
BUILDING EFFECTIVE ORGANIZATIONAL COMMUNICATION

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Abstract

Effective organizational communication is a key element in achieving a company's long-term goals. This research examines the importance of communication in organizations and its impact on company performance. The research method used is descriptive analysis to describe existing communication phenomena. Results show that good communication increases collaboration, reduces misunderstandings, and creates a positive work culture. With the right communication strategy, organizations can ensure every individual understands the company's vision and mission, as well as their role in achieving it. Communication training and a positive feedback culture are essential to improving communication skills in the modern work environment. This research concludes that investment in effective communication has a positive effect on productivity, employee morale, and overall organizational success.

Keywords: *organizational communication, company performance, communication strategy, work culture.*

A. INTRODUCTION

An organization is a complex social entity consisting of a group of individuals who interact within an organized structure to achieve common goals. These goals can vary, ranging from profitability in private companies, public service in government institutions, to achieving social missions in non-profit organizations. Organizational structure, which includes hierarchy, task division, and reporting flows, is crucial because it determines how tasks and responsibilities are distributed and how information flows among members. With a clear structure, an organization can function more efficiently and effectively in achieving its goals. However, in carrying out its functions, an organization often faces significant challenges and opportunities, particularly in the area of communication (Thoha, 2007). Common challenges include ineffective communication, where information can become distorted or fail to reach all members, leading to misunderstandings and conflicts.

Additionally, cultural differences in the workplace, especially in multinational organizations, can affect how communication is conducted and understood. On the other hand, advancements in information and communication technology provide great opportunities for organizations to enhance how they interact (Rivai, 2009). By utilizing digital communication tools, such as collaboration platforms and social media, organizations can build better relationships with customers and increase employee engagement.

The role of communication in an organization is crucial. Effective communication serves as a bridge connecting all parts of the organization, ensuring that all members understand the vision, mission, and goals of the organization. Good communication also improves coordination among teams and departments, enabling faster and more accurate decision-making. Moreover, open and transparent communication can boost employee motivation, as they feel more involved in the decision-making process and more valued for their contributions. When employees feel heard and appreciated, they tend to be more loyal and productive, which, in turn, contributes to the overall performance of the organization (Robbins, 2003). Organizational communication itself encompasses the entire process of conveying and receiving information within the organization, both formally through meetings, reports, and official documents, as well as informally through daily interactions, such as conversations between employees. This includes vertical communication, which flows between management and

staff, as well as horizontal communication between peers across departments. The goal of organizational communication is to ensure that relevant and timely information is available to all members, so they can collaborate efficiently and effectively. With good communication, an organization can reduce misunderstandings, enhance transparency, and create a work environment conducive to collaboration and innovation (Sumianto et al., 2023).

The importance of organizational communication in supporting the development of a company cannot be overlooked. Effective communication not only improves operational efficiency but also accelerates the flow of information, which is vital in a dynamic and rapidly changing business environment. Additionally, good communication can drive innovation, as an environment open to idea exchange makes employees feel free to share new concepts. Effective communication also helps build a positive organizational culture, where employees feel valued and engaged. When members of an organization feel that their opinions and contributions are appreciated, they are more likely to commit to the organization's goals and work together to achieve them. Therefore, effective organizational communication serves as a strong foundation for achieving strategic objectives, ensuring sustainable growth, and guaranteeing long-term success. In today's era of globalization and technological advancement, organizations that manage communication well will have a significant competitive advantage (Luthfi, 2017).

Based on the discussion in the introduction, the focus of the research is:

1. How important is communication for the organization?
2. What is the role of organizational communication as a support for company performance
3. What is the strategy for implementing effective organizational communication in the company?

B. LITERATURE REVIEW

1. Organizational Behavior

Organizational behavior is a branch of science that studies and analyzes the interactions of individuals and groups within the context of an organization, as well as how these interactions affect the overall performance and effectiveness of the organization. The primary goal of this theory is to enhance organizational effectiveness by understanding and predicting employee behavior, allowing organizations to create a more productive and harmonious work environment. The functions of organizational behavior theory include developing better management strategies, improving communication among members, managing conflict, and implementing changes within organizations. Additionally, this theory contributes to the development of effective leadership, where leaders are expected to apply insights about employee behavior to better motivate and guide teams. (Judge & Robbins, 2017)

2. Communication

Communication is a complex process that involves sending and receiving information between individuals or groups, with the aim of creating a common understanding, building strong interpersonal relationships, and coordinating activities among organizational members. The goals of communication include conveying messages clearly and effectively, developing positive social relationships, and facilitating appropriate decision-making. Effective communication is crucial in organizations because it can influence employee motivation, job satisfaction, and productivity. When communication flows well, organizational members feel more engaged and motivated, which in turn enhances overall performance (J. R. Hackman, 1976).

Effective communication is essential for individuals and organizations to achieve their goals and objectives. It is a critical element in building and maintaining successful relationships, both personal and professional. When effective communication occurs, it can lead to improved teamwork, increased productivity, and a sense of unity and cooperation (Gudykunst, Ting-Toomey, 1988). Communication involves both verbal and nonverbal cues, including words, tone of voice, body language, and facial expressions. Verbal cues are transmitted through spoken language, while nonverbal cues are conveyed through visual cues (Taylor, 2019). Both verbal and nonverbal cues are

important, as they can convey different meanings and messages.

Effective communication requires active listening, clarity, and conciseness of message. Listeners need to pay attention to the message being conveyed, ask questions for clarification, and respond in a timely manner (Beebe, Ivy, 2013). The sender of the message should speak clearly, concisely, and avoid using jargon or technical terms that might be unfamiliar to the listener. Furthermore, effective communication requires cultural sensitivity and awareness. Different cultures have different communication styles, and being aware of these differences is essential for effective communication (Gudykunst, Ting-Toomey, 1988). Additionally, technology has revolutionized the way we communicate, with the use of email, social media, and instant messaging becoming increasingly popular. In conclusion, effective communication is a critical element in building and maintaining successful relationships. It requires active listening, clarity, and conciseness of message, as well as cultural sensitivity and awareness. By understanding and applying these principles, individuals and organizations can improve their communication skills and achieve their goals and objectives.

3. Organizational Communication

Organizational communication is a sub-field of communication that focuses on how information is managed and disseminated within an organization. In this context, organizational communication includes aspects of formal and informal communication, as well as vertical (between different management levels) and horizontal (between departments or teams) communication channels. The goal of organizational communication is to ensure that relevant and timely information is available to all members, allowing them to work together efficiently and effectively. The functions of organizational communication include building a positive organizational culture that supports collaboration and teamwork. With good communication, organizations can reduce misunderstandings, increase transparency, and create an environment conducive to innovation. Furthermore, effective organizational communication contributes to achieving the strategic goals of the organization by ensuring that all members have a clear understanding of the organization's vision, mission, and values. Overall, a deep understanding of organizational behavior theory, communication, and organizational communication is essential for creating a productive, harmonious, and results-oriented work environment. (Miller, 2005).

C. METHOD

This research is a descriptive analysis research. Descriptive analysis is statistics used to analyze data by describing or illustrating the data that has been collected as it is without intending to make general conclusions or generalizations. Sugiyono (2004). Descriptive research is a form of research aimed at describing existing phenomena, both natural phenomena and man-made phenomena.

D. RESULTS AND DISCUSSION

1. The Importance of Communication for Organizations

Communication is a vital element that plays a major role in the success of an organization. Without effective communication, information can be hindered, causing confusion and frustration among team members. The importance of communication in an organization lies not only in the delivery of information but also in creating bonds between individuals. Good communication allows organizational members to understand the company's vision, mission, and core values (Djuwita, 2020).

When each individual understands the common goal, they are more likely to contribute actively and collaborate to achieve that goal. Additionally, open and transparent communication fosters a culture of mutual respect and trust among employees. This is important in building a positive work environment, where innovation and creativity can thrive. When employees feel comfortable sharing ideas and providing feedback, they are more likely to participate in decision-making processes and make significant contributions to the organization's progress (Daft, 2015).

2. The Role of Organizational Communication in Supporting Company Performance

Organizational communication plays a crucial role in supporting company performance. In a constantly changing business world, the ability to adapt quickly is vital. Effective communication ensures that relevant and up-to-date information is conveyed to all members of the organization (Homsah & Kusuma, 2024). This includes communicating new policies, strategic changes, and performance results that all employees need to be aware of. With clear and timely information, employees can make better and faster decisions, and improve their responsiveness to challenges faced by the company.

Furthermore, good communication also acts as a bridge between management and employees. When management is open to feedback from employees, it creates a greater sense of ownership and involvement. Employees who feel heard tend to be more motivated, which in turn enhances overall productivity and performance. Therefore, communication is not just a process of delivering information but also a strategic tool for building engagement, improving morale, and achieving company goals (Ramodike-Thovhakale & Thomas, 2019).

3. Strategies for Implementing Effective Organizational Communication

To ensure that organizational communication operates effectively, companies must formulate and implement well-thought-out strategies. First, it is important to conduct a thorough analysis of existing communication channels and evaluate which ones are most suitable for the organization's needs. For example, in this digital age, the use of collaboration tools such as Slack, Microsoft Teams, or other project management platforms can accelerate the flow of information and facilitate collaboration across teams, especially if the company has employees working from different locations. Additionally, regular meeting both formal and informal can help maintain relationships among employees and ensure that everyone is on the same page.

Furthermore, communication training programs should be an integral part of human resource development. Employees need to be equipped with good communication skills, which include active listening, expressing ideas clearly, and providing constructive feedback. This training will not only improve individual abilities but also strengthen team communication overall. Companies should also encourage a culture of positive feedback, where employees feel comfortable giving and receiving criticism for improvement (Safitri & Mujahid, 2024).

Equally important, companies need to implement an evaluation system to assess the effectiveness of the communication strategies that have been implemented. This can be done through employee satisfaction surveys, interviews, or focus groups. The results of this evaluation will provide valuable insights into areas that need improvement and allow the company to make the necessary adjustments. By continuously monitoring and adjusting communication strategies, organizations can ensure that communication remains relevant, adaptive, and positively impacts company performance and work culture. In the long run, investing in effective communication will yield significant benefits, both in terms of productivity and employee satisfaction, which ultimately drives growth and success for the organization as a whole (M. Z. Hackman, 2013).

E. CONCLUSION

Building effective organizational communication is a crucial step in achieving long-term success in a company. Good communication not only functions as a means of conveying information, but also as a bridge that connects various parts of the organization, strengthens collaboration, and increases employee engagement. With the right communication strategy, companies can ensure that each individual understands the company's vision and mission, as well as their role in achieving these goals. Additionally, communication training and a positive feedback culture are essential to developing the communication skills necessary in the modern work environment. Regularly evaluating and adjusting communication strategies will help the organization remain responsive to changes and employee needs. Thus, investing in effective communication will have a positive impact, increasing productivity, maintaining employee morale, and ultimately driving the growth and success of the

organization as a whole.

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