THE EFFECTIVENESS OF COMMUNICATION MESSAGES IN POLITICS

Kristomei Sianturi[1*], Asti Megasari[2*]
[1,2]*Universitas Pertahanan*
* *kristomeis@yahoo.com* ** *dezi.megasari@yahoo.com*

ABSTRACT

As social creatures, every person who lives in a community group, in carrying out his daily activities from the time he wakes up in the morning until he goes back to sleep at night, is always involved in communication activities. This journal aims to find out how effective interpersonal communication messages are in a communication context. This journal uses types of research in the form of literature and reflective studies. Communication is said to be effective if what is communicated is understood and carried out by the communicant as desired by the communicator. Barriers to the communication process, small obstacles may be ignored, but too many obstacles can disrupt or disrupt the message from achieving its goal. The effectiveness of communication in politics is very important because it can influence the success of a government program or policy. Effective political communication can increase public participation in the political process.

Keywords: effectiveness, communication, message, politics

INTRODUCTION

As social creatures, every person who lives in a community group, in carrying out his daily activities from the time he wakes up in the morning until he goes back to sleep at night, is always involved in communication activities. This is done as a consequence of social relationships through interactions with the people around him. If we look more closely at human activities in carrying out their daily lives, most of them are filled with communication activities, starting from chatting, reading newspapers, listening to the radio, watching television or cinema, and so on. This proves that, in the order of human social life, communication has become the heart of life. If the heart of life does not function, then there will be no human life like the one we experience today, so it will not be possible to form an integrated human life order in a social system called society (Nurhadi & Kurniawan, 2017).

Communication is the process of conveying messages or information from one party to another party so that the message in question can be understood. Communication can be done verbally, in writing, or nonverbally. The main goal of communication is to create understanding between the sender of the message and the recipient of the message. Communication has several elements, namely the sender of the message (communicator), the recipient of the message (communicant), and the message itself. Apart from that, factors that influence communication include cultural background, communication media used, and social context (Nurmila et al., 2017).

Creating an effective communication message involves a two-step process: getting the right message and getting the right message. Getting the right message involves identifying what messages will motivate the target audience to adopt the recommended action. Developing appropriate messages takes into account the target audience's prior knowledge, beliefs, and attitudes, and has the capacity to change those beliefs, attitudes, and behaviors in the desired

direction. In this context, belief can be defined as the perception that a certain situation exists or is true (regardless of whether it is or not), and attitude can be defined as the extent to which positive or negative feelings are held towards a situation (Salsabila et al., 2022).

Political communication between political members and border communities has an impact on the policies that political members will take at the central level. Border area development must take into account the interests and aspirations of the people of the area itself. So that the essence of democracy can run effectively because regional people are heard more. The manifestation of political communication between political members and border communities is the public consultation forum. It is hoped that this public consultation forum can create effective communication. The effectiveness of political communication is the goal of this public consultation forum. The effectiveness of political communication can realize the goals of successful political communication. The aim of political communication is as a forum for political education for border communities (Fitriyasa, 2014).

As a key, communication has a fairly large role in determining human relationships and between humans themselves, in the sense that if communication runs well, a process of conveying messages that can be understood by those communicating with each other will be created. Basically, communication is the meaning of the word "same", such as the root meaning of communication in Latin "communis" which also means "same", in this case the meaning is the same meaning or equal meaning (Janna & Arni, 2021).

Influence on attitudes, communication is also often carried out to influence other people, such as a preacher who wants to arouse religious attitudes and encourage the congregation to worship well, or a politician who wants to create a good image to the voting public. Actions, persuasive actions in communication are used to influence persuasive attitudes, and are also needed to obtain the desired action of the communicator. Improved social relations, communication is also shown to foster good social relations. Humans are social creatures who cannot survive alone, for this reason humans always desire to relate to other people positively (Nurmila et al., 2017). This journal aims to find out how effective interpersonal communication messages are in a communication context.

METHOD

This journal uses types of research in the form of literature and reflective studies. Literature studies can be done by collecting references consisting of several previous journals which are then compiled to draw conclusions. And a reflective system is a way to reflect thoughts on several topics and provide understanding through personal thoughts. In a reflective journal, it is important to write honestly and openly, and avoid excessive judgment or criticism of related topics. Apart from that, reflective journals can also help in developing personal abilities, increasing understanding, and developing thinking through critical thinking.

RESULTS AND DISCUSSION

Communication is said to be effective if what is communicated is understood and carried out by the communicant as desired by the communicator. Barriers to the communication process, small obstacles may be ignored, but too many obstacles can disrupt or disrupt the message from achieving its goal. The limited knowledge of students is one of the factors inhibiting the effectiveness of interpersonal communication between teachers and students.

Obstacles in the communication process occur because the language used is not clear, the symbols used between the sender and receiver are not the same or the language used is too difficult. According to Eka Pratiwi and Farok, clarity of the message or information conveyed by the communicator is very important to avoid misunderstandings by the communicant in capturing the clarity of the content of the message conveyed (Janna & Arni, 2021).

The affective effect is the effect with the highest average value with a difference of 0.001 – 0.1. According to the literature, this is natural because affective effects usually have a higher level than cognitive effects. This is because the purpose of communication is not only to tell something to the audience so that they become aware, but more than that, so that the audience, after knowing the information they receive, is expected to feel it. This affective effect is an effect that aims to make the target public feel like they like the message conveyed. Thus, it can be described that respondents like the message conveyed, but it is not certain that respondents know the contents of the message (Salsabila et al., 2022).

The effectiveness of communication in politics is very important because it can influence the success of a government program or policy. Effective political communication can increase public participation in the political process. By communicating effectively, the government can obtain input and feedback from the community, so that the policies taken can be more in line with community needs. In politics, the effectiveness of communication can be measured by changes in people's political behavior towards the government or politicians. There are several factors that influence the effectiveness of political communication, such as the language used, the media used, and the social context (Diana Welty Sangari, 2020).

Political Communication Concept

Political communication can be seen as a "combination" of two different but very closely related scientific disciplines, namely communication science and political science. Before entering into a discussion about the meaning and process of political communication, it would be a good idea to first discuss the meaning of communication and politics. Communication is the process of conveying a message by someone to another person to inform or change attitudes, opinions, behavior either directly or indirectly (H. F. Siagian, 2015).

We can describe it simply that political communication is communication that involves political messages and political actors, or is related to power, government and government policy. However, political communication as a whole cannot be understood without connecting the political dimension with all its aspects and problems. Political communication can also be understood as communication between "those who govern" and "the governed". Communicating politics without concrete political action has actually been done by anyone: students, lecturers, motorbike taxi drivers, doctors, security guards, shopkeepers, drivers, pilots, machinists, and so on (E. Siagian, 2022).

Political communication is a communication process that involves political messages and political actors, or is related to power, government and government policy. Political communication is also a branch of communication science that focuses on understanding and analyzing how communication influences political processes, public opinion and political decision making. Political communication also has several functions, including increasing political participation, increasing public trust, increasing policy effectiveness, and increasing transparency. In political communication, there are several factors that influence the

effectiveness of communication, such as the language used, the media used, and the social context. Therefore, it is important for the government and politicians to pay attention to these factors in communicating with the public (Syarifudin, 2015).

Communication Effectiveness

Effective communication is the exchange of information, ideas, feelings and attitudes between two people or groups which results in changes in attitudes so that a good relationship is established between the sender of the message (communicator) and the recipient of the message (communicant). Communication is said to be effective if the communication that occurs is two-way, that is, where the meaning stimulated is the same or similar to that intended by the communicator or sender of the message (Janna & Arni, 2021).

Communication effectiveness is measured by six dimensions, namely the recipient of the communication or user of the content (receiver), message content (content), timeliness (timing), channel (media), format or form of message packaging, and source (source). The problem of effectiveness in communication concerns how the recipient takes action in accordance with the meaning desired by the sender. A message will be considered effective if the communicant (message recipient) understands the meaning or content of the message as expected by the communicator (message sender). Effectiveness sees the existence of mutual understanding (same understanding of meaning) between the message recipient and the message sender regarding the symbols transmitted (Alawiyah et al., 2023).

The definition of the message recipient dimension is the object that is expected to receive the message, which is measured based on the accuracy of who will receive the message. A recipient or user of a message is said to be effective if the recipient of the message matches the intended recipient. And if the recipient of the message matches the recipient intended by the media, then the next step to measure is to see how much the recipient of the message uses the media to meet their needs.

The definition of the message content dimension is the suitability of communication objectives with the facts and actuality of the information received by the audience. In this case, what is meant by message content is the exposure of the information provided by the organization to the audience. The content of the message conveyed by this community is in the form of information about the Damar Kurung art which is packaged with the Damar Kurung festival event which is then explained in the benefits and objectives in the event proposal.

Communication Efficiency

Efficiency is the relationship or comparison between the output factors of goods and services with the scarce inputs in a work unit, or the determination of the method (effort, work) in carrying out something (without wasting time, energy, costs). . Efficiency is a way of doing business in carrying out something well and precisely and minimizing waste in terms of time, energy and costs. Likewise with efficient communication, that all communication activities are carried out appropriately, without wasting time and unnecessary communication channels (Pohan, 2015).

Communication efficiency can be measured by several criteria, one of which is the message source. Effective message sources can help in achieving the desired communication goals. Important factors in the communicator when carrying out communication are source

attractiveness and source credibility. Message sources that were considered ineffective were message sources through decorations and supporting media, as well as message sources through promotional media. Therefore, selecting the right message source can help in increasing communication efficiency. Apart from that, in achieving communication efficiency, it is necessary to study who will be the target of communication, select communication media, and assess the purpose of communication messages (Anatan & Nurrohim, 2019; Nurrohim & Anatan, 2009).

Verbal and non-verbal communication

Verbal and nonverbal communication are two forms of communication that differ in the way messages or information are conveyed. The following is an explanation of verbal and nonverbal communication: 1) Verbal Communication, Verbal communication is a form of communication that uses words in its delivery, both orally and in writing. Examples of verbal communication include speaking, writing letters, chatting, speeches, and so on. Verbal communication can be done directly (face to face) or through media such as cell phones or social media. 2) Nonverbal Communication, Nonverbal communication is a form of communication that does not use words in its delivery, but uses body language such as hand movements, facial expressions, shaking the head, and so on. Examples of nonverbal communication include eye contact, gestures, touch, and looks. Nonverbal communication occurs more often in direct or face to face communication, because in communication using digital media, nonverbal communication is often not possible(Nurhadi & Kurniawan, 2017).

Verbal and nonverbal communication have different functions in the communication process. The following are several functions of verbal and nonverbal communication: 1) Verbal Communication, Naming: Verbal communication can be used to give names to objects, people, or other things. Interaction and Information Transmission Pathways: Verbal communication can be used as a pathway to interact and transmit information. Highlighting Articulation and Intonation: Verbal communication can emphasize articulation and intonation in conveying messages. Socialization Tool: Verbal communication can be used as a tool for socialization and learning. 2) Nonverbal Communication, Reinforcement function: Nonverbal communication can be used to duplicate and support verbal messages. Substitution: Nonverbal communication can be used as a substitute for words in conveying messages. Contradiction: Nonverbal communication can send a message that is opposite to the verbal message. Complement: Nonverbal communication can enrich verbal messages. Accentuation: Nonverbal communication can emphasize verbal messages. In the communication process, these two forms of communication can be used together to achieve effective communication goals. Verbal communication can be used to transmit information directly, while nonverbal communication can be used to add emotional and social dimensions to communication. These two forms of communication complement each other and can be used together to achieve effective communication goals (Pohan, 2015).

Considering the importance of information in organizational life that we can obtain through communication, the most important thing is how we can improve our effectiveness as communicators. Several things can be done to become a better communicator. First, give clear and concise messages and avoid using certain language or group accents when communicating with someone who is not familiar with certain terms or sayings. Second, improve our listening

skills, learn to listen actively. Third, we can minimize excessive problems by using gatekeepers, namely individuals who control the flow of information to other parties. Fourth, by using techniques that can improve our communication, for example through suggestion systems, corporate hot lines, and employee surveys. Fifth, by improving or developing relationships with other parties. We can do this by focusing attention on existing problems. Sixth, the effectiveness of our communication can be developed by using the role of technology, for example video as a communication mediator (Anatan & Nurrohim, 2019).

The Role of Communication in Quality Organizational Leadership

The communication created in implementing leadership depends on the level of leadership which includes upper level, middle level and lower level. At the highest level, the leader's task is to make decisions based on input from various parties, especially subordinates, as material for consideration in decision making. This is when the role of communication is very real. The three types of communication include: first, communication commands to develop policies, describe, and establish plans for making decisions, second, ensuring that communication functions appropriately, third, evaluating the results of communication, assessing its effectiveness, and making some basic changes to subsequent decisions.

Middle level management has a two-way responsibility, on the one hand it must be loyal to the level above it to work and achieve success in making decisions, plans and policies for the management above it, on the other hand it must establish good relationships through communication by creating a climate of trust and openness with management below to obtain information and communicate it to superiors. Meanwhile, lower management conveys tasks, policies, strategies, orders and instructions from superiors. At this level there is more communication in giving instructions and orders (Anatan & Nurrohim, 2019).

Differences between leaders to view the role of leadership in organizations include behavior modification (influencing changes in someone's external attitude without changing their attitudes, beliefs, feelings and opinions) and attitude modification (influencing their thoughts and even their attitudes, feelings and opinions). In other words, a leader has the spirit to influence (influence) which is the result of quality communications and a motivator spirit which requires the ability to understand individual behavior and its constituent components such as perception, attitude and personality. One thing that must be present to achieve success in the motivation provided is trust that is built through quality communication between leaders and subordinates (Ghazaly Ama La Nora, 2014)

How to Build Effective Communication

Communication skills are a determining factor in the success of every individual and organization to survive in today's highly competitive business competition. A person's communication skills in an organization are needed in every situation, for example when preparing a business presentation, conveying ideas or concepts in a meeting, business negotiations, training a team, building a work team, and in every organizational activity. Seeing the importance of communication in organizations, the effectiveness of communication will greatly determine the success of the organization both in the short and long term (Pohan, 2015).

An individual's ability to convey messages or information well, be a good listener, and use various audio-visual media is an important part of implementing effective communication in

an organization. Communication is the most important skill in the life of every human being and organization. Steven Covey likens communication to the breath of life in creatures. He focuses on the concept of interdependence to explain human relationships. An important factor in communication is not just what someone writes or says, but more about a person's character and how a person can convey a message to the recipient of the message (Fajriyah et al., 2019).

The highest form of communication is empathetic communication which means communicating to understand and comprehend the character, intentions and role of the other person who receives the message. In this case, kindness and courtesy, as well as the ability and willingness to fulfill the commitments conveyed, and explaining the expectations expected in a communication relationship are very necessary to avoid expectations that conflict with or are different from the role and purpose of communication. Apart from that, integrity includes things that are more than just honesty which are also needed in building effective and healthy communication relationships. Honesty emphasizes the willingness to tell the truth or adapt our words to reality. Integrity adapts reality to the words of each individual conveying the message.

In determining communication objectives, several things that must be considered are: 1) The communicator determines the response and expected effect of the communication delivered, 2) The communicator must know and understand whether the audience/consumers are in the purchasing stage or not. The purchasing stage starts from awareness, knowledge, likes, preferences, beliefs and purchases, and 3) Communicators must be able to move consumers to the purchasing stage. To design messages, communicators develop effective communication messages, which ideally must go through the AIDDA (Attention, Interest, Desire, Decission, Action) stages. Apart from that, communicators must be able to decide on the content of the message, message format and message structure so that the message conveyed has maximum appeal, both rational, emotional and moral appeal.

Another thing that needs to be considered is how to choose media, whether to use personal or non-personal channels. Personal communication media can be used in the form of conveying messages via telephone, letter or internet, while non-personal communication media include main media (mass media, billboards, posters, online media), environmental atmosphere (companies designed in such a way as to strengthen the power of attractive to consumers). The communicator's ability to choose the source of the message will determine the success of a communication in achieving the desired response and effect. This really depends on the reliability, attractiveness and credibility of the communicator. Message sources are usually people who have high appeal, are known to the public, and have high credibility. For example celebrities, religious figures, researchers, doctors, etc. Source selection is adjusted to the content of the product message conveyed (Bayu, 2022).

The last thing that needs to be done in developing effective communication is to collect feedback which aims to evaluate the success of delivering information to the recipient of the information. Collecting feedback can be done by launching market research or consumer research. Market research and consumer research in general helps marketers to know exactly who their consumers are, so that it can contribute to future marketing strategies.

Social Media as a Political Communication Channel

Social media can be categorized as mass media, because of its nature which is open to all audiences who can successfully access it without restrictions, including geographical

boundaries and even ideological boundaries. Social media has the ability to enter the audience's personal realm. The use of social media also knows no space. Anytime and anywhere, a person can get information about various things and from various parties. Likewise, someone can share information with other parties quickly by using social media, including utilizing social media in political activities or political campaigns (H. F. Siagian, 2015).

A political campaign is a form of political communication carried out to persuade, persuade, form and foster political relationships carried out by a person or political organization at a certain time. The main goal in every political campaign is to captivate the public to follow the messages conveyed by political communicators. In a presidential election campaign, what political communicators want is to invite the public to vote for the desired presidential candidate (H. F. Siagian, 2015).

Political messages conveyed by a candidate via social media can have an influence on audiences. The level of influence on each individual varies from one to another. The influence of these political messages may give rise to positive or negative political attitudes among the public. A positive attitude is following what the political communicator wants. Meanwhile, a negative attitude is ignoring the wishes of the candidates. Not only that, audiences can also give opposing attitudes to what is conveyed by a political communicator (Hoerudin et al., 2020).

Thus, the influence of political messages via social media on the public is determined by the extent to which a candidate or political communicator can package the message delivery process well and effectively. If the process of delivering the message does not match the audience's expectations, then the results may not be in accordance with the goals to be achieved.

CONCLUSION

In the political field, communication effectiveness is very important to achieve the desired goals. Effective communication can help in building good relationships between leaders and the people, as well as help in clarifying the message to be conveyed. One example of the use of effective communication in politics is through social media. Young people can use social media to convey their aspirations and views on political issues. Apart from that, verbal and nonverbal communication can also be used in politics to strengthen the message to be conveyed. In politics, verbal communication can be used to convey messages directly, while nonverbal communication can be used to add emotional and social dimensions to communication. Therefore, the effectiveness of communication is very important in the political field to achieve desired goals and build good relationships between leaders and the people.

REFERENCES

Alawiyah, W. A., Budi Musthofa, S., & Nugraheni, S. A. (2023). Penggunaan Media Sosial Sebagai Media Edukasi Guna Meningkatkan Niat Berhenti Merokok. *Syntax Literate ; Jurnal Ilmiah Indonesia*, *8*(4). https://doi.org/10.36418/syntax-literate.v8i4.11632

Anatan, L., & Nurrohim, H. (2019). Efektivitas Komunikasi Dalam Organisasi. *Jurnal Manajemen, 7*(4).

Bayu, F. (2022). Kajian Tentang Efektivitas Pesan Dalam Komunikasi. *Jurnal Ilmiah Idea*, *1*(2). https://doi.org/10.36085/idea.v1i2.4807

Diana Welty Sangari, D. (2020). Efektivitas Komunikasi Politik Presiden Joko Widodo Di Media Online Melalui Vlog Pada Tahun 2016-2018. *Jurnal Renaissance*, *5*(2). https://doi.org/10.53878/jr.v5i2.124

Fajriyah, N., Ri'aeni, I., & Yusron, A. (2019). Efektivitas Komunikasi Organisasi Dalam Manajemen Program Kerja Pos Yandu. *Jurnal InterAct*, *8*(1).

Fitriyasa. (2014). Efektivitas Komunikasi Politik Erma Suryani Ranik (Anggota Dpd Asal Kalimantan Barat) Dengan Masyarakat Perbatasan Desa Sebunga Kecamatan Sajigan Besar . *Politika*, *5*(2).

Ghazaly Ama La Nora. (2014). *Ilmu Komunikasi Publik*. Andi Offset.

Hoerudin, C. W., Maolani, D. Y., Abdal, A., & ... (2020). Komunikasi pelayanan publik perspektif psikologi komunikasi. *... Pelayanan Publik ...*.

Janna, E., & Arni, A. (2021). Efektivitas Komunikasi Interpersonal: Studi Kasus SMAN 3 Luwu Timur. *Jurnal Komunikasi Dan Organisasi (J-KO)*, *3*(2), 1–6.

Nurhadi, Z. F., & Kurniawan, A. W. (2017). Kajian Tentang Efektivitas Pesan Dalam Komunikasi. *Komunikasi Hasil Pemikiran Dan Penelitian*, *3*(1).

Nurmila, S., Rahmawati, R., & Agustini, A. (2017). Pengaruh Strategi Komunikasi Dan Efektivitas Pesan Program Genre Terhadap Pengetahuan Dan Sikap Remaja Di Kecamatan Caringin. *JURNAL KOMUNIKATIO*, *3*(1). https://doi.org/10.30997/jk.v3i1.876

Nurrohim, H., & Anatan, L. (2009). Efektivitas Komunikasi dalam Organisasi. *Jurnal Manajemen*, *7*(4).

Pohan, A. (2015). Peran Komunikasi Verbal Dan Non Verbal Dalam Hubungan Manusia. *Jurnal Ilmiah Dakwah Dan Komunikasi*, *6*(2).

Salsabila, A. L., Sudaryanto, E., Rizqi, M., & Romadhan, M. I. (2022). Pengaruh Efektivitas Pesan CSR melalui Instagram terhadap Pembentukan Citra lia s. Associates Branding dan Design Agency. *Jurnal PIKMA: Publikasi Media Dan Cinema*, *5*(1).

Siagian, E. (2022). Prosedur Penelitian Suatu Pendekatan Praktek. *Jurnal Basicedu*, *6*(4).

Siagian, H. F. (2015). Pengaruh dan Efektivitas Penggunaan Media Sosial Sebagai Saluran Komunikasi Politik Dalam Membentuk Opini Publik. *Al-Khitabah*, *11*.

SYARIFUDIN, S. (2015). Komunikasi Politik Bermedia Dan Penggunaannya Oleh Masyarakat (Survey pada Masyarakat Palopo Sulawesi Selatan Tentang Kampanye Pilpres 2014). *Jurnal Studi Komunikasi Dan Media*, *19*(1). https://doi.org/10.31445/jskm.2015.190103