

Erlangga

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The Challenges of Organizational Communication in the Digital Era

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Abstract—Communication is considered to be the same in every respect, even though it is different, especially in the business world in the digital age. The purpose of this research is to identify patterns of digital era communication with library research methods on responsible sources. Shows research results the challenges of digital communication in the corporate world are strongly influenced by responsive and effective management in managing commercial languages and still maintaining attitudes and communication styles that are not monotonous with the principle of humanity in maintaining empathy and cooperation. Equalitarian communication styles are most effective two-way communication both verbal and written in a way that is not open. freedom of expression of ideas to agreement and understanding, but the risk is to work more to accommodate the messages and advice of consumers for business development. Effective communication by promoting ethics and following market trends.

Keywords-Communication, Digital Era, Organizational

I. INTRODUCTION (HEADING 1)

Receiving information through communication in the context of interpreting the same meaning, the expression of expression becomes the characteristic of each. the main problem in communicating often means the same thing with different perceptions. Communicating means we need other people to interact with each other, so it is very much influenced by the person formed based on communication, especially in modern times. challenges in interacting to understand each other with sophisticated technology. as if humans were replaced by modern telecommunications equipment. in companies, leadership communication becomes an important issue for the survival of employees and the company. Company reputation can be determined through the communication style used by the leadership and all employees of the company, a style that is flexible, rigid, strict, formal, family-friendly will greatly influence consumers in considering cooperation. [1]–[3]. Based on Sycomos, ComScore, and Fred Wilson Twitter Community surveys, as is revealed by a blogger, Wicaksono, Twitter users in Indonesia have reached 5.6 million people. That number puts Indonesia as the highest Twitter user country in Asia, Another thing that the compass noted in July 2010 about Facebook is that of users Facebook will reach 500 million this week, Facebook also announced it has reached

150 million mobile users, or up about 50 percent since April, All the facts mentioned above basically stems from the emergence of information technology that enables the internet to continue to develop and develop themselves until now [4].

Between the two parties, there must be two-way communication or two-way communication or reciprocal communication, for this reason, there is a need for cooperation that is expected to achieve the goals, both personal, and group goals, to achieve the goals of an organization. it consists of various purposes which include social/cultural relations. Relationships that occur are a process of the desire of each individual, to obtain a tangible result and can provide benefits for a sustainable life. If the communication goals can be applied in an organization both government organizations, social organizations, and corporate organizations, then the intended target will be diverse, but the main goal is certainly to unite individuals who are members of the organization. [5], [6] The emergence of internet technology that allows humans to connect virtually has given birth to virtual communities. Human identities also appear in various kinds of virtual identity that is considered more able to express itself in communicating with other virtual colleagues.[7] Those involved in communication mediated by the internet medium it is not only dominated by young people but people who previously did not know information technology then they are often required to change themselves to suit increasingly widespread and widespread this technology [4], [8], [9].

II. METHODS

The design of this study is the Literature Review References. A literature review study is a method used for collect data or sources related to a topic which can be obtained from various sources such as journals, books, internet and other libraries. Search for published articles on academic search complete, Medline with full text, Proquest, and Pubmed, EBSCO uses the chosen keywords are: Organizational Communication, Digital Era cancer client. Articles or journals that fit the inclusion criteria and exclusions were taken for further analysis. Literature Review This uses literature published in 2010-2020 which can be accessed via google scholar, science direct, and Scopus.

III. RESULT AND DISCUSSION

A. *Terms of Communication in the Organization*

From these limitations it can be illustrated that in an organization requires: There is a level of position or position that allows all individuals in the organization to have clear differences in positions, such as leaders, staff leaders, and employees. There is a division of labor, in the sense of every person inside an institution both commercial and social,has one area of work that becomes its responsibilities. With a foundation of communication concepts and organization as described, then we can impose limits on deep communication the organization simply, namely communication between people (human communication) that occurs in the context organization. Or by borrowing a definition from Goldhaber, organizational communication is limited as the message flow in a network whose relationship nature join with one another (the flow of messages within a network of interdependent relationships). As mentioned earlier, that current communication in organizations vertical and horizontal. And each stream Such communication has different functions very firm.

B. *Communicate in the digital age*

Ronald Adler and George Rodman inside Understanding Human Communication book, try outlining each, function of both currents communication in the organization as follows:

1) *Downward*

Namely, level sends a message to his subordinates. Communication flow function from the top down this is: Giving or storing work instructions (job instruction), These messages may be sent via memos, e-mails,

notes and individual channels to groups or from individual to individual; or they might be delivered indirectly through other people in the hierarchy. During the sending process, original messages can be edited, added, reduced, explained, or even modified.

2) Upward

If there is no commitment to take approaches like this, there will be a culture of silence and / or culture of silos that might apply, which will have serious consequences for the organization - with no prior warning to cope with disasters, this might bring a big crisis. In some situations, no news is very bad news, and bad news is no news; staff at the lower levels will be reluctant to give bad news, which may be vital to the life of the organization, if not heard, worse can provoke criticism - a culture of "shoot the messenger".

3) Horizontal

good things often hinder competition, territorial behavior, and excessive specialization of work functions, which can reinforce the boundaries of in-group / outgroups, use jargon or negate codes and reluctance to share information.

Furthermore, as an illustration of communication trends in the digital age, Chinese products will be simulated in building business communications based on big data and modern technology

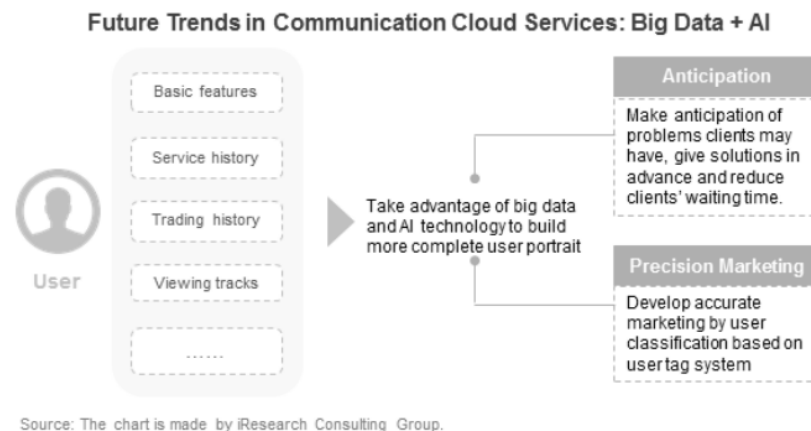
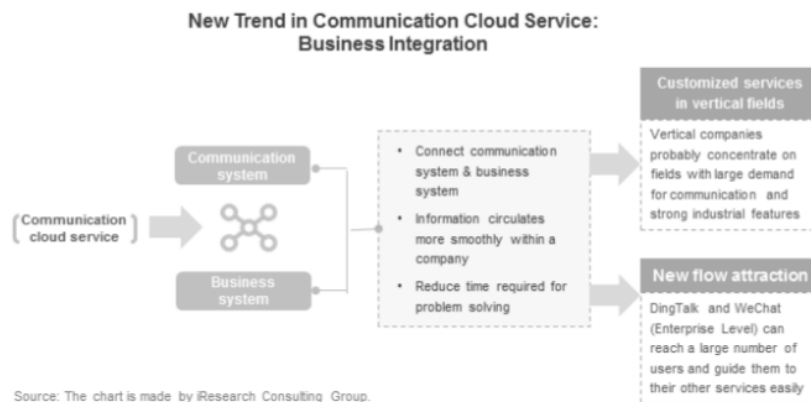


Figure 1. Future Trends of Communication (<http://www.iresearchchina.com/>)

As communication cloud service market is maturing, they will get through pathways to business system of their clients, which is a new trend in the industry. Communication system has long been considered as a core part in companies cost. Communication cloud services on the one hand improves the working efficiency within the company and reduces related labor cost, and on the other hand offers companies more complete user information management and benefits the transform from passive serving users to initiative marketing. In the future, communication system may change to a profit center of a company.

C. Communication Process

At the theoretical level, at least we know or understand communication from two perspectives, namely:

1) Cognitive Perspective

Communication according to Colin Cherry, who represents The cognitive perspective is the use of symbols (symbols) to achieve the same meaning or sharing information about a single object or event. Information is something (facts, opinions, ideas) of one participant to other participants through use of words or other symbols. If message delivered is received accurately, the receiver will have the same information as they have sender, therefore communication has occurred.

2) Behavioral Perspective.

According to BF. Skinner from a behavioral perspective views communication as verbal or behavior symbolic where the sender is trying to get one the desired effect on the receiver. Still in Behavioral perspective, FEX Dance confirms that communication is the existence of a response through verbal symbols where verbal symbols are act as a stimulus to obtain a response. The two last notions of communication, refers to the stimulus-response relationship between senders and receiver. After we understand the meaning of communication from two different perspectives, we try to see the process communication in an organization. According to Jerry W. Koehler and friends, for an organization, Behavioral perspective is seen as more practical because communication in the organization aims to affect the receiver (receiver). One specific response expected by the sender of the message (sender) of each message it conveys. When a message has an effect desired, not a matter of information what was said was an act of sharing information or not. Now we try to understand the communication process between humans are presented in the following models: The communication process is initiated by good sources individuals or groups who try to communicate with other individuals or groups, as follows:

The first step starts with the creation of ideas, information that is important to communicate and deserves to be conveyed. The second step is in the form of symbols or certain codes about important messages and not. through verbal or non verbal expressions. The third step with Message Sources is done with certain strategies to filter out effective messages. fourth through selective attention to the recipient of the message. forms of interpretation and perception received do not cause conflict. Finally, The fifth process is feedback and the recipient's response about what is conveyed as an indicator that the message can be received easily understood [1], [10].

The process of communication in the digital era is not monotonous, it must follow business trends. the global marine communication system market is very diverse. the goal is how to attract consumers so that the message conveyed can be understood by them.

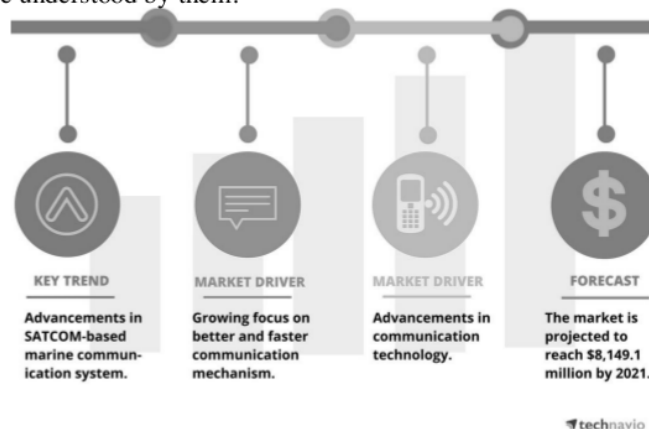


Figure 2. Trend Communication System Market (<https://www.businesswire.com/>)

Figure 2 show Technavio has published a new report on the global marine communication systems market from 2017-2021. The vendors in the marine communication systems market are offering services with a

higher bandwidth which is vital in military applications, and the speed plays a significant role. The efforts undertaken towards the improvement of the speed of communication through bandwidth enhancements will fuel development in the market brand [11]–[13] as mobile apps [14], [15], social media [12], [16], [17], start-up [18].

D. Communication Functions in Organizations

In a well-oriented organization commercial or social, communication within the organization or The institution will involve four functions, namely:

1) Informative

overall of what was conveyed by communicator to the recipient or communicant The message should contain the core message (theme) as an influence in trying change the attitude and behavior of the communicant. Message can be delivered at length, but needs to be considered and directed at the goal end of communication.

2) Regulative

The message must be well planned (prepared) and in accordance with needs. The message uses language that can be understood by both party. The message must appeal to the recipient's personal interests and needs as well cause satisfaction.

3) Persuasive

Message intended to provide information facts and data then communicating conclusions and decisions alone. Persuasive is the message intended to arouse human understanding and awareness that what is conveyed will change attitude of the recipient of the message. This change was not accepted because of coercion but rather on awareness and openness.

4) Integrative

Provides a channel that allows employees to do their jobs and work well. Channels of communication or media are intermediaries in delivery information from the communicator to the communicant that aims for efficiency spreading the information or message. Effects are changes that occur on the part of the communicant or the destination after receiving a message explain that the effect is the end of the communication process, namely attitude and the behavior of the person being targeted for communication, accordingly or not in accordance with what was done. If the communicant's attitude and behavior are appropriate with what the communicant wants, communication can be said successful, and vice versa.

Effective communication of the responses given by the communicant by a communicator. Feedback generated in the process communication gives the communicator a picture of the results the communication it does. Feedback is an element that can be a measure of success or failure of communication.

E. Communication Style in Organizations

Communication style or communication style will be give us knowledge about how the behavior of people in an organization when they are carry out acts of sharing information and ideas. While on the influence of power in organizations, we are will examine the types of power used by people at the management level try to influence the ability to communicate within the organization, we will be invited to think about how define our goals concerning inner assignments the organization, how do we choose the right people for invited to cooperation and how we choose which channels effective to carry out the task. The success of communication is greatly influenced by one's abilities or institution in understanding who is the opponent or communicant in social networking and customer [19], [20]³

Technology the media has created a revolution in society because society is already very dependent to technology and community order are formed based on the ability of the community using technology.[4] Every corner of the world is so easy to reach and explore, not even more in a matter of minutes but seconds. All that can be realized thanks to sophistication science and technology and telecommunications. now the world is too small. The small world described by Friedman may be more easily we can analogize with cellphones or ones is busy on the market that is smartphones and tablet PCs that we can use every day to be able to connect with others whenever and wherever we need. Thus the world like no bigger than a handgrip. Achievements that were only centuries ago as wish has now become a reality online [21], [22], [23] Only

with small and lightweight objects called telephones cellular or mobile phones all become close without limits. Anyone can be contacted, relatives, colleagues, or rivals. Wherever and whenever all can be invited to communicate right then and there [24].

IV. CONCLUSION

The challenges of digital communication in the corporate world are strongly influenced by responsive and effective management in managing commercial languages and still maintaining attitudes and communication styles that are not monotonous with the principle of humanity in maintaining empathy and cooperation. Equalitarian communication styles are most effective two-way communication both verbal and written in a way that is not open. freedom of expression of ideas to agreement and understanding, but the risk is to work more to accommodate the messages and advice of consumers for business development. Effective communication by promoting ethics and following market trends.

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