



Effectiveness of Submission of Communication Information Using WhatsApp (Case Study of BEM UMSurabaya)

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Abstract. Organization is a system consisting of two or more people participating to achieve common goals. Organizational communication process that can be known from these interactions is the interaction between individuals within the organization. Interaction includes personal attitudes or statements or behavior. In the process of interaction and communication, what is important is how individuals react to actions or information. The research method used in this research is to use quantitative-descriptive methods with questionnaire data collection techniques which were distributed to forty-two respondents, members of BEM UMSurabaya. The WhatsApp application is effectively used to convey announcements in the communication of the UMSurabaya BEM organization. Announced is announced sooner, messages containing announcements are more quickly realized, periodic checking of messages on WhatsApp is easier to do, sending messages in file form is also easy to do, so messages are read and responded to faster.

Keywords: Communication · WhatsApp · Information Submission

1 Introduction

An organization is a system consisting of two or more people who participate to achieve a common goal [1]. While the organization is formed to achieve mutually agreed goals, then the organizational goals are held by every member involved in the organization. The organization is filled by individuals who are divided, there are those who are leaders of the organization and members of the organization. Everyone in the organization will make a communication. According to Webster's Dictionary, communication is a process in which information is exchanged between one individual and another through a system of symbols, signs, or the same or nearly the same behavior.

Meanwhile, according to the Big Indonesian Dictionary (KBBI), communication is defined as a form of sending and receiving messages or news originating from two or more individuals so that the message to be conveyed or reported can be understood by other individuals as interlocutors. There are so many concepts and opinions about communication that are defined by experts. But the essence of the opinions of the para and referring to the big dictionary, communication can be defined as the process of

exchanging information carried out by two or more people, this process is carried out consciously so that the sender and receiver accept the process and influence their behavior [1].

From the description above, it can be concluded that communication is not just conveying information or just transmitting, but communication requires skills in conveying messages, media and other supporting things so that communication can achieve the purpose of the information or message successfully with the above objectives.

Communication is a means of communication between individuals and groups within an organization. Communication functions in organizations. According to T.R Mitchell, communication has four functions, namely control, supervision or control, motivation, emotional disclosure, and information. Every organization has a hierarchy and authority or formal guidelines that its members must adhere to. Effective performance can be achieved when each organization can maintain various controls over its members, motivate or encourage members to act, provide a means to express the emotions of organizational members, convey information and make decisions. It can be concluded that interactions within the organization carry out these four functions.

The organizational communication process that can be derived from the description is the interaction between individuals within the organization. Interaction includes personal attitudes or statements or behavior. In the process of interaction and communication, what is important is how individuals react to actions or information. Exchanges and interactions that occur between groups and individuals lead to expected outcomes.

The organizational communication process that can be concluded from the description is the interaction between individuals in an organization. The interaction consists of an attitude or a statement or behavior of an individual. The important thing in an interaction and communication process is how individuals respond to an action or information. Communication and interactions that occur between groups and individuals then give rise to expectations that result in certain roles that must be borne by each member of the group to achieve the goals that have been set.

Communication is a connecting tool between individuals and groups in an organization. The function of communication in organizations according to T.R Mitchell, communication has four functions, namely control, supervision or control, motivation, emotional disclosure, and information. Every organization has a hierarchy and authority or formal guidelines that its members must adhere to. Effective performance can be achieved when each organization can maintain various controls over its members, motivate or encourage members to act, provide a means to express the emotions of organizational members, and convey information and make decisions. It can be concluded that interactions within an organization perform these four functions.

The Student Executive Board of the University of Muhammadiyah Surabaya, hereinafter abbreviated as BEM UMSurabaya, is a student organization that was chosen with the applicable mechanism in accordance with the provisions of the student guidelines of the University of Muhammadiyah Surabaya in 2019. The purpose of establishing the BEM UMSurabaya organization, among others, is to serve as a forum for student activities in the executive and academic fields. Managerial or leadership but the communication process in the UMSurabaya BEM organization is carried out directly or by using the WhatsApp application.

The WhatsApp application is an application on a Smartphone or PC (Personal Computer) that provides free messaging, phone and video calls services. The WhatsApp application provides easy communication for both individuals and organizations so that many individuals and organizations use WhatsApp as a communication medium.

According to the article Sepriadi Saputra, 2020, One of the most popular applications to date is WhatsApp, that this application can carry out certain activities, one of which is to convey information and limited discussions [2].

The effectiveness of an organization can be seen from the effectiveness of the communication process and the communication process is influenced by the media or means used to communicate, that's why knowing how much effectiveness the WhatsApp application is as a means of delivering information and media for UMSurabaya BEM meetings and discussions is very important to determine whether or not the application is effective. WhatsApp as a means of communication for BEM UMSurabaya.

Based on the background above, the researcher tries to make a research on how effective is the delivery of communication information from the UMSurabaya BEM organization using the WhatsApp application? and from the formulation of the general problem above, how effective is the delivery of announcements and media for meetings and discussions of the UMSurabaya BEM WhatsApp group?

Based on the formulation of the problem above, the purpose of this research is to find out the effectiveness of delivering announcements and discussions on the WhatsApp BEM UMSurabaya group from several background objectives the researcher uses the communication model theory expressed by Shanon-Weaver. Shannon and Weaver's model highlights the level of accuracy in delivering messages. This model describes the function of source (source), messages (messages), transmitter (transmitter), signal (signal), channel (channel), noise (interference), receiver (receiver) and destination (destination) as the main component in delivering messages when communicate so that this theory is suitable to be used to analyze the effectiveness of the delivery of communication information within an organization, one of which is BEM UMSurabaya [3].

2 Research Method

The research method used in this research is to use a quantitative-descriptive method with questionnaire data collection techniques distributed to forty-two respondents who are members of BEM UMSurabaya.

3 Analysis and Discussion

Analysis of data from the results of questionnaires distributed by thirty-three respondents, members of the UMSurabaya BEM organization, showed a positive role for the WhatsApp application in communication effectiveness in delivering announcements and media for meetings and discussions. This is because the delivery of information is faster and makes it easier when you cannot meet face to face, especially during the COVID-19 pandemic like today.

3.1 Effectiveness of Submission of Announcements Through the WhatsApp Application

Based on the results of data collection, as many as 33 respondents or 80% of the respondents said that sending announcements through the WhatsApp BEM UMSurabaya group application was effective. This is because announcements are delivered faster, because announcements are sent directly without going through an intermediary. One of the advantages of the WhatsApp application is also this indicator, namely notifications every time there is an incoming message can be notified more quickly. The WhatsApp application on mobile phones also supports this, making it easier to check messages on WhatsApp regularly (including announcements from BEM UMSurabaya), because mobile phones are almost always within the reach of users. Not only that, the additional attachment function in the WhatsApp application makes it easier to deliver messages in the form of files, such as images, videos, etc. Finally, it reads and responds to messages faster.

Nine respondents or as much as 10% stated that sending announcements through the WhatsApp BEM UMSurabaya application was invalid. As an application that uses the Internet, WhatsApp will be interrupted whenever the Internet network used is interrupted. Internet interruptions prevent the smooth distribution of messages. Although this rarely happens, it is still inconvenient to use the WhatsApp application to deliver the UMSurabaya BEM announcement.

The effectiveness of delivering messages through the sending medium depends on the process by which the message is delivered. Shannon-Weaver showed in his model that the source of interference that transmits messages through the transmitting medium is the signal (signal) that interferes with the channel (transmission medium). The ability of the channel to accommodate messages and a stable signal is very important, so that message delivery can run smoothly.

3.2 The Effectiveness of WhatsApp Groups as a Media for Meetings and Discussions for Organizations

Based on the results of processing information on the results of the study, 72% or as many as 30 respondents reported the WhatsApp team as a medium for efficient meetings and dialogues. Many other activities of UMSurabaya BEM members as students require them to make the best use of their time. Meetings and dialogues through the WhatsApp application team can save time. Make it easy when you can't meet face to face, because UMSurabaya BEM members are often unable to appear on the spot. This is because there are some members who live outside the city. There is also another alibi, meeting activities on Fridays require members to pay more for transportation to get to campus.

However, processing information from the results of the study above, there are 12 or 28% of respondents reporting that the WhatsApp team as a medium for meetings and dialogues is inefficient. This is because not all meeting discussions can be completed in the WhatsApp team, only some simple meeting discussions. Heavy meeting discussions need face-to-face meetings to make resolutions. Likewise with dialogue, not all dialogue cases can be completed in the WhatsApp BEM UMSurabaya team.

4 Conclusion

The WhatsApp application is effectively used to convey announcements in the communication of the UMSurabaya BEM organization. The reasons are that announcements are delivered faster, messages containing announcements are realized more quickly, periodic checking of messages on WhatsApp is easier to do, sending messages in file form is also easy to do, so messages are read and responded to faster.

The WhatsApp application has not been fully effectively used as a medium for meetings and discussions in the communication of the UMSurabaya BEM organization. On the one hand, WhatsApp groups can streamline time and make it easier for members when they cannot meet face to face. However, on the other hand, WhatsApp groups are not effective for all meeting and discussion discussions, because they can only finish simple meeting and discussion discussions.

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