

## BUILDING A STRONG COMMUNICATION CULTURE: THE KEY TO ORGANIZATIONAL SUCCESS

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This research aims to explore and analyze the factors that contribute to the formation of a strong communication culture in an organizational context, as well as identifying the keys to success related to this strong communication culture. This research uses a qualitative approach with descriptive methods. The research results show that factors include mobility, economic interdependence, developments in information and communication technology, immigration patterns, and political prosperity. All of these factors have a significant impact on the way individuals and organizations communicate in an increasingly global and multicultural environment. Furthermore, to build a strong communication culture, you can do this by carrying out direct communication to understand non-verbal expressions, being a good listener to understand the perspectives and needs of colleagues, providing honest and constructive feedback to guide and motivate team members, respecting different opinions and managing differences with respect, being friendly and welcoming to create a positive work atmosphere, conveying messages clearly and easily understood and being open and accepting feedback with an open attitude

### 1 INTRODUCTION

Every organization, be it government, private, educational institutions, non-profits, describes the way of life of its members. Therefore, organizations have their own characteristics, such as history, communication patterns, procedural systems, vision, mission and strategies that form a culture (Adhitama, 2016). Culture is a term used to describe the various aspects that shape the way of life and behavior of a human group. This includes norms, values, beliefs, traditions, language, art, food, religion, social systems, and many other factors that form the collective identity of a society or cultural group (Setiawan, 2018). Culture is the result of human interactions within their groups over many years, and it reflects the way individuals within those groups adapt to their environment and overcome their challenges and needs (Liliweri, 2019). Culture can be complex and varied throughout the world, and can influence many aspects of life, including how we think, behave, communicate and interact with each other.

Communication is a complex process that has been explained by many communication experts. For example, communication expert Marshall McLuhan (2012) said, "The medium is the message," which means that the media used in communication has a greater impact than the message itself. In this context, the way information is conveyed can influence the understanding and interpretation of the message. Meanwhile, other communication experts, such as Shannon & Weaver, put forward a mathematical model of communication involving sender, message, channel, recipient, and feedback. This model highlights the importance of clear message delivery and appropriate understanding at both ends of the communication process (Ritchie, 1986). Furthermore, interpersonal communication scholars such as Deborah Tannen have emphasized its important role in communication between individuals, highlighting differences in communication styles and how these differences can influence social relationships. Thus, communication is a very important aspect of human interaction, and understanding this concept can help us become more effective in communicating in various contexts (Kubota, 2019).

Communication and culture are two concepts that are interrelated and deeply influence each other in the development of humans and society. Culture is the result of a long process of human



interaction, and communication is the most important tool in this process (Novianti et al, 2017). Without the ability to communicate through symbolic language, such as speech, writing, or even visual signs, humans would not be able to develop, maintain, or transmit their culture (Rustan & Hakki, 2017).

In a cultural context, communication plays a key role in conveying values, norms, traditions and knowledge that form the collective identity of a society or group (Sihabudin, 2022). Each culture has a special language, symbols, and ways of communicating that reflect their worldview and value system. It also creates guidelines for accepted social behavior in that culture (Hendro, 2020). Conversely, culture also influences the way communication is carried out. Social norms and cultural expectations influence how individuals and groups communicate (Utami, 2015). For example, a culture that emphasizes hierarchy and respect for elders can influence the way one speaks or interacts in a social context. Therefore, communication and culture are two aspects that complement each other and help in forming and maintaining the identity and values held by a human group (Zein, 2019). This is the reason why understanding how communication and culture interact is critical in understanding intercultural differences and in building healthy, productive relationships in an increasingly connected global society.

In its development, culture and communication will have implications for the organization. Various conditions ranging from industrialization, globalization, demographic changes, technological determination and others have their own characteristics and will have implications for organizational communication culture (Yusuf, 2020). For example, in the era of globalization, organizations tend to become more diverse in terms of team members, customers, and business partners. This raises challenges and opportunities in organizational communication culture. Organizations must be able to communicate effectively across different cultures, languages and norms. This encourages organizations to adopt communication strategies that are inclusive and sensitive to cultural differences (Hendrayady et al, 2023).

By understanding how these factors influence communication culture in organizations, this research aims to provide a better view of how organizations can adapt, develop effective communication strategies, and maintain relevant values and ethics in an ever-changing environment. The benefit of this research is that it provides organizations, leaders, and communications professionals with insight into how they can better manage their communications culture, understand cultural differences, and use technological developments to achieve their goals, thereby increasing organizational effectiveness and relevance in a changing world. keeps changing.

## 2 METHOD

This research uses a qualitative approach with descriptive methods with literature study to collect technical information. The analytical method used is descriptive-qualitative, meaning that the data is explained in detail before being analyzed to draw conclusions (Moleong, 2014; Yulianah, 2022). This research is descriptive, so it does not attempt to treat, change, or manipulate the variables it looks at. Instead, he tries to describe how things are today. Observation, conversation, and note-taking are all ways to obtain information. After the data is collected, analysis steps are carried out, namely: 1) Excavate all data that has been collected from various sources, both primary and secondary; 2) Organizing data into problem units based on how the problem is stated; 3) Analyze the parts of the argument used to discuss the problem; and 4) Draw conclusions from the results of the analysis of the problems that have been discussed .

## 3 RESULTS AND DISCUSSION

### Factors that influence Communication Culture

Communication is the center of all attitudes, behavior and skilled actions of humans (communication involves both attitudes and skills). Humans cannot be said to interact socially if they do not communicate by exchanging information, ideas, intentions and emotions expressed in symbols



with other people. Effective communication is expressed through words (Sharifirad et al, 2012). These symbols are expressed through direct systems such as face to face or (written, visual, aural). Through the exchange and sharing of the same symbols in explaining information, ideas and emotions between them, a common name for thoughts, feelings and actions will emerge (Bates, 2014).

As a cultural phenomenon, communication, apart from being an element of culture, is also a means of expressing the cultural values of the speaking community (Frans, 2017). On that basis, understanding the cultural elements of a society – in addition to the various social elements mentioned above – is very important in studying communication (Setiawai & Arista, 2018). The same thing applies to communication in Indonesia. Therefore, studying Indonesian – especially for foreign speakers – also means learning and appreciating the social and cultural behavior and values that apply in Indonesian society (Devianty, 2017). Several factors can be considered to influence organizational culture.

**a) Mobility**

Community mobility, which is currently at its peak, has a significant influence on communication culture. When people travel from one country to another or from one continent to another, they not only take their bodies with them, but also bring with them the experiences, values, language, and ways of communicating from their home culture. This creates opportunities for more intensive cultural exchange and intercultural interaction than ever before. When individuals visit other cultures, they have the opportunity to get to know new areas, interact with different people, and explore economic opportunities. However, this also brings challenges in communication culture. Differences in language, social norms, ways of communicating, and perceptions about communication can be barriers. Therefore, cultural adaptation in communication becomes an important skill in an increasingly global environment. In addition, interpersonal relationships are increasingly becoming intercultural relationships. People have friends, colleagues, and business partners from various cultural backgrounds. This requires a deeper understanding of cultural differences in communication in order to maintain harmonious and effective relationships.

**b) Economic interdependence**

In the current era, economic interdependence between countries has reached an unprecedented level. Many countries depend on trade, investment, and economic cooperation with other countries. In this context, communication culture is a very important factor. The ability to communicate effectively with a variety of different cultures is the key to success in international relations and global business. In business negotiations, multicultural team management, business relationship development, global marketing, and inter-country diplomacy, a deep understanding of communication culture is the foundation that enables productive collaboration and avoids unnecessary conflict. Thus, communication culture has become a crucial factor in shaping today's economic and political world, where intercultural interactions are common and important in everyday life.

**c) Development of information and communication technology**

The rapid development of communications technology has brought about significant changes in the way we interact with different cultures around the world. Imported films, for example, have become a window that opens our eyes to various customs, habits and history of other nations. Through this media, we can dig deeper into the world's cultural diversity without having to physically travel. In addition, communication technologies such as telephones and the internet allow us to connect directly with people all over the world. It facilitates the exchange of ideas, information, and experiences across borders, enriching our understanding of different cultures. However, it is important to remember that communications technology also has a complex impact on culture. While this opens the door to positive cultural integration, such as cross-cultural understanding and international cooperation, it can also lead to challenges such as cultural globalization that sometimes threaten local cultures. Therefore, while communications



technology has made intercultural communication easier, practical, and inevitable, we must also be careful to preserve and respect the richness of diverse cultures around the world in this increasingly connected era.

**d) Immigration Patterns**

Today, we not only interact with fellow city dwellers, but also with people of different nationalities, languages and religious beliefs. This creates a highly intercultural environment where we mingle, work, learn, and live alongside individuals who have diverse backgrounds and life experiences. Our daily experiences are becoming increasingly intercultural in many ways. In the office, we may collaborate with colleagues from different countries who bring different perspectives to our projects. At school, our children study with classmates who may come from different countries and families with different traditions. In social settings, we have the opportunity to experience a variety of cuisines, arts, music, and other cultures through festivals, restaurants, or diverse cultural activities. This experience is not only about accepting differences, but also about understanding and respecting these cultures. It allows us to become more open to other people's perspectives, improves cross-cultural communication skills, and broadens our understanding of the world. While there are challenges that come with this diversity, such as different languages or differences in values and norms, the benefit of these intercultural experiences is an increase in tolerance, wisdom, and more inclusive thinking. Thus, we can view diversity in big cities as an opportunity for growth and contribution to an increasingly connected global society.

**e) Political Welfare**

Political prosperity in the contemporary era is greatly influenced by political and cultural relations with other countries around the world. Political instability emerging in various parts of the world, as seen in Africa, Europe and the Middle East, has the potential to spread and affect global stability. Therefore, intercultural communication and understanding is more important than ever. Diplomacy and dialogue between countries are key in preventing international conflict, and the ability to communicate wisely with countries that have different norms and cultures is a valuable asset in maintaining international peace and cooperation. Additionally, in an increasingly multicultural society, the ability to communicate and understand different cultures is important to create greater harmony, tolerance and social harmony. Apart from that, intercultural communication also brings benefits in terms of exchanging culture and ideas. It allows us to enrich our own culture through the acceptance of different cultural elements and promotes deeper cross-cultural understanding. When we communicate with people from different cultural backgrounds, we also have the opportunity to exchange ideas and values, creating greater intellectual wealth. Thus, in the current era of global political uncertainty, intercultural communication is an invaluable tool in strengthening international relations, building global peace and security, and promoting tolerance and deeper understanding among diverse societies.

**Building a strong communication culture for organizational success**

Building a strong communication culture is a key step to achieving success in an organization. This refers to creating an environment where effective communication is empowered, valued, and integrated into all aspects of an organization's operations. In a strong communication culture, organizational members feel comfortable sharing ideas, feedback, and information. They also understand the importance of listening carefully and maintaining transparency in communications. Additionally, a strong communication culture promotes better collaboration and coordination among teams and departments within an organization. This helps prevent unnecessary conflict, minimizes confusion, and increases productivity. In a strong communication culture, organizational messages, values, and goals are clearly conveyed and understood by all members of the organization.

Here are several ways you can build a strong communication culture for organizational success:



**a) Make Direct Communication**

The rapid development of technology has provided great convenience in communicating with other people through various online media. However, even though this technology makes our work and interactions easier, it is important to remember that face-to-face communication still has very important value. This is because live communication allows us to understand facial expressions, tone of voice, and body language, which are often incomprehensible in online communication. So, when possible, communicating directly can help avoid misunderstandings and ensure important messages are conveyed clearly and effectively.

**b) Ready to Be a Listener**

Building effective communication in an organization involves the ability to be a good listener. This applies not only to leaders, but also to all members of the organization. By actively listening, one can better understand the perspectives, needs, and ideas of coworkers or teammates. This helps create an environment where ideas can be better exchanged, conflicts can be better resolved, and better solutions can be achieved. Thus, being an effective listener is an important step in building a healthy and productive communication culture in an organization.

**c) Provide Feedback**

Providing feedback is an important step after being a good listener, especially for organizational leaders or team leaders. Feedback is a way to provide recognition for the performance that a team member or employee has made, and it is very important in providing direction and guidance. Without feedback, team members or employees may feel unclear about the extent to which they have achieved goals or met expectations. By providing honest and constructive feedback, leaders can help team members understand their strengths and areas for improvement, so they can move toward their goals with more clarity and empowerment. Feedback is also a means of motivating, directing, and improving performance, which will ultimately support the overall success of the organization.

**d) Respect Different Opinions**

Each individual in an organization is a unique entity with different characteristics, experiences and views. Therefore, the key to building effective communication is respecting the opinions and points of view of the other person. Differences of opinion are normal and can provide a valuable diversity of ideas in decision making and innovation. However, what is important is how we manage these differences with full appreciation and mutual respect, so that differences do not lead to detrimental conflicts or disputes. By adopting an open attitude, listening carefully, and respecting differences, organizations can create an environment that supports harmonious collaboration and effective communication.

**e) Be friendly**

A friendly and friendly attitude is the key to creating effective communication in an organizational environment. This is not simply pretending to be friendly, but rather a willingness to interact positively with everyone, including coworkers, superiors, and subordinates. This attitude creates an atmosphere that supports collaboration, mutual understanding, and better teamwork. When we are friendly, we open the door to more open communication, make people feel valued, and build strong relationships within the organization. Thus, a positive and friendly attitude is a valuable asset in creating a healthy and productive communication culture.

**Communicate Clearly**

The ability to convey messages clearly and easily understood is the key to building effective communication. In an organizational context, ambiguous messages or multiple interpretations can cause confusion, misunderstanding, or even conflict. Therefore, it is important to use simple words and concise sentences in communication. Messages conveyed clearly help ensure that the information





to be conveyed can be received and understood by others without ambiguity, so that communication goals can be better achieved.

#### **Create open communication**

An open or "open-minded" attitude is a key element in building effective communication in an organization. By having this attitude, a person can receive all types of feedback, both positive and critical, with a deeper understanding. The presence of an open attitude allows us to not only accept favorable feedback, but also deal with feedback that may not meet our expectations. This helps us to learn and grow, and makes communication within the organization more productive. With an open attitude, we can take appropriate action based on the feedback we receive, helping the organization to grow and change for the better .

#### **4 CONCLUSION**

From the research results above, it can be concluded that Factors that influence communication culture, such as mobility, economic interdependence, developments in information and communications technology, immigration patterns, and political prosperity, have a significant impact on the way individuals and organizations interact in an increasingly global and multicultural world. To achieve success in an organization, building a strong communication culture is a key step. This includes actions such as communicating directly, listening carefully, giving honest feedback, respecting different opinions, being friendly, conveying messages clearly, and being open. By applying these principles, organizations can create an environment that supports productive collaboration, avoids unnecessary conflict, and increases overall success. A strong communication culture allows organizations to adapt to environmental changes and take advantage of the rich diversity within teams and organizational members.

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