

Analysis of Communication Activities Within PT. Indonesia Entertainment Produksi (IEP)

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ABSTRACT

The leader is the most important element in an organization or company. This is due to the fact that behind the company that continues to grow forward with all the achievements it has made and boasts of coordination through effective communication between leaders and employees so that the company's vision and mission can be achieved. Therefore, to realize the company's vision and mission, a leader is required to have expertise in communicating effectively with staff or subordinates. Openness and trust in the vertical and horizontal structure of a company can result in effective communication within a company. This study aims to identify and describe the organizational communication of PT. Indonesia Entaimrn Produksi (IEP) to be precise in the Production Division. The method used in this research is descriptive qualitative. The results showed that vertical communication between subordinates and superiors (upward communication), as well as superiors and subordinates (down ward communication) at PT. Indonesia Entaimen produksi (IEP) is going well. Horizontal communication of PT. Indonesia Entaimen Produksi(IEP) among employees is going well. The positive value of the two communication flows is because not only at the time of program development and formulation, the staff and leaders between units coordinated, at IEP program evaluation was carried out starting from event preparation or during rehearsals, until the program was finished broadcasting coordination continued to occur for the sake of the implementation of the program in accordance with what has been set.

INTRODUCTION

Leaders are the most important element in an organization or company. This is because behind the company that continues to grow forward with all the achievements achieved and boasts there is coordination through effective communication between leaders and employees. So that the company's vision and mission can be achieved. Therefore, to realize the company's vision and mission, a leader must build an effective communication flow to his staff or subordinates. In this case the leader must be able to build a two-way or reciprocal communication process in the process of delivering

information and ideas to members of the organization. So that mutual understanding can be formed and equate experiences among members of the organization, both between superiors and subordinates and among other employees. So that communication in an organization becomes a flow system that connects and generates effectiveness and produces synergies between parts, which in turn can achieve the goals that have been set.

Communication in the organization is seen as very important, this is because in carrying out work, employees cannot be separated from communication with fellow co-workers, with superiors and with subordinates. Good communication can be the right means in improving employee performance. Through communication, employees can ask for directions, provide input and others to their superiors regarding the implementation of work while at the same time adding insight to the knowledge of their superiors. This is in line with what Alvanco (2014: 136) stated that organizational communication as a collection of a group of people who have a common goal, in order to achieve this common goal, the communication factor is a very important factor (Jumrad & Sari, 2019: 106).

Organizations that cannot understand the environment they are in, will experience being left behind and the result will be followers. The meaning is that members of the organization must run and be in a good communication flow. Where this depends on the way the leader builds and creates a flow of communication within an organization. So that it can create a flow of communication that can encourage the progress of an organization. Therefore, organizational members need communication as the main tool in order to work together in carrying out organizational activities. So that every work program that has been set can be carried out and completed smoothly.

Previous research conducted by Collin R Naibaho (2017), with the title The Effect of Direction of Communication on Employee Morale and Job Satisfaction, found that there is an indirect effect of the variable direction of communication on job satisfaction through employee morale, where in this study the direction of communication on superiors, to subordinates and the direction of horizontal communication has a direct effect on employee morale.

PT. Indonesia Entertainment Production (IEP) is a subsidiary of PT. Indonesia Entertainment Group, which has been operating since 2015, where IEP has a focus and goal on managing in-house flagship program production for SCTV and Indosiar national FTA channels. During its work, IEP was able to record achievements by producing programs that achieved high ratings such as D'Academy, Infotainment Awards, SCTV Music Awards, Bintang Pantura and Liga Dangdut. (<http://www.scm.co.id/contents>). Based on its achievements, it will certainly encourage IEP to be able to present and maintain its superior programs. The achievements achieved cannot be separated from the cooperation between the management and employees which is built through communication. Where, employees act as implementers of activities that have been given previous directions in the form of information and messages by the management team, while management is a group of people who carry out Planning, Organizing, leading and Controlling (POAC) activities. Therefore, communication becomes an indispensable tool in an organization. This is because the organization according to Schien in Armi Muhammad, (2007: 23) is a rational coordination of the activities of a number of people to achieve some common goals for the division of work and functions through a hierarchy of authority and responsibility. Therefore, an effective communication flow is needed. Where the flow or direction of communication according to R. Wayne and Don Faules (2006) explains the direction of organizational communication information is divided into three namely communication from leaders to subordinates (downward communication), communication from subordinates to leaders (upward communication), and horizontal communication which is communication that built between fellow employees at the same level. So that with the flow of communication, it can maintain and create programs that are able to score high ratings. For this reason,

the formulation of the research problem is how organizational communication activities in Indonesia Entertainment Production (IEP).

Based on the formulation of the problem and previous research, this study has differences, where this study only uses the variable direction of communication with a qualitative approach, and is carried out at different times and locations, so this study aims to determine organizational communication activities at PT. Indonesian Entertainment Production (IEP)

METHOD

The method used in this study is a descriptive method with a qualitative approach, because this study intends to understand, reveal and explain various descriptions of the phenomena that exist in the field and then summarized into descriptive conclusions based on research data collected by the researcher himself. According to Sugiyono (2010:14), qualitative research is a research method based on the philosophy of postpositivism, used to examine the condition of natural objects, where the researcher is the key instrument, sampling of data sources is carried out purposively and snowball, collection techniques are combined, Data analysis is qualitative in nature and research results emphasize meaning rather than generalization. According to Nazir (1998). Descriptive method is a method in researching a group of people, an object, a set of conditions, a system of thought or a class of events that occur. Qualitative can be interpreted as research that produces descriptive data on spoken and written words and observable behavior of the people studied (Taylor and Bogdan, 1984:5, Hendrarso, 2010:166).

RESULTS AND DISCUSSION

In this discussion, researchers will try to describe and analyze the role of employees towards superiors in organizational communication activities. Communication is a very important part of the world of work. This is because communication that does not go well has a broad impact on the survival of an organization because communication has an important role in supporting employee activities in a company.

Communication has an important role in everyday life, especially in an organization. Because the organization can run if there is active communication in it. When communication within the scope of the organization takes place, the delivery of messages will take place, where the delivery of the message is carried out through several streams called messages. Message flow is carried out from top to bottom, from bottom to top and at the same level, as well as from different units.

The organization in its structured implementation involves a group of people who act as members of the organization to achieve its goals. An organization includes a group of employees with abilities in certain fields and acts as a communicant who acts on the basis of instructions from superiors and a group of people or leaders who have the authority to lead and manage the systems contained in the organization. When carrying out their roles, members of the organization need harmonious communication so that the process of achieving goals can run well.

Based on the results of the study indicate that the role of leadership is very important in an organization. because vertical and horizontal communication both have a very important role for the progress of the organization, with the aim of both providing information and openness to each other so that communication between subordinates and leaders takes place effectively.

Communication that goes well in an organization determines the success or failure of an organization. Therefore, fostering good relationships between fellow employees within the

organization, both fellow employees or between employees and superiors is very necessary. This of course must be presented with good communication intensity. Professional leaders are leaders who can direct all employees to be able to realize the goals of an organization. Furthermore, the success of the leadership can be seen from communication skills. In terms of the method used by the leadership both in writing and orally, it must be easy to understand the content and clarity. The corporate environment is an activity of creating and exchanging messages between leaders and subordinates (downward communication), between employees of the same level (horizontal) and between subordinates to leaders (upward communication). Where the leader as a center of strength and dynamic in an organization, is expected to always communicate with all parties, both through formal and informal relationships. Because of his ability and skills in establishing good communication with all parties related to program activities or organizational activities, it is an achievement and a success of a leader.

Therefore, the achievement of the company's organizational goals can be done by performing the function of downward communication, as well as upward communication and horizontal communication. If between leaders and subordinates as well as among fellow employees are able to create an effective communication process, then it can be the cause of increasing work productivity, as well as achieving organizational goals by providing direct motivation to employees.

Figure 1

Program Review Meeting between Supervisor, Head Unit, and Staff



Figure 3

Meeting between Head Unit and Staffs



Figure 2

Program Coordination Meeting with Head Unit of the Program



Figure 4

Staffs during Briefing and Coordination



Figure 5

On Site Meeting and Evaluation after
Rehearsal and Right Before the Broadcast



Figure 6

Meeting Evaluation After the Broadcast
Ended (Indosiar Anniversary)



Communication from Subordinates to Supervisors (Upward Communication)

Upward communication is communication from subordinates to superiors, this communication generally aims to carry out procedural activities that are already part of the organizational or company structure, the forms include reporting activities, conveying ideas, and delivering information regarding work problems, which can be done manually, directly and indirectly or in writing.

Upward communication that occurs at PT IEP which is carried out between subordinates and superiors is well established. This is shown at the time of the operation of formulating a new program, subordinates or implementing staff in each unit are asked for advice, input, and asked what are the needs and obstacles in the field that are needed in each related unit so that the event can run smoothly.

Communication that takes place between employees and leaders at PT IEP is carried out in order to establish effective communication between employees and their leaders, so it is hoped that the gap will no longer exist, where the leadership role has the authority to control the information conveyed by its employees.

On the findings from the research, it's stated that vertical communication that occurs between subordinates and leaders is going well and effectively, according to applicable procedures. This reflects the existence of an open communication system. Where leaders provide opportunities for subordinates to communicate directly. At PT IEP, subordinates convey several things such as the delivery of information about work or programs that have been carried out as material for joint evaluations, delivery of information related to work problems or tasks that arise in past programs that cannot be resolved by a subordinate, as well as problems as obstacles that may arise in a new program that is being planned. In addition, PT IEP provides an opportunity to submit suggestions, criticisms and constructive ideas for a program.

From these findings, it can be seen that the vertical communication flow at PT. IEP is influenced directly by superiors and subordinates at high levels of authority to lower authorities and in a reciprocal or two-way manner. At PT IEP, vertical communication from subordinates to leadership has given the subordinates the right to convey problems in their respective jobs. In this case, it means that the leadership is ready to carry out upward communication, thus causing subordinates to feel free to convey their problems, suggestions, or criticisms of a program.

Communication from Supervisors to Subordinates (Downward Communication)

Downward communication is communication from superiors to subordinates, generally aims to carry out procedural activities that are already part of the organizational structure or company in a predetermined mechanism in an organization. The forms include work instructions, descriptions of leaders to subordinates about tasks that must be carried out, delivery of rules, norms and motivations related to work problems, which can be done directly and indirectly or in writing.

Downward communication that occurs at PT IEP carried out by superiors to their subordinates is well established. This is shown by the leader face to face directly to his

subordinates in order to delegate and describe the tasks that must be carried out in a program. With the occurrence of face-to-face communication, effective and solution-based communication is created. So that the staff can minimize obstacles and errors that may occur in a program that will be run.

On the findings from the research, it can be seen that vertical communication that occurs between leaders and subordinates is going well according to applicable procedures. Where the leader carries out his duties with responsibilities based on existing rules. As for the vertical communication process carried out by the leader to his subordinates with a direct delivery communication process through a meeting, the direct delivery of communication uses language that is easily understood by his subordinates or communicants. With the aim that it can be understood by the communicant, suppress and remove errors while on duty. Submission of important points regarding the rules at PT. IEP is done both in writing and re-emphasis in direct communication. This is because time discipline greatly determines the quality of subordinates' work to avoid being negligent and lazy which can lead to a series of errors in a program. The vertical communication process at PT. IEP can help in working harmony with the result of changing the attitudes and behavior of subordinates.

From these findings, it can be seen that the vertical communication flow at PT. IEP is influenced directly by the leader with subordinates at high level of authority to lower authority and vice versa. At PT IEP vertical communication between leaders and subordinates of course makes leaders as communicators and subordinates as communicants. Where communication takes place formally and informally, this is reflected in the language of the discussion at the time of the forum delivered in a relaxed, conducive, and efficient language and style. With the aim of making it easier for the communicant to understand the messages conveyed by the communicator.

When viewed from the duties and responsibilities, an organization is formed if it requires the effort of more than one person to complete. The cause of this condition is made possible by a task that is too large or too complex to be handled by one person alone. So that with the function of vertical communication between leaders and subordinates (downward communication) and also the function of communication between subordinates and leaders (upward communication) good communication can be established. With the hope of finding solutions to problems for every organizational problem.

Horizontal Communication

Horizontal or literal communication, namely communication between employees with different levels and positions, messages in this communication can flow in the same section within the organization or flow between sections. This literal, or horizontal communication is usually done in the form of discussion, and coordination. In order to facilitate the exchange of knowledge, experience, and problems and solve others, where individuals from different environments exchange messages in specific contexts through one or more and each provides feedback in the form of feedback.

Horizontal communication at PT. IEP between fellow employees went well. This is because not only at the time of program creation and formulation, the staff and leaders between units coordinated, at IEP program evaluation was carried out starting from the preparation of the event or during dress rehearsals, until the program was finished broadcasting coordination continued to occur for the implementation of the program according to what which have been set.

From the findings in the research, it can be seen that horizontal communication that occurs between employees at the same level goes well and effectively. Where horizontal communication is communication that occurs horizontally or parallel to the same level. It aims to coordinate the implementation or execution of tasks, exchange information in terms of plans and activities, solve problems, gain mutual understanding, discuss issues, conduct negotiations, as well as mediate differences and build interpersonal support. At PT IEP the implementation of horizontal communication is carried out by holding meetings between units to coordinate programs that have been successfully designed in the vertically carried out forum described above, to be further specified and classified again the tasks and cooperation between units.

Based on the findings, it can be seen that the horizontal communication flow at PT. IEP runs directly with face to face between units in a forum meeting that runs effectively. Thus, at PT IEP horizontal communication between employees at the same level acts as an exchange of information and coordination that must be carried out, in order to create an effective and efficient program implementation. In this case, horizontal communication at PT IEP, can create an atmosphere of intimacy between fellow co-workers making it easier to exchange information and coordination as well as duties, authorities and responsibilities for a program.

Conclusions

Based on the analysis that has been conducted, it shows that organizational communication activities at PT. Indonesia Entertainment Production (IEP) is very good, this is because the flow of formal communication is going well. Where vertical communication between superiors and subordinates, as well as subordinates and superiors has gone both ways. In addition, communication between employees as a horizontal communication flow goes well.

Based on the results of the research proposed by the author and based on the results of observations and interviews related to "Analysis of Organizational Communication Activities at PT. Indonesia Entertainment Production (IEP) can be concluded that vertical communication between subordinates and superiors (upward communication), as well as superiors and subordinates (downward communication) runs smoothly. This is because the leadership always involves the head of the unit and representatives of the implementing staff who are assigned alternately to participate in the surgery for formulating new programs face to face. At that time, not only the leaders delegate and describe the tasks that must be done for a program, but subordinates or implementing staff in each unit are asked for their suggestions and input, and asked what are the needs and obstacles in the field that are needed in each related unit, for the event to run smoothly.

In addition to vertical communication, PT IEP also reflects the flow of horizontal communication between fellow employees that goes well. This is because not only at the time of program creation and formulation, the staff and leaders between units coordinated, at IEP program evaluation was carried out starting from the preparation of the event or during dress rehearsals, until the program was finished broadcasting coordination continued for the implementation of the program according to what which have been set.

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