



THE ROLE OF ORGANIZATIONAL COMMUNICATION IN IMPROVING WORK TEAM EFFECTIVENESS

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Abstract. Organizational communication is essential to ensure that teams work well in the workplace. In this article, organizational communication is discussed as a tool to ensure effective coordination, information sharing, and team conflict resolution. Organizations can increase productivity, build strong interpersonal relationships, and create a harmonious work environment by using various communication methods, including vertical, horizontal, and diagonal methods. In addition, this article identifies components that influence communication effectiveness, such as interpersonal skills, technology, work culture, and organizational structure. To improve the quality of team communication, methods such as communication training, use of appropriate media, and structured feedback are suggested. Work teams can communicate better, achieve common goals, and handle problems better.

Keywords: Organizational Communication, Work Team Effectiveness, Work Culture, Interpersonal Skills, Communication Strategies

Abstrack. Komunikasi organisasi sangat penting untuk memastikan bahwa tim bekerja dengan baik di tempat kerja. Dalam artikel ini, komunikasi organisasi dibahas sebagai alat untuk memastikan koordinasi yang efektif, berbagi informasi, dan penyelesaian konflik tim. Organisasi dapat meningkatkan produktivitas, membangun hubungan interpersonal yang kuat, dan menciptakan lingkungan kerja yang harmonis dengan menggunakan berbagai metode komunikasi, termasuk metode vertikal, horizontal, dan diagonal. Selain itu, artikel ini mengidentifikasi komponen yang memengaruhi efektivitas komunikasi, seperti keterampilan interpersonal, teknologi, budaya kerja, dan struktur organisasi. Untuk meningkatkan kualitas komunikasi tim, metode seperti pelatihan komunikasi, penggunaan media yang tepat, dan umpan balik terstruktur disarankan. Tim kerja dapat berkomunikasi lebih baik, mencapai tujuan bersama, dan menangani masalah dengan lebih baik.

Kata kunci: Komunikasi Organisasi, Efektivitas Tim Kerja, Budaya Kerja, Keterampilan Interpersonal, Strategi Komunikasi

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INTRODUCTION

Organizational communication is a fundamental aspect in carrying out the activities of an organization, both on a small and large scale. As a process of sending and receiving information, ideas, and messages between members of the organization, communication is the main means to achieve the vision and mission that have been set. The effectiveness of organizational communication depends not only on how the message is delivered, but also on the understanding, interpretation, and follow-up of the message (Manurung A.S, 2024). Good

communication is essential in teamwork to maintain good coordination, clarify tasks and responsibilities, and build trust between members. Various forms of interaction include organizational communication, including formal communication, such as meetings and reports, and informal communication, such as discussions with colleagues. In addition, increasingly sophisticated communication technology allows for more effective remote collaboration; however, if not used effectively, this can present its own challenges (Manurung A.S, 2024).

The effectiveness of organizational communication is influenced by various factors, such as organizational structure, work culture, technology used, and individual interpersonal skills. Flexible structures and work cultures that support openness tend to encourage better communication compared to hierarchical and rigid structures. Modern technology, such as online collaboration applications, also facilitates the communication process, although its use needs to be adjusted to the needs of the organization (Manurung A.S, 2024).

By understanding the importance of organizational communication, this article aims to explore how communication can improve teamwork effectiveness. The focus of the discussion includes factors that influence communication in work teams, strategies to improve communication effectiveness, and the role of communication in achieving organizational goals. This research is expected to provide useful insights for organizations in optimizing communication processes to support better productivity and collaboration. In this article, Manurung emphasizes that organizational communication depends not only on messages, but also on the understanding, interpretation, and follow-up of those messages.

METHOD

This study uses a qualitative approach to explore the experiences, views, and interactions that occur in organizational communication, especially in the context of teamwork. This approach allows for an in-depth exploration of the factors that influence communication effectiveness and the strategies used by organizations. Case studies provide an in-depth picture of communication practices in a particular organization. Case studies are chosen because they allow researchers to understand the specific context and dynamics of communication that occur in the organization. This study adheres to ethical research principles, such as maintaining the confidentiality of respondent data, requesting written consent (informed consent), and giving respondents the freedom to participate or stop their participation at any time.

Subjects or Research Informants, Consists of managers, employees, team members, or organizational leaders. Data Collection Techniques Techniques in qualitative research include, In-depth interviews with informants to explore their experiences and views on organizational

communication. Participant observation to see firsthand how communication takes place in the organization. Documentation from organizational reports, emails, or other formal communications that can be explained. Data Analysis Techniques Some methods often used in qualitative research are, Thematic analysis (Sugiuono, 2019) to identify patterns in the data. Data triangulation to ensure validity by comparing information from various sources.

RESULTS AND DISCUSSION

Communication in Organization

Organizational communication is the process of sending and receiving information, ideas, and messages among members of an organization to achieve its goals. In this case, communication serves as a bridge connecting individuals in the hierarchical structure of the organization, allowing them to share information and coordinate effectively (Kartini, 2024). This process also includes not only sending and receiving messages, but also includes interpreting and acting on the content of the messages sent. The main purpose of organizational communication is to ensure that all members understand the vision, mission, and goals of the organization and can work together effectively to achieve them. Organizational communication also involves interactions between individuals or groups who have specific roles and responsibilities in the organization (Kartini, 2024).

In an organizational context, communication is not just about delivering messages, but also includes how those messages are understood and used to support collaboration and decision-making. Thus, effective communication is an important foundation for ensuring that every member of the organization understands their role, responsibilities, and how their contribution supports the overall vision and mission of the organization. Organizational communication can occur through various channels, including oral, written, electronic, and visual communication. It also takes various forms, ranging from formal meetings, written reports, emails, to informal chats between colleagues. These types of communication are usually classified as vertical (superior to subordinate or vice versa), horizontal (between colleagues or equal teams), and diagonal (across functions or departments) (Zamzami,2021).

Communication plays a vital role in the success of an organization, especially in ensuring effective coordination and achieving common goals. Through effective communication, participants can exchange information, discuss ideas, and solve problems collectively. Each participant in a team has a very relevant role and responsibility, so communication serves as a tool to clarify tasks and ensure that all parties understand the common goal (Zamzami,2021). In addition, communication helps resolve conflicts by creating a constructive discussion space

where each participant can express their own opinions. In addition, a communicative work environment can foster creativity because it encourages employees to generate more innovative ideas. Effective communication not only increases productivity but also builds trust and strengthens interpersonal relationships among participants. Organizational communication can occur through various channels, such as oral, written, electronic, and visual communication. In addition, it takes various forms, including formal meetings, written reports, emails, and informal discourse between colleagues (Azwar, 2024). Vertical communication (from superior to subordinate or vice versa), horizontal communication (between colleagues or teams at the same level), and diagonal communication (between functions or departments). Factors such as organizational structure, work culture, technology used, and interpersonal skills of workers affect how well communication occurs within an organization. Good communication can create a harmonious work environment, increase work efficiency, and strengthen relationships between teams. Conversely, poor communication can lead to disagreements, conflicts, and barriers to achieving organizational goals (Azwar, 2024).

Factors Affecting Communication in a Work Team

Communication in a work team is influenced by various factors that can affect the effectiveness of information flow and interaction between members. One of the main factors is organizational structure. A clear and flexible structure tends to support more open communication compared to a rigid hierarchical structure. In addition, organizational culture also plays an important role (Zaky, 2023). A culture that supports openness and collaboration will encourage team members to communicate more actively, while an authoritarian culture can hinder initiative in expressing opinions. Communication technology is another significant factor, especially in the digital era. Modern communication tools, such as collaboration applications and video conferencing, make communication easier, especially for teams working remotely, but if not used properly, the technology can be a barrier.

The effectiveness of collaboration is influenced by various factors that affect communication in a work team. One key component that allows team members to exchange information in an organized and clear manner is effective communication. When team members communicate effectively, they can reduce misunderstandings and increase productivity, making it easier to achieve common goals. In addition, successful communication is the result of strong leadership; leaders who are able to inspire and manage their teams will create an atmosphere that encourages open and productive dialogue (Zaky, 2023).

Other influencing factors are team members' interpersonal competencies, such as the ability to listen, speak clearly, and empathize. Team members who have good interpersonal skills can help prevent miscommunication and strengthen relationships within the team. In addition, psychological aspects such as self-confidence, motivation, and trust between members also have a big influence. The physical and situational environment, such as the layout of the workspace that supports interaction, noise, or the availability of communication facilities, can also affect the smoothness of the communication process. By understanding these factors, work teams can identify barriers and optimize how to communicate to achieve common goals.

Trust between team members is another very important factor. When team members trust each other, they tend to be more open in sharing ideas and feedback, which strengthens working relationships and collaboration. In addition, clear tasks also play a role in improving communication; when each member understands their role and responsibilities, the flow of information becomes more directed and focused. Other factors such as organizational support, individual abilities, and organizational culture can also influence how communication occurs within a team. Support from management can create an atmosphere conducive to communication, while the ability of individuals to communicate effectively will affect the quality of interactions between team members (Cyrius, 2023).

Strategies to Improve the Effectiveness of Organizational Communication

Strategies to improve the effectiveness of organizational communication are very important in creating a productive and harmonious work environment. One of the main steps is to build good relationships between members of the organization. Positive relationships will facilitate the communication process, so that messages can be conveyed more clearly and understood well (Sahputra, 2020). In addition, the use of clear and simple language is also crucial; the message conveyed must be easy to understand so as not to cause confusion among members. Furthermore, mutual respect and appreciation of differences of opinion are important aspects of effective communication. By appreciating the views of others, members of the organization can collaborate better and reduce the potential for conflict. In addition, being a good listener is essential. Listening carefully helps individuals understand the perspectives of others and creates more constructive dialogue (Sahputra, 2020).

Effective communication in an organization is key to ensuring that information is delivered properly and supports the achievement of common goals. To improve communication effectiveness, a comprehensive strategy is needed that is in accordance with the needs of the

organization. One of the main strategies is to use the right communication media. Organizations must choose media that is appropriate to the type of information to be delivered, whether via email, face-to-face meetings, or online collaboration applications. In addition, it is important to provide communication skills training to employees. This training includes the ability to speak, listen actively, and write professionally, which can help reduce the risk of miscommunication (Hassa Nurrohim, 2009).

Implementing a feedback system is also an important element. Structured feedback allows employees to provide feedback or input regarding policies, tasks, or work relationships, thus creating effective two-way communication. On the other hand, organizations need to establish clear communication channels. This includes determining who is responsible for conveying certain information and how the information should be disseminated. In addition, leadership that supports open communication is crucial. Leaders must act as facilitators who encourage team members to speak up and share ideas without fear. Leaders also need to provide clear direction and vision so that employees understand the goals they want to achieve. By implementing these strategies, organizations can create effective and harmonious communication, which ultimately improves productivity and overall performance.

The Role of Organizational Communication in Improving Team Work Effectiveness

Communication in an organization is essential to improving team work performance. Good communication is an essential part of interaction as it allows team members to exchange information smoothly, which results in more synergistic and efficient teamwork. Communication in a team is not just about conveying information; it also includes decision-making, coordination, task allocation, and conflict resolution. Therefore, effective communication is essential to achieving team and organizational goals as a whole (Asir, 2022). Organizational communication is essential to improving team work performance as it allows for clear and open communication among team members. When communication is good, team members can share ideas, provide feedback, and work together to solve problems collaboratively, which in turn increases mutual understanding and trust. In addition, effective communication helps in setting clear goals and understanding about the role of each member, so that each member can contribute optimally to achieving team goals. Effective communication also allows the team to respond to changes and problems more quickly and efficiently, because information can be delivered in a timely manner (Asir, 2022).

One of the key roles of communication in enhancing team effectiveness is the alignment of vision and goals. Clear and open communication allows all team members to understand exactly what is being achieved, why it is important, and how they will play a role in achieving it. When team members understand a shared direction and goals, they are better able to work towards a common vision, minimizing the possibility of misunderstandings or disagreements about the direction to be achieved (Asir, 2022). Effective communication thus becomes the foundation for creating a deep shared understanding between team members. In addition, good communication helps team members work together and collaborate better. All team members have different skills, experiences, and perspectives, which, if managed well, can be a strength for the team. Open communication allows team members to share ideas, knowledge, and ways of solving problems. This increases the team's creativity and ability to face challenges. Effective collaboration through clear and structured communication allows team members to optimize work processes, achieve better results, and maximize their potential (Agis Nur Fazhan, 2023). Effective communication is also essential for resolving team conflicts. It is not uncommon for there to be differences of opinion or even tension between team members. If not managed well, such conflicts can disrupt team performance. One important way to resolve conflict is to communicate openly and constructively. Conflict can be resolved without damaging team relationships by giving team members the opportunity to express their opinions honestly but still respectfully. A good team leader can also help resolve differences, keep the team united, and ensure that any issues are resolved in a productive manner (Agis Nur Fazhan, 2023).

Effective communication helps build good interpersonal relationships between team members. The relationships between members of a team are greatly influenced by its success; these relationships can be strengthened through free communication and mutual appreciation. When team members feel heard and appreciated, they are more motivated to do their best work. Good communication builds trust in team members, which increases cooperation and commitment to common goals. It also helps create a positive work environment, which is essential for the physical and mental well-being of each team member (Manurung A.S, 2024). Communication in a work team includes the relationship between team members and the role of the leader. The team leader is very responsible for establishing effective communication. Leaders who are able to convey the goals, vision, and mission of the organization clearly and are able to provide clear and structured directions will find it easier to direct their team towards better achievements (Roy Setiawan, 2011). In addition, leaders who are open to feedback from their team members and can provide clear and structured directions will find it easier to direct

the team and increase their productivity. To increase the sense of belonging and increase the confidence of team members, it is important for there to be two-way communication between the leader and team members (Roy Setiawan, 2011).

With effective communication, work teams will find it easier to identify and solve problems, make better decisions, and achieve common goals. The use of communication technology also makes this process easier, especially for teams working remotely. Collaboration applications, digital platforms, and online meetings allow team members to stay connected and work together even though they are in different locations. However, it is important to choose the right communication media so that the message delivered does not lose its essence or become distorted.

CONCLUSION

Organizational communication is essential to improving teamwork productivity, which in turn helps organizations achieve their goals. Team members can collaborate productively, resolve conflicts, and share information through effective communication. The success of team communication is greatly influenced by technology, work culture, organizational structure, and interpersonal skills.

Good communication skills, appropriate use of media, and structured feedback systems have been shown to improve interpersonal relationships, increase understanding, and define the roles and responsibilities of each team member. In addition, an open communication environment allows team members to adapt to changes and problems. By optimizing organizational communication, work teams can work more synergistically, increase productivity, and create a conducive work atmosphere. These results confirm that good organizational communication is not only a tool, but also a major foundation in successful collaboration and achieving common goals.

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