Language and Communication

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ABSTRACT
Language as a communication tool has an important role in human interaction. Language can be used by humans to convey their ideas, ideas, desires, feelings and experiences to others. Language is a form of embodiment of human civilization and culture, in the linguistic dictionary, language is an arbitrary sound symbol unit used by a member of society to work together, interact and identify themselves. The spoken language between one region and another is different which is called a dialect. In order to unite the language in the community from several regions, a national language is needed. In addition, in the process of communication, speech acts also occur. A communication process cannot be separated from speech acts or speech events. The importance of communication encourages people to be more creative in creating new media as a means to facilitate the communication process.

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INTRODUCTION

Language as a communication tool has an important role in human interaction. Language can be used by humans to convey their ideas, ideas, desires, feelings and experiences to others. Language is a form of embodiment of human civilization and culture, in the linguistic dictionary, language is an arbitrary sound symbol unit used by a member of society to work together, interact and identify themselves (Kridalaksana, 2001: 21).

Darjdowidjodjo (2003: 282) argues that the use of language is related to the practice of language knowledge. The wider the knowledge of the language used in communication, the greater the ability of skills to give meaning to a word or sentence. Humans need language as a means of communication. Language as a communication tool plays a very important role in human life because with language humans can interact and talk about anything. Based on the way of presentation, language is divided into two facilities, namely facilities with written language and spoken language, either spoken or written language, one of its functions is to communicate so that social interactions in society can be established.

The spoken language between one region and another is different which is called a dialect. In order to unite the language in the community from several regions, a national language is needed. In addition, in the process of communication, speech acts also occur. A communication process cannot be separated from speech acts or speech events. The importance of communication encourages people to be more creative in creating new media as a means to facilitate the communication process. The forms of communication media, for example, are print and electronic media. These two communication media are indirect means of communication between the speaker and the speech partner. Speakers and speech partners can interact and send messages even though they do not meet in person or are in distant places. As a result, a message can be received by people at the same time. In human life, it will have an effect on the speech partner.

Speakers tend to use language as necessary in communicating. The choice of language by speakers is more directed towards communicative language. With a clear context of the situation, where the communication occurs, who the interlocutor is, the purpose of the conversation, norms, messages and tools used (oral or written) a communicative event can run smoothly.

METODE

This study aims to communication good on delivered in community service in the southern Padang Sidimpuan sub-district by exploring each research variable. This research is categorized as exploratory research. The research population was all sub-district office staff as many as 20 people with the number of samples used as total sampling. Data collection techniques were carried out by interviewing and distributing questionnaires to respondents. Classical assumption test.

RESULTS AND DISCUSSION

1. **Understanding Communication**

Communication **comes** from the *Latin word Communicare* or *Communis* which means the same or belonging together. Communication **is** the process of conveying thoughts or feelings by one person to another by using symbols that are meaningful to both parties, in certain situations communication uses certain media to change the attitude or behavior of a person or a number of people so that certain effects are expected. The following is the definition of communication based on experts:

1. Onong Cahyana Effendi, communication is the process of delivering messages by someone to another person to inform, change attitudes, opinions, or behavior, either verbally (directly) or indirectly (via media).
2. Raymond Ross, communication is a process of sorting, selecting, and sending symbols in such a way as to help listeners respond with a response or meaning of the same thought as intended by the communicator.
3. Harold Laswell, communication is a picture of who, speaking what, through what media, to whom, and with what impact.
4. Gerald R. Miller, communication occurs when a source conveys a message to recipients consciously to influence their behavior.
5. Himsreet and Beaty, communication is a process of exchanging information between individuals through a common (ordinary) system, both with symbols, signals, as well as behavior or actions.
6. Hovland, Janis and Kelley, communication is the process of individuals sending stimuli (stimulus) which is usually in verbal form to change the behavior of others. In this sense they argue that communication is a. Process.
7. Bovee, communication is a process of sending or receiving messages.
8. Laswell, communication is a process that describes who says what in what way, to whom with what effect.
9. Colin Cherry, communication is the process by which the parties use each other's information to achieve a common goal and relates to the relationship evoked by the successor of stimuli and the generation of reciprocation.
10. Kafried Knapp, communication is an interpersonal interaction that uses a linguistic symbol system, such as a system of verbal symbols (words) and non-verbal. This system can be disseminated directly or face-to-face or through other media such as written, oral, and visual.

2. **Communication Purpose**

In particular, communication aims to:
1. Setting and expanding company goals
2. Develop a plan to complete the goal
3. Organize HR and other resources effectively and efficiently.
4. Selecting, developing and assessing members of the organization.
5. Lead, direct, motivate and create a climate that creates a desire to contribute, and
6. Controlling performance

According to Hewitt (1981), the purpose of communication can be described as follows:
1. Explore or teach something.
2. Influence a person's behavior expressing feelings
3. Explaining one's own behavior or the behavior of others
4. Connect with other people
5. Solve a problem or problem.
6. Reach a goal.
7. Reducing tension and resolving conflicts
8. Stimulates interest in self or others.

3.   **Communication Function**
        The following communication functions are as follows:
a.   **Control** : communication acts to control member behavior in a number of ways, each organization has formal authority and guidelines that employees must adhere to.
b.   **Motivation:** communication helps develop motivation by explaining to employees what to do how they do well and what can be done to improve performance if it is below standard.
c.   **Emotional Disclosure:** for many employees their work groups are the main source for social interaction, communication that occurs within the group is the fundamental mechanism by which members express their disappointment and satisfaction therefore communication broadcasts emotional expression of feelings and the fulfillment of social needs .
d.   **Information:** communication provides the information that individuals and groups need to make decisions by transmitting data to regarding and assessing alternative options (Robbins, 2002: 310-311).

4. **Forms of Communication**
a.   Vertical Communication
     Vertical communication is communication from top to bottom and from bottom to top or communication from leaders to subordinates and from subordinates to leaders on a reciprocal basis.
b.   Horizontal Communication
     Horizontal communication is communication that is horizontal, for example communication between employees and employees and this communication often takes place informally, which is different from vertical communication that occurs formally.
c.   Diagonal communication
     Diagonal communication, which is often also called cross-communication, is that one person and another differ in position and division.
Another opinion states, communication can flow vertically or laterally (side). The vertical dimension can be divided into downwards and upwards.
a.   **down** ; Communication that flows from one level in a group or organization to a lower level. The purpose of this communication is to provide goal setting, provide job instructions, inform policies and procedures to subordinates, point out problems that require attention and provide feedback on performance.
b.   **Upward:** communication that flows to a higher level in the group or organization is used to provide feedback to superiors, informing them of progress toward goals and addressing problems.

While **the lateral dimension,** communication that occurs among the same work group, among members of work groups at the same level, among managers at the same level.
5. **Types of Communication**
1.   **Communication based on Submission**

     In general, everyone can communicate with each other because humans are not only individual creatures but also social beings who always have a need to communicate with each other. However, not all people are skilled at communicating, therefore it takes several ways to convey information.
        Based on the delivery of information can be divided into 2 (two), namely:
a.   *Verbal* Communication *(Oral)*
     • What happens directly and is not limited by distance, where both parties can meet face to face. For example, dialogue between two people
     • What happens indirectly is due to being limited by distance. For example, communication by telephone.
b.   *Nonverbal* Communication *(Written)*

- Manuscripts, which are usually used to convey complex news
- Pictures and photos of the consequences cannot be described in words or sentences.

2. Behavior Based Communication

Communication based on behavior can be divided into:

- **Formal** communication , namely communication that occurs between organizations or companies whose procedures are regulated in the organizational structure. Examples of seminars
- **Informal** communication , namely communication that occurs in an organization or company that is not specified in the organizational structure and does not receive official testimony that may not affect the interests of the organization or company. For example rumors, rumors, and so on.
- **formal** communication , namely communication that occurs between formal and informal communication, namely communication related to the implementation of organizational or company work tasks with personal activities of members of the organization or company. For example, the meeting regarding the anniversary of the company.

3. Communication by Continuity

Based on its continuity, communication can be divided into:

- **Direct** Communication , namely the communication process is carried out directly without the help of a third person intermediary or existing communication and is not limited by distance.
- **Indirect** Communication , namely the communication process is carried out with the help of third parties or the help of communication media tools.

4. Communication based on Communication Purpose

Based on the purpose of communication can be distinguished as follows:

a. make a speech
b. Give a talk
c. Interview
d. Giving orders alias tasks

5. Communication Based on Scope

Based on the Scope, communication can be distinguished as follows:

a. *Internal* Communication

Internal communication can be divided into 3 (three) types, namely:

- Vertical communication that occurs in the form of communication from leaders to members, such as orders, reprimands, praise, and so on.
- Horizontal communication that occurs within the scope of the organization or company between people who have equal positions.
- Diagonal communication that occurs within the scope of the organization or company between people who have different positions in positions that are not vertically aligned.

b. *External Communication*

Communication that occurs between the organization or company and the community outside the organization or company. External communication is intended to gain understanding, trust, assistance and cooperation with the community.

Communication with external parties can take the form of:

- Exposition, exhibition, promotion and so on
- Press conference
- Broadcast television, radio and so on
- Social service

6. Communication Based on Number Communicating

Communication based on the number of people who communicate, can be divided into:

- **Individual** communication , namely communication that occurs in an individual or individual way between personal and personal regarding personal issues as well.
- **Group** Communication , which is communication that occurs in groups regarding issues concerning the interests of the group. The difference with personal communication is that this communication is more open than individual communication.

7. Communication Based on Individual Role

In this communication, the role of the individual greatly affects the success of the communication process. The following are several types of communication based on individual roles, including:

- Communication between **individuals with other individuals.** This communication occurs informally or informally, individuals acting as communicators are able to influence other individuals.
- Communication between **individuals with the wider environment.** This communication occurs because the individual in question has a high ability to establish relationships with the wider environment.
- Communication between **individuals with two or more groups.** In this communication, the individual acts as an intermediary between two or more groups, so that excellent abilities are required to become a harmonious harmonic.

8. Network Based Communication

Within an organization or company, communication will be carried out based on a system that is laid out in a network.
Communication based on this network can be divided into:

- **Network network** communication , i.e. communication occurs according to the hierarchical channel of the organization with a command network so that it follows a formal communication pattern.
- **Circle network** communication , namely communication occurs through communication channels shaped like a circle pattern.
- **Star network** communication , i.e. communication occurs through a central and shorter channel.

9. Communication Based on Information Teaching

Communication based on information teaching can be divided into:

- **One-way communication,** namely communication that runs one party (*one way communication).*
- **Two-way communication,** namely communication **that is reciprocal (** *two-way communication).*
- **,** namely communication that occurs from subordinates to superiors.
- **Downward communication,** namely communication that occurs from superiors to subordinates.
- **Side communication,** namely communication that occurs between people who have an equal position.

1. Communication Elements

In the communication process there are three main elements that must be fulfilled because it is a unified and unified form. If one element is not present, then communication will not occur. Each element in the communication has a very close relationship and interdependence with one another. These communication elements are:

- •**Communicator / sender / *sender*** , namely the person who conveys the contents of his statement to the communicant. The communicator is responsible for sending the news clearly, choosing the appropriate media to convey the message, and asking for clarity whether the message has been well received by the communicant.
- •**communicant / receiver / *receiver*** is the recipient of the message conveyed by the communicator. In the communication process, the recipient of the message is responsible for being able to understand the content of the message that has been conveyed properly and correctly. The recipient of the message also provides feedback to the communicator to ensure that the message has been received and understood perfectly.
- •**Channels / media / *channels*** , namely channels or paths traversed by the communicator's statement message to the communicant and vice versa. Messages can be in the form of words and writing, imitation, images or other intermediaries that can be used to send through several different channels, such as telephone, television, fax, photocopy, email, and so on. The choice of channel in the communication process depends on the nature of the news to be conveyed (Wursanto, 1994).

6. Communication Process

The communication process is divided into 2 (two) stages, namely the primary communication process and the secondary communication process.

1. Primary Communication Process

The process of conveying one's thoughts and feelings to others by using symbols (symbols) as a medium. The symbols used as primary media in the communication process are language, images, signs, colors and so on which are directly capable of translating the thoughts and feelings of the communicator to the communicant.

- **Language** is the most widely used to translate one's thoughts to others. Gestures, signs, pictures, colors, etc., can only communicate certain things (very limited).
- **The symbol** is that someone's **thoughts** or feelings will only be known by others and have an impact on others if they are **transmitted** using **primary media** . The message conveyed by the communicator to the communicant consists of the content (*the content*) and the symbol (*symbol*).

Words contain two types of meaning, namely denotative and connotative meanings. Words in **denotative meaning** are those that contain the meaning as stated in the *dictionary meaning* and are generally accepted by most people with the same culture and language. A word in a **connotative sense** is one that contains an emotional meaning or contains a certain judgment.

For example : the word "democratic". The denotative definition of democracy is the government of the people. In a connotative sense this term is not the same for a Russian, for an American and for an Indonesian. Each has certain views, opinions and assumptions about the word democracy. This is an illustration that shows how important language is in the communication process.

2. Secondary Communication Process

The process of delivering messages by one person to another by using a tool or means as a second medium after using a symbol as the first medium.

A communicator uses a second medium in launching his communication because the communicant as the target is in a relatively large number of places. Letters, telephones, magazines, newspapers, radio, television and many more are the second medium that is often used in communication.

CONCLUSION

Humans need interaction with other parties. In this context, language plays an important role, because through language humans can communicate in their interactions with other people. It is something that is very difficult, not to say impossible, to do if humans interact and communicate without involving elements of language. The main function of language is as a communication tool as well as playing other functions.

It must be admitted that the communication function is only one of the main functions of language and there are other language functions. As explained in the social context, language has a function as a portrait of social reality and a means to show socio-cultural identity (representation function). For those who are actively engaged in sociolinguistics, they are well aware that language is a unity. Therefore communicating a group of people or society can be used as a representation of existing social conditions.

Thank you not

It may or may not be included, a greeting to the party (University Of Graha Nusantara) that supports the implementation of the program.

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