

**Communication Skills of the Employees of the
Cileunyi District Office, Bandung Regency, West
Java, Indonesia**

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ABSTRACT

The background of this research is the existence of the region of Cileunyi District which becomes the main access of traffic flow from the east to Bandung City. The region has developed swiftly along with a high rate of migration among the population and the booming of construction of residential facilities. This condition has implications for the demand of better services received by the public. One of them appears in the communication skills of the employees of the Cileunyi District Office. The objective of this research is to describe the communication skills of the employees of the Cileunyi District Office, Bandung Regency. The research method applied is the descriptive analysis with a qualitative approach. The research result shows that validity and clarity of the message in providing services still need an improvement. Some complaints are still filed by service users such as in the issuance of electronic identity cards (e-ID).

Keywords: Communication Skill

I. INTRODUCTION

Cileunyi District is one of the districts in the region of the Regency Government of Bandung which comprises six villages. Geographically, the area of Cileunyi District is located at the east of the border between Bandung Regency and Sumedang Regency. Besides that, the area of Cileunyi District also borders Bandung City and it becomes the main access of traffic flow from the east which enters the area of Bandung City.

Cileunyi District has experienced a swift development along with a high rate of migration to the area. On the other side, the increase of population results in a high fulfillment of public needs which is expected to be able to push the economic growth in the area of Cileunyi District.

This condition also has implications for the demand for more excellent services from the employees of the Cileunyi District Office. One of them appears in the communication skills of the employees. How the employees are able to deliver and receive messages or information has posed a particular challenge in order to provide services.

Communication often becomes something easy to speak but not simple to carry out. The Cileunyi District Office has some types of services, among other things, the service of the issuance of Family Cards, Identity Cards, and other services related to the authority of the District. Meanwhile, many people need information related to those various services. However, the phenomenon in the field indicates that the communication skills of the employees of the Cileunyi District are as follows:

The first, there still are complaints from the applicants of the service of the issuance of electronic identity cards (e-ID) because the employees have little comprehension of policies and working procedures. It certainly diminishes the validity of the messages delivered by the employees. Therefore, every employee is required to

correctly and precisely comprehend the situation of their organization so that the public can obtain certainty.

The second, there still are some obscurities in the information related to service provision to the public. The examples are the uncertainty of requirements and the time needed for the issuance of electronic identity cards (e-ID). There still are complaints from the public about unavailability of clear information on when the e-ID will be finished, which makes the applicants have to return to the district office to inquire about it. However, the information delivered to the public should be clear and accurate.

This condition constitutes a background for the author to examine further the communication skills of the employees of the Cileunyi District Office, Bandung Regency. Meanwhile, the objective of this research is to obtain the description of the communication skills of the employees of the Cileunyi District Office, Bandung Regency.

II. LITERATURE REVIEW

Communication is often defined as a process of information exchange between individuals by using symbols, signals, or actions in a commonly used system frame. Generally, communication is conducted orally or verbally, using language symbols understood by both parties. When a verbal language understood by both parties is not available, communication still can occur by using body movements, which demonstrate certain attitudes, such as smiling, shaking heads, and shrugging shoulders or known as nonverbal communication.

Hovland, Janis and Kelley as stated by Forsdale (1981) proposed that, "communication is the process by which an individual transmits stimuli (usually verbal) to modify the behavior of other individuals." Meanwhile, Forsdale (1981) defined communication as follows, "communication is the process by which a system is established, maintained, and altered by means of shared signals that operate according to rules." Based on those views, it can be said that communication is a process of sending stimuli, signals, or messages to change the behavior of other people.

The important thing in conducting communication is to what extent the effectiveness of the communication process occurs. Effective communication is the communication that manages to create commonness, understanding between communicators (source) and communicants (audience) so that the audiences receive the message exactly the same as what the message sender means.

Therefore communication is the main skill that must be mastered to create and foster harmonious relationship between both parties. Communication skills mean the expertise or ability in communication. That is why, according to Applbaum in Yulianita (2000:52) communication must be carried out by considering: 1) Validity, 2) Ethical Acceptability, 3) Quality of Appeal, 4) Clarity, 5) Attention.

In order to avoid misunderstanding and as an effort to improve the service, a public organization certainly has to improve the communication skills of its employees. The communication is not limited to that carried out in the organization or internal communication, but also that conducted with parties from the outside of the organization (external communication). Communication with the related public or Public Relations is often utilized as the media of publicity. It is in accordance with the opinion of Helmiatin and Hartati (2016) that, "Public relations provide the society or community with the information necessary to enhance publicity." It is meant that publics of our organization are informed about what policies are delivered by the organization to its internal and external publics.

III. RESEARCH METHOD

Research method according to Sugiyono (2014:2) in principle is a scientific method to obtain data with certain purpose and use. The method used in this research is the analytical descriptive. According to Moh. Nazir (2005:54) the descriptive research method is as follows:

“Descriptive method is a method in studying the status of a group of human beings, an object, a set of condition, a set of thought, or a class of current events. The purpose of a descriptive research is to make the description, picture or image systematically, factually, and accurately of facts, characteristics and relationship among the studied phenomena.”

The author used the research method of descriptive analysis with a qualitative approach to reveal the reality on the field of the communication skills of the employees of the Cileunyi District Office, Bandung Regency. Data and information were collected through observation, interviews, and documentation study and also by using the triangulation technique to ascertain the validity of data.

IV. RESULTS AND DISCUSSION

It is important to have consciousness that the success of an organization is based on other people, in this case the public related to our organization. It is particularly applies to public organizations whose main task is providing the best service to the public. Certainly, each individual in the organization must have a high commitment and skills in their field to create a good relationship between them.

A good relationship can be created due to, among other things, communication skills. The following is the analysis result of communication skills of the employees of the Cileunyi District Office, Bandung Regency.

Validity of the message relates to whether the message delivered has accorded with the goal that will be reached or the stipulated policy and procedures. Due to various types of services provided, such as the service of the issuance of family cards, identity cards, building permits, and others, the employees are required to have a good comprehension of the policy and procedure of each type of services.

The research result indicates that generally the employees have known the situation of their organization. However, the existing knowledge must also be accompanied by a good comprehension of every policy, including the working procedure that must be conducted. For example, there still are complaints from the applicants of the service of the issuance of electronic identity cards (e-ID) because the employees have little comprehension of policies and working procedures. The employees should have known all information related to the process of the issuance of e-ID. Therefore when people apply for the issuance of e-ID, the applicants obtain the information and assurance about the requirement that must be attached and also the time taken to finish the issuance of e-ID.

As an organization that provides services to the public, many policies must be implemented, both those from the central and local governments. Of course, those policies and working procedures must be correctly and certainly comprehended in order that the public as the service users can obtain certainty. The reason is if the information delivered is something not certain, it will make the public, as the receiver of the message, get confused.

Besides that, the message should be delivered in an ethical way in order that it can be accepted by the public. It should be remembered that the employees as the message sender certainly will reflect good behavior and moral about their organization.

The employees of the Cileunyi District Office generally have had the ethics guidance at work. Besides that, most of the employees come from the Sundanese culture and they respect the existing cultural values. In the Sundanese culture, people are familiar

with the term “*silih asah silih asih silih asuh* (educate one another, love one another, care for one another)” which prioritizes togetherness. It is reflected in one of the ways of communication which consider the acceptance of other people. The employees generally use Sundanese in order that the message is more acceptable and the situation is friendlier. Viewed from the audience’s standpoint, the communication conducted by the employees has been carried out ethically and it has oriented to the audience or the public of the organization. Polite and nice behaviors have been demonstrated by the employees and it has made the message delivered can be received well by the public as the receiver of the message.

It also shows that the employees of the Cileunyi District Office have considered the background of the audience. Different levels of education, religion, and culture of the receiver of the message (the audience) become the consideration for the employees to use media and particular techniques in communication.

The next is the clarity of the message delivered by the employees. In communication, the message delivered must be clear and accurate. Clarity and accuracy are the characteristic and principle in communication. It is meant that the receiver of the message is able to completely and accurately comprehend the message content delivered.

Based on the observation, it has been known that there still are some obscurities in the information related to service provision to the public. It occurs in the service of the issuance of electronic identity cards in which the requirement and the time taken to finish the issuance of electronic identity cards (e-ID) are not clearly conveyed. The applicants still complained that they had to go back and forth to the district office just to ask when their e-ID would be finished. Apart from it, it turned out that the requirements of the applicants had not been completed and they had not known it until they asked it to the district office. It certainly indicates that the information delivered by the employees has not been clear.

If communication carried out is not clear and not complete, the public who become the target of the organization will do something that may harm the organization. It is because there is the public’s misunderstanding of the message delivered due to the obscurity of the message received.

Another important thing is attention, that is, in delivering the message it should be able to draw attention from the publics. In this case, the employees have utilized a good and proper technique of communication so that the receiver of the message is willing to listen to what we convey.

Of course the purpose of communication is as an effort to change the audience’s behavior according to what we have expected. Thus far, the employees of the Cileunyi District Office have tried to use a proper communication technique in providing services. Frequently, face-to-face communication is used in conducting the socialization of the programs of the district. By using face-to-face communication, it is expected that the public consciousness to actively participate in every activity conducted in the area of Cileunyi District will emerge.

V. CONCLUSION

The research result shows that the communication skills of the employees of the Cileunyi District Office, Bandung Regency still need an improvement in validity and clarity of the message delivered. Some complaints are still filed by service users such as in the issuance of electronic identity cards (e-ID). Some complaints are still found among the applicants of the service of the issuance of e-ID because the employees have little comprehension of policies and working procedures of the service of e-ID. Besides that, the information conveyed on the requirement and the time taken to finish the issuance of

electronic identity cards (e-ID) has not been clear and complete that it needs a longer processing time.

VI. RECOMMENDATION

The employees of the Cileunyi District Office, Bandung Regency, should improve their understanding of every policy and working procedure of the service. In this case, the employees can use a combination of verbal and written communication. Apart from it, all employees should deliver messages more clearly. They may repeat the message if the receiver of the message has not responded as expected by the sender of the message.

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