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# **KONSEP DASAR**

## **KOMUNIKASI ORGANISASI PENDIDIKAN**

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# What is Communication ?

**communis = common = sama**



**communicate**

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# what do you think

perhaps it is true, as some one has suggested, that the heart of all the world's problems - at least men with each others is man's inability to communicate as well as he think he is communicating

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## Wexley & Yukl

Communication can be defined as the transmission of information between two or more persons.

## Mc. Farland

Communication may be defined as the process of meaningful interaction among human being.

## Elliot Jaques

Communication is the sumtotal of directly and indirectly consciously and uncounsciously transmitted feeling, attitudes, and wishes.

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# Gibson, dkk

Communication is the transmission of information and understanding through the use of common symbols.

# Robbins

Communication is the transference and understanding of meaning



Suatu Proses penyampaian pesan dari satu pihak ke pihak lain untuk mendapatkan saling pengertian

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# The importance of communication

- Communication is the glue that holds organizations together
- Communication assists organizational members to accomplish both individual and organizational goals, implement and respond to organizational change, coordinate organizational activities, and engage in virtually all organizationally relevant behavior
- All aspects of manager's jobs involve communication
- Communication is inherent to the functioning of an organization
- Communication is unavoidable in organization's functioning; only *effective communication is avoidable*

***EVERY MANAGERS MUST BE A COMMUNICATOR***

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# PENTINGNYA KOMUNIKASI BAGI PARA MANAJER

1. Komunikasi adalah proses melalui mana fungsi-fungsi manajemen perencanaan, pengorganisasian, pengarahan dan pengawasan dapat dicapai
2. Komunikasi merupakan kegiatan bagi para manajer untuk mencurahkan sebagian besar proporsi waktu mereka

No	Kegiatan	Persentase
1.	Rapat (pertemuan yang dijadwalkan)	59%
2.	Pertemuan yang tdk dijadwalkan	10%
3.	Telepon	6%
4.	Inspeksi ( <i>walk around tour</i> )	3%
5.	Kegiatan di belakang meja	22%

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# Peran Dasar Komunikasi dalam Organisasi

- Untuk mengarahkan perilaku/tindakan
  - Untuk mencapai tindakan yang terkoordinasi
  - Sarana untuk menyebarkan informasi
  - Interpersonal communication
    - Membangun pertemanan (*friendship*)
    - Membangun kepercayaan (*trust*) dan penerimaan (*acceptance*)
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# Organisasi Pendidikan

Suatu kesatuan sosial dari sekelompok manusia yang saling berinteraksi menurut pola tertentu, dimana setiap anggota organisasi memiliki fungsi dan tugas, yang sebagai suatu kesatuan mempunyai tujuan tertentu dan mempunyai batas-batas yang jelas, sehingga dapat dipisahkan secara tegas dari lingkungannya



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# Read this case please:

**In September 1997, a Garuda Airlines jetliner crashed into a jungle, just 20 miles south of the Medan Airport on the island of Sumatera. All 234 aboard were killed. The cause of this disaster was the pilot and the air traffic controller confusing the words “left” and “right” as the plane approached the airport under poor visibility conditions.**





# Tujuan Komunikasi



**Tujuan Organisasi**

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Could you give more examples of  
how much important of  
communication especially in  
educational organization field ?

# FUNGSI KOMUNIKASI

- **Control**
- **Motivation**
- **Emotional Expression**
- **Information**



- Loyalitas
- Kegairahan kerja
- Moral dan disiplin
- Efisiensi operasional
- Sebaran informasi akurat, cepat dan tepat
- Tanggungjawab
- Pengertian
- Kerjasama
- Esprit de corp

# KOMUNIKASI ORGANISASI PENDIDIKAN

Proses penyampaian pesan dari pihak satu ke pihak lain yang berada di dalam lingkungan organisasi pendidikan ;

sekolah, perguruan tinggi, kantor dinas

pendidikan, komite sekolah.



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Terimakasih ...

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**Selamat Belajar !!!**