



Pattern Transactional Communication in Mashasiswa Organization in UIN Mahmud Yunus Batusangkar

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Received June 30, 2023

Revised November 30, 2022

Accepted June 25, 2024

ABSTRACT

UIN Mahmud Yunus Batusangkar is one of the colleges located in the Data Land district of Western Sumatra. It is a state university that is very attentive to technical learning to improve the quality of students who are educated there is one of the transactional methods in the student organization that is usually an external place in addition to the classroom where students exchange information to strengthen the competent students.

Keywords: Transactional, Organization, Communication

Journal Homepage <https://ejournal.uinmybatusangkar.ac.id/ojs/index.php/semantik/login>
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How to cite: <https://ejournal.uinmybatusangkar.ac.id/ojs/index.php/semantik/issue/view/371>
Published by: Universitas Islam Negeri Mahmud Yunus Batusangkar Press

INTRODUCTION

UIN Mahmud Yunus Batusangkar is one of the colleges located in the Data Land district of Western Sumatra. It is a state university that is very attentive to technical learning to improve the quality of students who are educated there is one of the transactional methods in the organization of studenthood that is usually an external place besides the classroom where the students to exchange information with each other in strengthening the competent students. For now, inter-management organizations are most often engaged in transactional communication.

Organizations are a perfectly perfect system of those who work together to common goals, through the structure and division of tasks. Evert M. Rogers and Rekha Agarwala Rogers as quoted by Onong Uchayana Effendy see that, an organization as a structure that carries out the process of achieving a set goal in which the interaction between the one part with the other and the human being one with another runs Padu, dynamic and certain. The sustainability of organizational structures that carry out such processes systematically will be able to fulfill the objectives accurately, in the sense that the input processed will produce the expected output by the cost, personnel, and planned time (Yuliyas Sandy, 2015).

Communication is an act of sharing information, ideas, or opinions of any participant involved in the communication function achieving common meaning. Such communication action can be done in a variety of contexts, among others is within the scope of the organization. (organizational communication).

This communication model emphasizes the process of sending and receiving messages that occur continuously in the communication system. In the delivery mechanism and at the time of receiving the message, the communication process takes place collaboratively The sender and the recipient are jointly responsible for the outcome of the continuous communication process, whether effective or not. Because in this model the meaning is constructed based on the reaction of the participants. (Hamzah, 2019).

The transactional model assumes that as we continuously send, and receive messages, we deal with both verbal and non-verbal elements, in other words, the participants in communication (communicators) carry out the process of meaning negotiation. This model also has a field of experience, but there are cuts, so in the process of communication that takes place each shows a process of understanding that is actively embedded so that a new understanding (social change) arises as a result of interaction, integration, and communication between each participant in communication with different backgrounds of experience (Yulianda, 2019).

The problem that we want to observe is the transactional communication model between traders and buyers in the Kendari City market. The location of this research was carried out at the market in Kendari City. Transactional Communication Theory (Eric Berne in Mulyana 2002: 109) is the reference in this research. The number of informants was 20 people. Qualitative descriptive is a method for collecting data. The research results show that complementary transactions at the Kendari City Market occur because of the same attitude, mature attitudes between traders and buyers in interacting, cross transactions at the Kendari City Market occur because traders and buyers misinterpret the meaning of the message,

transactions from both parties conveyed do not occur in agreement. Hidden transactions at the Kendari City Market occur because they assume that buying and selling matters are the main priority that must be done (Sarlan Menungsa & Purwita Sari, 2023).

The research results show that the communication model that occurs is an interactional communication model, where the communication process requires the sender and recipient of the message to both provide feedback. The interactional communication model is also used in new media so that it is in line with remote working activities which rely on communication technology in their activities. The type of communication in this activity is Computer Mediated Communication (CMC), where interaction occurs via a computer or internet as a medium for writing, sending, receiving and reading messages, either directly or indirectly. Communication process for work activities at PT. Riliv Psychology Indonesia uses three applications, namely Telegram, Google Meet, and Notion (Yulia & Sidharta, 2023).

Communication is a dynamic process and involves many elements and factors. A communication is said to be effective if the message conveyed is received by the recipient of the message and obtains the same meaning. In group communication, building effective relationships is not all about personal communication because the more members there are in group communication, the more distortion it will cause. The transactional communication model is a communication model that occurs continuously and exists continuously both in sending and receiving messages, this study uses library research method sourced from books or other reading materials (Efendi et al., 2023)

MSMEs tend to be closer to the community so the number is increasing every year. The Covid-19 pandemic caused some changes that forced people to stay at home. This led to a surge in interest and trends towards houseplants. Running an MSME group is inseparable from the leadership role. There are various leadership styles, one of which is transactional leadership. This research aims to analyze the relationship of transactional leadership with business progress. The research method is conducted by quantitative approach through census methods and supported by qualitative data from in-depth interviews. The results of Spearman Rank correlation testing state that transactional leadership is significantly correlated with the progress of ornamental plant efforts. Trends and public interests also have an influence on business progress during the pandemic. In addition, the ethnicity of traders has a role in strengthening the leadership and position of ornamental traders in the bogor city ornamental plant market (Ayu et al., 2022)

RESEARCH METHODOLOGY

A literature review is a comprehensive summary of previous research on a topic. It surveys scholarly articles, books, and other sources relevant to a particular area of research, providing a description, summary, and critical evaluation of each work. The purpose of a literature review is to offer an overview of significant literature published on a topic, identify trends, gaps, and inconsistencies in the research, and provide a foundation for further study.

RESULT AND DISCUSSION

As a social being, every person who lives in a social group, in carrying out its daily activities from waking up in the morning to falling asleep in the evening, is constantly engaged in communication activities. Which is done as a consequence of his social relationships through interaction with the people around him.

Communication is easy to do, given that we've been used to it since we were kids. But in a certain context, especially if the communication we want to do is aimed at getting the effect of communicating, then we'll think twice to say that communicating is easy. If we don't, we're going to have tremendous difficulties in communicating, especially if the effect is what we

want, and in a lot of communication. Under these circumstances, there are certain conditions that we must fulfil as a communicator so that the message we are going to convey is heard by the communication and produces a certain effect. Completion of those conditions by itself will make communication that.

Communication is the process of passing a message from one person to another to inform or change attitudes, opinions, or behavior, either directly or indirectly through the media. (Effendy, 2008). The communication process itself is closely related in everyday life or in social life, without communication one cannot understand others, or one cannot exchange information or obtain information from others. Communication is a consequence of a social relationship, in which a society consists of at least two people who are connected to each other so that the relationship produces a social interaction caused by the communication process itself.

Miss communication is the misunderstanding between the two parties in receiving the communication process, so between the message delivered and the message received different meanings in his mind. If this continues, it will have a very bad impact on the survival of the organization. Not an impossible consequence of miss communication is the emergence of conflict-conflict within the organization.

Communication is a process in which information, ideas, or feelings are exchanged between individuals or groups. This process can take place in a variety of ways such as speaking, writing, non-verbal signals, or digital technology.

Effective communication involves a clear sender and a recipient who can understand the message sent. There are several important elements in communication, including:

1. Sender: The person who sends the message.
2. Messag: Information, ideas, or feelings to be conveyed.
3. Channel: A medium or method used to send a message, such as voice, text, email, or body movement.
4. Receiver: the person who receives and interprets a message.
5. Feedback: Reply from the recipient indicating whether the message has been properly understood.

Communication can be divided into several types, such as:

- 1) Verbal: Communication through words, whether orally or in writing.
- 2) Non-verbal: communication through body movements, facial expressions, body language, and other signals.
- 3) Visual: communication via images, graphics, or other visual.
- 4) Digital: communications that occur through digital devices, such as email, social media, and instant messaging.

Good communication skills are essential in many aspects of life, including personal relationships, education, and work environments.

Sociologically, conflict can be understood as a social process between two or more people (maybe groups) in which one party tries to eliminate the other party by destroying it or rendering it helpless. The things that cause conflict are usually: 1. Conflict 2. Difference of purpose 3. Differences of perception 4.

It's composed of components that connect hundreds of thousands of people for the purpose of educating the state of society. A pattern is a model that can be used to produce something or a part of something, specifically that it produces enough things to polarise what can be shown or seen. Polar communication is a process designed to represent the truth of the connections of the elements that are occupied with the intersection, which facilitates systematic and logical thinking. There are several types of communication poles: primary communication

poles, secondary communications poles, linear communication poles, and circular communication poles.

Communication patterns, it can be concluded that the communication pattern is a kind of communication formed by some elements that are interrelated with each other and aimed at providing a picture of the communications processes that are occurring.

1. Communication is in the fourth model, between mankind is:
Linear Communication. Communication processes are invisible. In the context of communication, the process of communication is a process of transmission of messages by the communicator to the terminal point of communication.
2. Circular communication. In the context of communications, this is when feedback occurs, it occurs when a communicator communicates because it is sometimes referred to as a feedback flow in communications it is a receiving communication in relation to the communicator.
3. Communication is the first communication process through which the communicator communicates using the symbols of the media or channels. There are two forms of communication, the most commonly used verb, because it is thought to be capable of expressing the mind of the communicator. Non-verbal symbols are signals using the eyes, the head, the lips, the tongue, and so on.

Secondary communication patterns are the process of passing the communicator to communicate using the tools that are available to the communicators at first. The use of the media is based on consideration of the distance or the need for a lot of information. Communication is the form of communication between people or in the process of receiving messages as a component, and it involves the use of measures to function, with the components being the most important part of human or group and organization communication.

The consequences of the conflict itself vary. Some (traditional) opinions state that conflict is merely an abnormal symptom that has negative consequences so it needs to be eliminated. It can be understood that the consequences are dysfunctional, but in fact conflict can also result in a good impact in this case can be interpreted as a functional impact. Conflict is the result of the emergence of organizational systems. Then if so, what can be done to resolve the conflict within the organization. There are several ways to deal with conflict.

Organizational communication is organizational behavior that occurs and how they engage in the process, transact and give meaning to what is happening. The most important nature of organizational communication is the creation of messages, interpretation, and handling of the activities of members of the organization, how the process of communication of an organization is intertwined depends on the person or its members express or interpret about what is within the organization. This is because not all members can understand or interpret the message in the same way as intended, unless there is a different perception among all members. This organization's communication is a space for every employee working within the organization to carry out internal communication processes with fellow employees, superiors or their subordinates.

Because of that the importance of single communication is transactional communication transactional communication is very important because it is found on the page the transaction communication conditions have a very positive impact on the planning of every activity that exists in the student organization at UIN Mahmud Yunus Batusangkar, Every exchange of information respective managers know what any obstacles are experienced each organization that exist so that there may be a new idea that later can form a more synergistic

organization in uniting vision and vision in creating an innovative that has a big impact for the development of student organization.

Transactional Communication is a long-standing use in organizational activities by activists of both core managers and resigned managers of organizations as any activity must be conducted at a meeting both before and after this activity is one form of a transactional communication practice of exchange of excellent information. The organization becomes a movement and change for students even because of the good transactional communication of the students.

The transactional model combines the strengths of the previous model and overcomes its weaknesses. The event model detects that there is noise in it every inter-human communication. Besides, this model has a time pattern that reminds us how people communicate in different ways sometimes and also notes that this is not the case with this transactional model how the previous model describes each area of personal experience and experience in various fields between the media as it changes over time. How we treat people with new and new experiences that develop us personally changes the way we interact with others (Hamzah, 2019).

Transactional communication is a communication model that emphasizes the interactive processes between the sender and the recipient of a message. This model describes communication as a dynamic process, in which both parties simultaneously act as senders and recipients of the message.

- 1) **Interactive Dynamics** In this model, communication is not only one-way but interactive. The sender and recipient can respond to each other in real-time.
- 2) **Contextual Environment:** Communication is influenced by a variety of contexts such as social, cultural, and situations. These factors affect the way messages are sent and received.
- 3) **Feedback:** Feedback is an important component of transactional communication. Through feedback, both parties can understand whether the message is received and understood correctly.
- 4) **Simultaneity:** Senders and recipients can send and receive messages simultaneously. There is no constant order in sending and receiving messages.
- 5) **Perception and Interpretation:** Both parties in the communication process interpret the message based on their perception. This means that each individual may understand the message differently.

This transactional communication model is more realistic in describing human communication because it takes into account the complexity and interactivity that occurs in the daily communication process.

If referring to Gabriel Tarde's thought, or theory, society's life consists of the interaction of individuals (participants in communication) resulting in the transmission of desire, understanding, and practical knowledge in turn. Here the desire, and the process of imitation, or seduction appear quite dominant. According to Tarde, there are two kinds of drivers of social change. The first is the complexity of ideas, beliefs, and fantasies which, according to their abilities, each form directions. Second, the complexities of needs, desires, and desires and directions represent dynamic energies. The primary factor is driven by personal ideals, and the social value system, whereas the secondary factor drives physical-psyche energy.

Communication for performance improvement can be identified using two models. First, coordinated communication, i.e. the communication process that connects the office subsystem. Second, interactive communication is a process of continuous exchange of information, opinions, and attitudes that serves as the basis for adjustment between the office subsystem and between the office and partner (Yulianda, 2019).

Leadership style is the habit of influence chosen by the leader's Mind, feelings, attitudes, and subordinate behavior (Nawawi, 2003). Transactional leadership is a management model that uses the form of relationships of exchange of financial value, positions, or tasks of biological or psychological needs. The transactional Leadership style becomes a motivating leadership style by calling under it self-interest (Thomas, 2003). The style of transaction management supports and encourages employee motivation (Hamzah, 2019)

If the message is not received as intended by the sender, then the communication continues until both parties find out what it means. The characteristics of the transaction communication model are as follows:

- 1) Used in interpersonal communication.
- 2) Senders and recipients of messages can exchange roles.
- 3) Consider the roles of context and environment.
- 4) Factors in interruptions and barriers to communication.
- 5) Discuss non-verbal communication.
- 6) Feedback is given simultaneously and in place.
- 7) The sender and receiver of messages share experiences.

CONCLUSION

Evert M. Rogers and Rekha Agarwala Rogers, as quoted by Onong Uchayana Effendy, view organizations as structures that facilitate the process of achieving a set goal in which the interaction between one part with another and the human being with the other runs harmoniously, dynamically, and definitely.

Because of that the importance of single communication is transactional communication is very important because it is found on the page the transaction communication conditions have a very positive impact on the planning of every activity that exists in the student organization at UIN Mahmud Yunus Batusangkar, Every exchange of information respective managers know what any obstacles are experienced each organization that exist so that there may be a new idea that later can form a more synergistic organization in uniting vision and vision in creating an innovative that has a big impact for the development of student organization.

Communication is a form of exchange of messages between employees with superiors or employees with each other within an organization or company. Without communication, the job given will suffer barriers that will scan employee satisfaction because of the feeling that there is something in the way of the job, so the work time becomes slower.

The importance of communication in an organization is an absolute thing. Communication is an important factor in an organization because it consists of a group of people who work together to a common goal. Every member of the organization has a role, and in order to function that role, communication is needed as the media achieves a common goal. Communication is the flow of information between people or groups with others. This article highlights the importance of creating good communication within the organization. Communication functions within the organization are an atmosphere for combining organized tasks. In more detail, the communication process within this message, the sender passes the message to the recipient through several stages, among others, (1) the sender has an idea, (2) the encoding of ideas, (3) the delivery of messages through the communication media, (4) the receipt of messages, (5) the interpretation of the message, and (6) feedback. Written

communication (written communication) is a form of transmission of messages through various forms of letters, memos, reports saying organizations, announcements in newsletters, and other tools used to send them through words or written symbols.

Communication activities involve two parties, the sender and the recipient of messages. To communicate effectively, both parties must have skills. He who sends a message strives to make it clear and understandable to the recipient. In doing so, he who sent a message tries to use the language and to choose the appropriate medium. Instead, the receiver tries for the message to be clearly understood so that there is feedback from the message.

Communication is very important in an organization, as it involves delivering messages between individuals and groups about work within an organization. Errors in delivering messages may result in errors in carrying out tasks so that the organization's objectives are not achieved. It is therefore vital that the quality of communication is improved so that errors in the work can be reduced to as little as possible. In addition, it is worth noting that the number of messages delivered continues to swell which can result in an excessive information load. Thus, it is necessary to determine the type of information that leaders can communicate with ease to make relative decisions. Communication can flow vertically and horizontally.

Communication functions within the organization are an atmosphere for mixing organized officers. Specifically, the communication process within the receipt of the message, the sender delivers the message to the recipient through several other stages, (1) the receiver has an idea, (2) the encoding of ideas, (3) the delivery of messages through the communication media, (4) the receiving of messages, (5) the interpretation of the messages, and (6) feedback. Written communications are errors in the transmission of messages through various letters, memos, organizational reports, newsletter orders, and other tools used to send them through written words or symbols. Interpersonal communication is communication between individuals in a particular society using easy-to-understand language to a specific goal.

Communication serves as a tool for achieving personal and professional goals, both short-term and long-term. A short-term goal, for example, is to gain praise, cultivate a good impression, gain sympathy, empathy, material, economic and political gain, which can be achieved, among other things, through impression management, i.e. verbal and non-verbal tactics, such as speaking politely, making promises, and so on that is basically to show others who you are as you wish. Meanwhile, long-term goals can be achieved through communication skills, such as speech, negotiation, foreign language or writing skills. The two goals (short-term and long-term) are of course interrelated in the sense that the management of the impact can be used cumulatively to the long term goals of career success, for example, to acquire positions, power, social honor, and wealth.

The results of the study explain that organizing is a process of dividing work into small tasks, assigning those tasks to people according to their abilities, and allocating resources, and coordinating them in order to effectively

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