communication between teachers and students, it is very necessary to have an attitude of openness to each other, empathy, positive thinking, support and equality between the two, and communication like that can minimize the gap between teachers and students, minimize mutual distrust and increase curiosity. know students and motivated in learning. (Rasmiyatun, 2021)

This second research is a type of qualitative research using descriptive methods. This type of research is a qualitative research using descriptive method. According to Moeleong (2010:7), qualitative research means research that does not carry out calculations. This research is much more concerned with the process than the results. That's because the parts that are being studied will be more visible when observed from the research process, not from the results. The data in this study are in the form of oral utterances of legislative officials and party members at the West Sumatra Province level. The official or party member in speaking in a formal situation should use standard vocabulary. This is because they are representatives of people who have good integrity according to the community's view. In addition, the vocabulary they use must also be easily understood by the interlocutor. (Mona, 2019)

Verbal Communication has been widely studied by previous researchers, namely: (Puspitasari & Putra Danaya, 2022).

Non-verbal communication

Nonverbal communication is communication using body movements or showing certain attitudes, such as smiling, shaking head, and shrugging. Communication also forms a social system that needs each other, therefore communication and society cannot be separated.

Communication is one of the most important and complex aspects of human life. Humans are greatly influenced by the communication they do with other humans, both known and unknown. Communication has a very vital role in human life, so we must pay close attention to communication.

Nonverbal communication is communication in which the message is packaged in a form without words. Non-verbal can also be interpreted as being intentionally sent and interpreted as intended and has the possibility of getting feedback from the recipient. Non-verbal communication can be in the form of symbols such as gestures, colors, facial expressions and others. (Kusumawati, 2016)

Nonverbal communication has an important position. Lots of verbal communication is found to be ineffective just because the communicator does not use nonverbal communication well at the same time. Through nonverbal communication, people can draw conclusions about various kinds of people's feelings, both pleasure, hate, affection, longing and various other feelings. In relation to the business world, nonverbal communication can help communicators to further strengthen the message conveyed and also understand the communicant's reaction when receiving a message. (Kusumawati, 2016)

In this non-verbal communication using research theory of the influence of work planning and communication on employee performance. Planning for employee performance is determining company goals and then clearly presenting the strategies, tactics and operations needed to achieve the company's overall goals. Improved planning is largely determined by the magnitude of the role of the indicators that shape it, namely: (a) setting clear organizational goals, (b) defining the current situation to achieve success, (c)

recognizing support and obstacles to overcome work problems, (d) developing a planning premise by making forecasting plans, (e) developing an effective method of monitoring the operation of the plan. The results of the study prove that planning has a positive and significant impact on employee performance, which means good work planning will lead to good employee performance as well. This study also proves that the research conducted by Sudirman (2011) and Rosliani Kadir (2011), planning has a significant effect on employee performance. (Ajmal, 2018)

Non Verbal Communication has been widely studied by previous researchers, namely: (Puspitasari & Putra Danaya, 2022).

Written communication

Written communication is communication that is done through writing, for example sending letters. Both forms of communication include verbal communication. Because it is done using words and language. In this written communication using research on mathematical communication skills, students are slow learners in solving a flat-shaped problem.

The conflict faced by slow learners is in terms of communication, both verbal and written communication. Mathematics learning is difficult to communicate because it collides with symbols that are abstract (Supriadi, 2017). Many of the slow learners who have difficulty in terms of pronunciation or oral and written.

As happens in the classroom, students cannot repeat what the teacher said, they tend to only follow their friends who are considered able to. As for written communication, students cannot write properly and there are also students who do not want to write at all, this causes the communication skills of slow learners to be classified as not fluent. (Nanang, 2016)

The sampling technique used by the researcher is purposive sampling technique (Sugiono, 2009). This technique is determined by the specific objectives and reasons of the research taken. Participants who will be interviewed and observed in this study were chosen because they are people who are directly involved with the research being studied at the school.

In this research, the two theories used in this study are the theory of e-mail effectiveness according to Paul Hewwit (2006). Collecting data in this study through the stages of observation, distributing questionnaires, documentation studies, literature and the internet to obtain data on the effectiveness of e-mail as an internal communication medium on employee communication satisfaction.

With e-mail media, employees simply receive useful information about organizational policies in the form of circulars (SE), other important information and help employees complete their work. However, although the results are valid for e-mail questions to help employees understand their roles well, there is also the influence of the role of other internal communications well as well as the need for employee involvement in the organization so that employees better understand their roles well. The conclusion is that the effectiveness of email as an internal media has a strong influence. (Uswatun Hasannah, 2018).

Written Communication has been widely studied by previous researchers, namely: (Widayati et al., 2020), (Havidz & Gupron, 2019), (Mahmudah, 2015).

Table 1. Previous Research

No	Author (Year)	Research Results	Similarities With This Article	Difference With This Article
1	Ajmal (2018)	The Effect of Work Planning and Communication on Employee Performance	Describing Communication in organizations must have a plan in order to have clear goals	There is no significant effect of the communication variable on employee performance
2	Mona (2019)	Performance of Selection of Standard Vocabulary in Oral Communication by Legislative Officials and Party Leaders at the West Sumatra Province Level	Explains about choosing standard vocabulary so that it becomes good and correct communication	Focus is more on the process than the result. That's because the parts that are being studied will be more visible when observed from the research process, not from the results.
3	Nanang (2016)	Analysis of Mathematical Communication Ability of Slow Learners in Solving Flat Shape Problems	No one can play a role with written communication	The target has difficulty in speaking or verbally and in writing
4	Kusumawati, T (2016)	Nonverbal Communication	Explain that nonverbal communication can be in the form of symbols such as gestures, colors, facial expressions and others.	Targeted through nonverbal communication, people can draw conclusions about various kinds of people's feelings, both pleasure, hate, affection, longing and various other feelings.

RESEARCH METHODS

The method of writing scientific articles is by using qualitative methods and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Scholar Google and other online media.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory (Ali & Limakrisna, 2013).

DISCUSSION

This article analyzes and discusses the communication factors that occur in organizations, namely: Bad Oral Communication Affects the Interlocutor, Non-verbal communication can affect the activities of an organization, written communication can affect the activities of an organization. Here's the discussion:

1. The Influence of Oral Communication on Communication in Organizations

According to Dipodjojo (1982), oral communication is an individual activity in an effort to convey a message orally to another individual, a group of people, called the audience or assembly.

A solid team is a team that always works together regardless of the work that must be completed from the leadership for the benefit of the company. Building a solid team requires the right approach. Approaches can be tried through good communication. Then on the contrary, unhealthy communication within the company can lead to conflicts between

members. Whether it's a conflict in individual affairs or the division of tasks within the company. If this is the case, there will no longer be a term called a solid team.

The team will split into several camps, giving rise to groups that blaspheme or hate each other. This problem is very risky in the company's internal affairs because it can spread to the results of employee performance so that it decreases or even becomes really bad.

The role of communication in an organization is very important, because it will help establish good relationships and good coordination between fellow members in achieving organizational goals, besides that organizational communication will have an impact on increasing work motivation of members of the organization.

Oral Communication has an effect on Communication in Organizations, this is in line with research conducted by: (Silvia & Paramita, 2019), (Zis et al., 2021).

2. The Effect of Non-Verbal Communication on Communication in Organizations

According to Resberry (2004), Non-Verbal Communication is an action and human attitude that has meaning. In the case of non-verbal communication, when a sewing operator produces clothes and needs sewing thread, the operator raises his hand to bring additional sewing thread.

So that production activities run well. Other cases can also be in facial expressions or expressions, when we put on an expression that doesn't smile, the people we meet will assume that we don't like the person we meet. Putting a smile on the face of the person you meet includes good non-verbal communication because someone you meet will assume that you are a friendly or smiling person, so the meeting will be well established.

The main purpose of non-verbal communication in organizations is to be able to convince someone because non-verbal communication occurs spontaneously, unstructured, or unplanned. Nonverbal communication is a message that is sent through actions and behavior. (Daft, 2015)

Non Verbal Communication has an effect on Communication in Organizations, this is in line with research conducted by: (Puspitasari & Putra Danaya, 2022).

3. The Influence of Written Communication on Communication in Organizations.

According to Subarna (2000) written communication is a process of delivering communication messages using words in written form. In every company there will definitely be a written document because if there are no documents there will be misunderstandings and also if there are no documents available then there is no evidence of an error. Like the case in a large car repair shop, there are no documents or detailed data or written evidence.

So the company often has corruption with its employees because there is no detailed written data on incoming money and for proof of buying an item such as a purchase receipt, there is no purchase receipt, it is easy for lies to occur And will create misunderstandings because it is possible that the employee accused of corruption is not necessarily him. the culprit because there is no evidence - the evidence mentioned earlier.

Written communication can serve to solve a problem or provide a solution to a particular problem. In the organizational world, sometimes managers use written communication to provide important instructions to subordinates to perform better.

Written Communication has an effect on Communication in Organizations, this is in line with research conducted by: (Hermawan, 2022), (Julianto & Carnarez, 2021).

Conceptual Framework

In accordance with the formulation of the problem in writing this article and the study of literature studies both sourced from books or Google and relevant articles, the article framework is obtained as below:

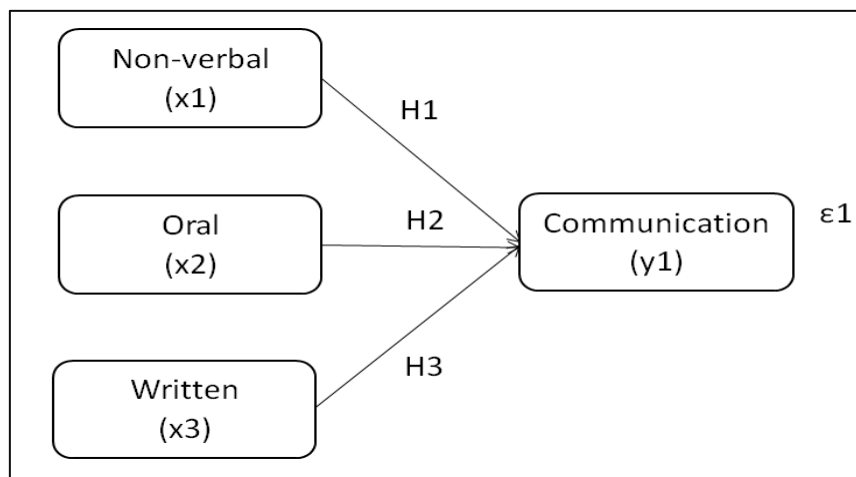


Figure 1. Conceptual Framework

Based on theoretical studies and a review of the results of relevant articles and pictures of the conceptual framework, then: tolerance, misunderstanding, and individual behavior affect communication within the company.

Apart from these exogenous variables that affect In-Company Communication, there are many other variables that influence it, including:

- 1) Competence: (Ali et al., 2022), (Saputra & Mahaputra, 2022), (Karsono et al., 2022).
- 2) Creativity: (Mahaputra & Saputra, 2021b), (Karsono & Suraji, 2020), (Yurnal & Ihsan, 2019), (Ilhamalimy & Mahaputra, 2021).
- 3) Culture: (Karsono, 2018a), (Karsono, 2018b), (Kainde et al., 2021), (Yurnal, 2016).
- 4) Knowledge: (Mahaputra & Saputra, 2021a), (Syauket et al., 2022), (Beatrix, 2022).

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on theory, relevant articles and discussions, hypotheses can be formulated for further research:

1. Oral Communication affects communication within the organization. In order to avoid misunderstandings between workers that can cause losses,
2. Non-verbal communication affects communication within the organization. The employee's body gestures will be seen and if the employee sits up straight when conveying ideas to his superiors, then the employee is an optimistic person
3. Written Communication affects communication within the organization. If there are additional working hours/overtime and targets to be achieved. So here written communication plays a very important role.

Recommendation

Based on the discussion above, this suggestion is that there must be good communication, whether it is oral, non-verbal and written communication. Because good communication is very important for human life in the home environment, school, even in an organization. Like oral communication, if we use standard and polite language, our interlocutor will respond to us well and can feel comfortable in direct communication.

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