

Communication Barriers in Socialization Process of Mojokerto Service City

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Abstract: *Mojokerto Service City has become a trademark slogan of Mojokerto City that is listed as the regional vision and mission for 2014-2018 period. The selection slogan is based on the condition of Mojokerto city which is replaced in a strategic route connecting Surabaya and West Java area and also because of the minimal condition of natural resources and industrial area. Understanding and community support for the vision and mission are depends on effective communication in the form of socialization which is implemented by Mojokerto City government in this case represented by the Public Relations and Protocol Department of Mojokerto City. In the implementation of the communication process, public relations officials also use various ways or strategies based on the conditions of society and programs that is going to be socialized. In fact, this socialization does not always go smoothly, there are some obstacles encountered during the socialization. This study aims to determine the barrier factors in the internal organization of Public Relations and Protocol Department of Mojokerto City in socialization of Mojokerto Service City slogan. This research used descriptive qualitative method with case study and obtained data by in-depth interview and observation on informant. The result of the research shows that communication barrier faced by the Public Relations and Protocol of Mojokerto City are: 1) technical obstacles that are lack of infrastructure, lack of employees and communication methods that have not been suitable for all levels of society; 2) semantic barriers caused by differences in educational background and public knowledge resulting in different interpretations of the Mojokerto Service City slogan.*

Keywords: *communication barriers, effective communication, slogan, socialization.*

1. Introduction

1.1. Significant of the Study

According to Wibisono (2006: 43), "Vision is a series of sentences that state the ideals or dreams of an organization or company to be achieved in the future." Vision of Mojokerto City as Service City is the goal to be achieved at the end of the leadership of Mojokerto Mayor, Mas'Ud Yunus, in 2018. As a buffer to Surabaya city as well as affirming its status as a Service City, there are stages required to be done by Mojokerto city as follows: first is preparing high-quality human resources (HR); second is improving the quality of product and service; and third is improving the availability of service infrastructure as well as maintaining the environment, especially from waste issues.

From the preliminary interview with some people of Mojokerto conducted by the researcher about their knowledge of the slogan "Mojokerto Service City", there are various answers. There are those who have not or have known about the slogan and take advantage of various facilities provided by the government. For example, some Local Government Organizations (OPD) provide service for the people of Mojokerto city who have complaints, by phone, SMS, or email. In addition, socialization through mass media commonly implemented by the Protocol and Public Relation is also considered less efficient for the society because socialization through mass media does not focus on the target personally and precisely.

In addition, the society is also less responsive to the facilities that have been provided, so that various suggestions and complaints given by society cannot be resolved immediately. This is because the people feel

that the service for people complaints through media is less effective because the society is now more concerned through social media while not all OPD utilize the media as a means which connects the government and the society.

On the other hand, for some people, the slogan of “Mojokerto Service City” apparently also has not created understanding in accordance with the concept due to the use of foreign language, resulting in differences in perceptions of each individual. As explained by Sugesti, et al (2015: 2), this is evidenced by the author on pre-survey activity that interpret the concept of the slogan "Mojokerto Service City" promoted by Mojokerto municipal government as "City that has services". This understanding raises a difference with the meaning of the slogan "Mojokerto Service City" based on the script of the socialization of Medium-Term Development Plan (RPJMD) of Mojokerto City, which has the original meaning as "the City that prioritizes service".

The use of foreign language also raises criticism of the municipal government of Mojokerto city, as stated by Yahya (2016: 29) on the page of Radar Mojokerto on December 9, 2016. Yahya stated that the achievement of municipal government of Mojokerto so far is indeed a pride, but the municipal government of Mojokerto is not connected with the concept of service city carried out. PUSYAR, BAZ, WTP, Adipura is a pride, but there is no clear relationship with the concept of service city. It is feared that this slogan is made by using the foreign term just to sound cool.

From the explanation above, the researcher is interested to discuss the barrier of communication because of the importance of communication in an organization to deliver a useful message for the effectiveness of organizational function in running the organization itself, especially in the socialization process of Mojokerto Service City.

1.2. The Significant of the Study

To know about the communication barriers occur in the socialization process of slogan “Mojokerto Service City”.

1.3. The Scope of the Study

Lasswell in Mulyana (2011: 69) reveals five elements of communication, namely:

a. Source

Source is the sender of message. Source is not just individuals, but it might be groups, organizations, companies, and also a country.

b. Message

Message is what the source sends to the recipient. Message can be either in the form of verbal or nonverbal symbols. The examples of verbal message are writing or discourse, while nonverbal messages are done through actions or gestures; for example winking, waving hands, and nodding head. In addition, messages can also be delivered through music, painting, dance, sculpture and so on.

c. Channels or Media

Media is a tool used to convey messages.

d. Receiver

Receiver can also be called a decoder, destination, audience, listener, communicator, or interpreter, meaning that it is the party receiving the message.

e. Effect

Effect is what happens to the recipient after receiving the message.

Mass communication is a type of communication in delivering messages by using mass media. Compared with other types of communication, mass communication has distinguishing features. These special features are caused by the nature of the components (Effendy, 2006: 22).

The characteristics of mass communication as suggested by experts are as follows:

1. One-way mass communication

One-way mass communication means that there is no feedback from communicant to communicator. For example, journalists as communicators do not know the responses of their readers of the messages being delivered or broadcast.

2. Communicators in institutional mass communication

As a channel of mass communication, mass media is an institution, namely an institution or organization. Communicators have no individual freedom in conveying information. For example, in disseminating his communication message, television broadcaster is acting on behalf of his institution or television station, not in his own.

3. Messages on mass communication are general

Messages spread through the mass media are public because they are addressed to the society and about the public interest, not about the interest of individuals or to certain groups. Mass media will not broadcast a message that does not concern the public interest.

4. Mass communication media lead to simultaneity

Mass media has the ability to generate simultaneity on the audiences in receiving the messages being disseminated.

5. Communicative mass communication is heterogeneous

The communicants addressed by the communicators in mass communication are heterogeneous. They are everywhere; they do not know one another; and they have no personal contact one another. Such heterogeneity of people leads the communicator to find difficulty in spreading his message through mass media because every individual wants to fulfill their wishes. The way to overcome this heterogeneity is to categorize them by sex, age, religion, occupation, education, culture, and others, based on their differences.

Communication takes place if there is a common interpretation about a thing that is communicated between people involved in communication. The process of communication cannot be separated from things that can interfere with the process of conveying the message or commonly called interference/ resistance or noise. In her research, Nurdianti (2014: 149) stated that everything that hinders the communication process is called noise. The word noise is borrowed from term of electrical science that defines noise as a certain condition in electrical system which leads to inaccuracy of regulation. Because the message received is interrupted, thus the recipient of the message could interpret the message received wrongly. Similarly, in an organization, communication is often facing obstacles and influencing the performance of organization. Therefore, effective communication is needed to overcome communication barriers that occur.

Communication experts also call communication barriers communication distortions. Ron Ludlow and Fergus Panton (1996: 13) convey that obstacles or constraints in communicating will always exist in every communication process. The causes of distortion in communication which make communication ineffective include status effect, semantic problems, perceptual distortion, cultural differences, physical distraction, poor choice of communication channel, and no feedback.

The researcher has studied about communication barriers based on Wursanto's theory. Wursanto (2005: 171) summarizes communication barriers into three kinds as follows:

a. Technical barriers

1. Lack of facilities and infrastructure required in the communication process
2. Mastery of communication technique and communication method which are not appropriate
3. Physical condition that does not allow the process of communication

b. Semantic barriers

Semantics can be interpreted as a study of the definition expressed through language, both spoken language (through speech, body language) and written language. Semantic barrier is a mistake in interpretation, a mistake in giving definition of language in conveying the message in the communication process.

- c. Behavior barriers
 - 1. A priori view
 - 2. Prejudice based on emotion.
 - 3. Authoritarian atmosphere
 - 4. No willingness to change.
 - 5. Egocentrism

1.4. The Method of the Study

This research used descriptive approach with qualitative data, which intends to describe the results of research and try to find the overall picture of the situation. A descriptive approach with qualitative data is used to understand and study society in their daily lives; it is aimed at identifying how their experience and behavior are shaped by their life context, such as social life, economy, culture and physical context in their lives (Hennik, Hutter, 2011: 9). This research used case study research method. Creswell (2010: 20) says that case study is a research strategy in which researchers investigate a program, event, activity, process, or group of individuals carefully.

Data collection techniques used in this study include in-depth interview, observation, and documentation. The selected informants are related to the socialization of slogan “Mojokerto Service City”, especially the employees of Protocol and Public Relations of Mojokerto City, who are directly involved in the process.

In this study, the data analysis took place along with the data collection process. The data was analyzed through data reduction, data presentation, and verification.

2. The Results of the Study

Based on the result of study above, the conclusions of this study are as follows: Public Relation of a government organization usually meets the characteristics of mass communication. He puts himself as a channel of government communication to convey a message concerning the public interest that is expected to cause a common perception of the message delivered. In addition, the form of communication tends to be one-way or commonly called one-way communication such as press release that invites journalists to convey a program or a clarification on a government issue. In its development, currently public relation of government starts to open themselves by implementing two-way communication involving the society in the process, so as to obtain both positive and negative feedback that is beneficial to the progress of government.

In working its duties, public relation of the government is experiencing various obstacles; one of them is related to communication process or called communication barrier. Communication barriers discussed in this research are technical and semantic barriers.

a. Technical barriers occur due to the influence of technical environmental conditions that impact on the process of sending and receiving messages that is not transparent. This technical barrier lies in the condition and state of the technical environment in communication that causes the performance of various communication media does not work effectively.

In the socialization process of slogan “Mojokerto Service City”, technical barrier that occur is due to the lack of supporting facilities and infrastructure needed in the process of socialization. The use of mass media that has begun to be abandoned leads public relation to think of other social media alternative. For example, placing billboards presenting the slogan “Mojokerto Service City” in strategic places in Mojokerto City; however, this facility is not effective due to limited space that can be used and messages that can be delivered in billboards. In addition, the innovation chosen by Mojokerto public relation is SMS broadcast, that can send SMS about the

activities of Mojokerto municipal government to the society. However, this is still limited to one provider only and does not reach many people because the SMS is sent based on operator database.

Mastery of communication technique and communication method which are not appropriate. Differences in age and educational level of the society also lead the public relation to be more creative and adaptable. In the practice, this is considered not optimal because the transition from mass socialization media into personal social media certainly requires a different approach strategy and still in the process of learning by doing. In addition, the importance of communication skill that is up to date or able to adjust to the development of society should be the main priority for public relation of Mojokerto city in order to run this socialization program more smoothly.

Physical condition that does not allow the process of communication. For example, communicators or communicants in the process of socialization are not in the prime condition or are not concentrating on the process of message delivery, so that the message is not delivered well.

b. Semantic Barriers

Semantics can be interpreted as a study of the definition expressed through language, both spoken language (speech, body language) and written language. Clear and appropriate words and language which are used in the communication will help the process of exchanging the understanding of a message from a communicator to the communicant.

In terms of communication process, the use of language that gives rise to multiple interpretation or meaning leads to a miscommunication between communicator and communicant. Slogan “Mojokerto Service City” that uses English leads to confusion of its meaning to the community. In RPJMD of Mojokerto City, it is written that the definition of service city is a city that prioritizes service for the society. There are also people who interpret service city as a service city as presented in the introduction section above. This can cause the message in the slogan not delivered to the society well.

3. Summary and Discussion of the Study

Based on the result of study above, the conclusion of the study is as follows: the barriers that occur are due to internal factors and external factors in public relation of Mojokerto City. Internal barriers including technical barriers that occur are related to the interference in communication media used, which can reduce the effectiveness of the communication. Technical barriers that occur are due to changes in paradigm of communication from the mass media into a more personal media, so that technical adjustment and communication method are required. There is also a lack of supporting facilities and infrastructure for socialization, mastery of communication technique and communication method which are not appropriate and physical condition that does not allow the process of communication

.In addition, communication barriers that occur are semantic barriers associated with word and language selection in the communication process. Semantic barrier include an error in interpretation and giving the definition of language in conveying the message in the communication process wrongly. In the case of socialization process of slogan “Mojokerto Service City”, the use of English that raises multiple interpretations or meaning cause miscommunication between the communicator and communicant.

4. Recommendations from the Study Results

From the results of this research on the communication barriers in socialization process of slogan “Mojokerto Service City” can be input in socializing the slogan of Mojokerto city in order to reduce the communication barriers that occur. In addition, with the support of people who understand the purpose and objective of service city, people are expected to be more supportive of the government policies and of the occurrence of service city completely.

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