

The influence of internal communication, work orientation and work procedures on the work productivity of the service employees in the scope of life of Pidie district

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Abstract

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The purpose of this research is to know To determine the effect of internal communication on employee work productivity determine the effect of work procedures on the work productivity of employees at the Environmental Service Office of Pidie Regency and to find out which variables are more dominant in influencing the work productivity of employees at the Environmental Service Office of Pidie Regency. The research method used is quantitative method, where primary data is obtained through interviews and questions to respondents. Meanwhile, secondary data was obtained through searching literature related to the research theme. Data processing using statistical methods using the SPSS For Windows version 16 program. Based on the research results, it can be seen that internal communication (X1), work orientation (X2) and work procedures (X3) have a simultaneous or joint influence on the work productivity of employees at the Pidie Regency Environmental Service Office (Y). This is indicated by F-count = 19.523 with sig. 0,000. The results of data analysis also show that the coefficient of determination (R²) shows a value of 0.582. That is, internal communication, work orientation and work procedures affect the work productivity of Ditjen 58.2% while the rest (41.8%) is influenced by other factors. Some of the suggestions that are needed include dIt is hoped that the staff of the Pidie Regency.

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1.Introduction

Improving the quality of human resources is very intensively carried out considering global changes that require each individual and group to be able to increase productivity for their performance. Human resources have a very important role for the effectiveness of the sustainability of organizational activities and support the success of an organization. Without the support of reliable human resources, organizational activities will not be completed properly. This shows that human resources are a science and an art that regulates the relationship and role of labor so that they are effective and efficient in helping the realization of organizational and employee goals.

Various ways are taken by organizations to increase employee work productivity, such as by maintaining internal communication, improving work orientation, and establishing work procedures. These three things will greatly affect work productivity because they involve the relationship between employees and organizations, employees and other employees, employees with superiors, employees with the community, or employees with themselves.

Communication in organizations is important to create a common understanding of the information conveyed to one another. Through communication, employees can ask superiors for instructions regarding work implementation. Through communication, employees can also work together with one another. Good communication can be the right means of increasing employee productivity.

Work productivity is influenced by the work orientation of each employee. Work orientation is the meaning of a job for an individual, based on his expectations which are manifested in his work. Every employee who works in an organization has a different work orientation or meaning. Employees who have a high work orientation will have enthusiasm in completing their work, thus increasing work productivity. Work orientation as a value is reflected in the attitudes and behavior of employees at work. The better work orientation can create harmony in work so that it can increase the work productivity of employees in an organization.

Based on a preliminary survey conducted by the author at the Environmental Service Office of Pidie Regency, it is known that there are several patterns of internal communication systems, namely between leaders and employees, employees with leaders, and communication among employees. Communication that exists can be in the form of delivering information, instructions or orders regarding certain jobs or tasks. The internal communication process is not always smooth and harmonious because sometimes there are misunderstandings that can reduce productivity and not achieve organizational goals. In addition, some employees revealed that the lack of communication (miss communication) that occurs

between leaders and employees occurs during assignments so that when employees submit reports and errors occur in reporting,

Apart from communication and work orientation, employees at the Pidie Regency Environmental Service office are faced with various regulations and work procedures set by the organization. There is still often the implementation of a job not based on work procedures which results in the achievement of results that are not in accordance with the standards set by the organization.

Internal communication is communication that takes place within an organization and is a very vital factor in delivering a message. Internal communication is defined by Effendy (2012: 162) as follows:

"Internal communication as an exchange of ideas between administrators and employees in a work organization or service that causes the realization of the work organization or service complete with its distinctive structure (organization) and the exchange of ideas horizontally and vertically within the work organization or service that causes work. take place ".

Meanwhile, according to Yulianita (2011: 6), internal communication is "communication that occurs between people who are in a work organization". Wursanto (2015: 153) states that internal communication is, "A process of conveying information from one party to another in an organization to gain mutual understanding".

According to Wirjana (2012: 77-78), "internal communication is a two-way exchange of ideas and information so that mutual understanding can be achieved".

Based on the opinion of experts, it can be concluded that internal communication is communication between people in a work organization. Communication as an exchange of ideas in an organization occurs horizontally and vertically for job sustainability.

Elements of Communication

Communication between humans can only occur when someone delivers messages to others with a specific purpose. The communication process is supported by three main elements, namely who is speaking, what is being discussed, and who is listening, as stated by Cangara (2012: 21), "communication can only occur if it is supported by the existence of sources, messages, media, recipients, and effect. These elements can also be called components or elements of communication.

Mulyana (2010: 62) states the elements of the communication process as follows:

- a).The source (who) is the one with the message to convey.
- b)The message (says what) is a set of verbal or nonverbal symbols that represent ideas, values, or the intent of the source.

- c).Channel or media (in which channel) is a tool to convey messages to recipients.
- d).Recipients (to whom) are the recipients who get their messages from the source.
- e).The effect (with what effect) is the result of what the communication message causes to the recipient after getting the communication message.

Riswandi (2011: 4) explains that there are five elements of communication that depend on each other, namely:

1. Source (source)

Often referred to as the sender (sender), encoding (encoding), communicator, speaker (speaker).

A source is a party who takes the initiative or has a need to communicate.

2. Message

That is what the source communicates to the recipient. Message is a set of verbal and / or nonverbal symbols that represent the feelings, values, ideas, or intent of the source. The real message is something that is abstract in nature (conceptual, ideological, and idealistic).

3. Channels or media

That is the tool the source uses to convey its message to the recipient. Channels are divided into two, namely direct (face to face) or through the media (print and electronic).

4. Receiver (receiver)

Often also called the target / goal (destination), communicant, back code (decoder) or audience, listener, interpreter, namely the person who receives the source.

5. Effect

Namely what happened to the recipient after he received the message. This communication effect is in the form of a psychological effect which consists of three things:

a. Cognitive influences

With communication, a person becomes aware of something. Communication serves to provide information.

b. Affective influence

With the message conveyed there was a change in feelings or attitudes.

c. Conative influence

Influence in the form of behavior or action. Because receiving messages from the communicator or messenger, the communicant can act to do something.

6. Feedback (feed back), namely the response of the communicant when delivered or delivered to the communicator.

7. Communication disorders (noise), namely unplanned disturbances that occur in the communication process as a result of receiving another message by the communicant which is different from the message conveyed by the communicator to him.
8. In the context or situation of communication, the communicator must know which audience he targets and what response he wants.

Based on the opinion of experts about the elements of communication it can be concluded that the main elements of communication consist of the source of the message sender, the message to be communicated, the channel for conveying the message, the recipient of the message, and the effects of the message. The five elements are related to one another. However, there are also experts who add feedback after the message is delivered, unplanned communication disorders, and communication context as elements of communication.

Communication Functions

The communication function is a potential that can be used to fulfill certain purposes. Cangara (2012: 55) states that, "communication as a science, art, and work field has a certain function that can be utilized by humans in fulfilling their daily needs".

According to Mulyana (2010: 5) the communication function consists of four parts, namely:

1. Social communication

The function of communication as social communication at least implies that communication is important for building self-concept, self-actualization, for survival, for obtaining happiness, avoiding pressure and tension, among others through entertaining communication and fostering relationships with others.

2. Expressive communication

Expressive communication does not automatically aim to influence others, but can be done as long as it becomes an instrument to convey our feelings (emotions). These feelings are mainly communicated through nonverbal messages.

3. Ritual communication.

A community that often performs different ceremonies throughout the year and throughout life, what anthropologists call rites of passage, from birth ceremonies, circumcisions, birthdays (singing Happy Birthday and cutting cakes), engagement, weddings, to death ceremonies. Those who participate in this form of ritual communication reaffirm their commitment to their family, ethnic, national, state, ideological or religious traditions

4. Instrumental communication

Instrumental communication has several general purposes, namely to inform, teach, encourage, change attitudes and beliefs, and change behavior or drive action, as well as to entertain. When summarized, all these goals are called persuasion (persuasive in nature). Communication that serves to inform or explain (to inform) contains persuasive content in the sense that the speaker wants the listener to believe that the facts or information conveyed is accurate and deserves to be known.

Meanwhile, Effendy (2012: 7) explains that there are 4 functions of communication.

Based on the opinion of experts about the communication function, it can be concluded that communication functions as a means of information, education, entertainment, and a means to influence the communicant to change the attitude and behavior of the communicant as expected.

Communication Purpose

The message is conveyed from the communicator to the communicant with the aim that the message can be understood or can change the behavior of the communicant. In the process of communicating, it has different purposes. Mulyana (2010: 4) argues that "we communicate primarily to state and support self-identity, to build social contact with those around us, and to influence others to feel, think, or behave the way we want". The two goals of communication according to Gordon (2010: 50) are as follows:

- a. We communicate in order to complete tasks that are essential to our needs, to feed and clothe ourselves, satisfy environmental curiosity, and enjoy life.
- b. We communicate to create and cultivate relationships with other people. So communication has a content function that involves exchanging information about how we relate to others.

Meanwhile, according to Effendy (2012: 55) explains there are 4 goals of communication, namely as follows:

- 1) Change the attitude (to change the attitude)
- 2) Change your opinion or opinion (to change the opinion)
- 3) Changing behavior (to change the behavior)
- 4) Change society (to change the society)

Based on the opinion of experts about the purpose of communication, it can be concluded that communication aims to create relationships in order to change attitudes, opinions, behavior, and change society as expected by the communicator.

Internal Communication Patterns

Djamarah (2014: 1) is "The pattern of communication can be understood as a pattern of relationship between two or more people in sending and receiving messages in an appropriate way so that the message in question can be understood". The challenge in determining communication patterns is how to convey information to all parts of the group or teacher with deaf students and how to receive information from all parts of the group.

Internal communication patterns that often occur in organizations are as follows (Suranto, 2011: 122):

1. Communication between the management of the organization and members or employees of the organization. For example, communication between leaders and employees.
2. Communication between the top leaders of the organization with top group employees. For example, communication between managers and division heads, between organizational leaders and section heads.
3. Communication between fellow employees or fellow members of the organizational environment. Communication between members of communication is an activity that predominantly colors the life pattern of an organization.

According to Ruslan (2010: 54), reciprocal internal communication can be done through the following channels:

- 1 Downward communication, namely from the work organization to its employees. For example, in the form of leadership orders, instructions, and information on technical specifications of a job to be given to subordinates. The media used is in the form of oral communication (orders and instructions), and in writing (official notes, regulations, circulars, etc.).
- 2 Upward communication, namely from the employee to the work organization. For example, in the form of executing orders in the form of written and oral, or the results of reports from work, as well as contributing suggestions from the workers to the leadership of the work organization. Communication media in both oral and written form (reports and information) regarding the implementation of tasks.
- 3 Parallel communication (slydeways communication) that takes place between employees. For example, information regarding work or other educational and training activities can also be

about activities outside of work (service) in the form of sports, religion, kinship, welfare, and other social employment activities.

Based on the above opinion, it can be concluded that the communication patterns that occur are in the form of downstream, upward, and parallel flows based on the organizational structure.

Internal Communication Indicators

According to Ruslan (2010: 192) states that internal relationship communication can be effective communication, if:

1. The existence of open management of work organizations (open management system) to its employees.
2. Mutual respect or appreciation (mutual appreciation) between one another, whether he acts as a leader or as a subordinate in order to achieve the main goals of the work organization.
3. There is awareness or recognition on the part of the work organization of the values of the importance of a reciprocal communication with its employees.
4. The existence of a Public Relations not only has skills (skills) and experience as a communicator, mediator, and to persuader, but also must be supported by sophisticated technical resources as well as communication media.

Communication indicators can be measured by (Uchjana, 2011: 122), namely:

2. Communication among employees
3. Communication with other employees
4. Communication between fellow department heads
5. Coordination of leaders with employees
6. Coordination among employees

According to Cutlip (2012: 241) internal communication indicators are as follows:

1. Trust, namely the existence of trust among communicants.
2. Information, namely information conveyed through communication.
3. Participation, namely communication requires the participation of the communicant.
4. Continuity, namely communication takes place continuously and continuously.
5. Environment, which concerns situations and conditions where communication needs to be done

From some of the internal communication indicators above, the authors use indicators according to Cutlip (2012: 241), namely: trust, information, participation, continuity, and the environment.

Definition of Work Orientation

Every employee who is part of an organization has an orientation to the meaning of their respective work and it is likely that one employee has a different work orientation, and if this perceived orientation can be achieved, the employee will feel job satisfaction and work to the maximum.

The work orientation according to Ingham (2011: 261) is "the attitude and behavior of employees is a concept that can create harmony in work and so that it can lead to improvement employee performance individually in a work organization".

According to Goldthorpe (2010: 198), "work orientation is the meaning of a job for an individual, based on his expectations which are manifested in his work. According to Gaggioti (2011: 241), "the meaning of work is a set of values and beliefs, attitudes and expectations that people have associated with their work".

According to Herudiati (2013: 78), "work orientation is the appreciation of individuals in meeting economic needs by carrying out work activities in a work environment".

Based on the opinions of the experts above, it can be concluded that work orientation includes workers' beliefs about the role of work in workers' lives, and reflects workers' feelings about work, workers' behavior at work, and the type of final goal that something is expected through work. That end goal means how people lead themselves in relation to their work and how areas of work can align with other areas of life.

Factors Affecting Work Orientation

Someone works because they have a certain orientation. According to the MOW International Research Team in Riadi (2020), work orientation includes the following:

1. Work as part of a life role (work centrality as a life role)

Someone who works as part of a life role has a positive relationship with important organizational variables such as job satisfaction and participation in decision making.

2. Work as social norms, rights and obligations (social norm regarding work, entitlement and obligation)

Work as a cultural subject has normative assumptions about a person's expectations of work and work (opportunities or rights) and what contribution they should make in work (obligations). The

norm of rights is reflected in the rights of individuals and all relating to the work of society and organizations towards individuals (for example all members of society have the right to work if they wish). Meanwhile, obligations are reflected in work duties from individuals to society and organizations (for example, all have a duty to contribute to society through work). The rest, if society has a positive assessment of a job, then that job is considered important and gets high recognition.

3. Work as a source of income (valued work outcomes)

This concept examines the general results sought through work as well as the relative interests of individuals mentioned in the 6 typologies of the meaning of work, namely: status and prestige, need for income, spending time, desire to interact / contact, service to society, interest and satisfaction. Individuals usually make an evaluation of the importance of their income based on their perceptions, knowledge and experience of earning through their work life practices.

4. Work as an important goal (importance of work goals)

Someone judges the importance of a work goal because they have sufficient knowledge and are familiar with each of these goals and then rank them according to the level of importance / urgency. Work goals such as expression (variety, interest in work, and autonomy), instrumental (good pay), convenience (working hours and working conditions), and learning (opportunities to learn, opportunities to develop).

5. Work as work role identification

Job identification is the degree to which people evaluate and identify work from their various roles and functions. Individuals understand their work role through values and make choices through a cognitive process for that work role. The work roles include duties, organizational regulations, product and service regulations, professional roles, and the role of wages received from work.

A person's work orientation is influenced by several factors. According to Rosso (2010: 213), "there are several factors that influence the meaning of work, from individual attitudes to organizational values to spiritual relationships. The detailed explanation regarding the factors that affect the meaning of work is as follows:

1. *Self*

The meaning of work can arise from within the individual, while the things that encourage the emergence of the meaning of work from within are as follows:

1. Score. Value or value is a component of how work becomes meaningful. The value of work is the last stage a person wants and feels himself should be able to realize when individuals are working. Work value is formed from work experience, continuous with the meaning of work.
2. Motivation. Work motivation is the degree to which a person experiences positive feelings when working effectively. When someone experiences something called meaningfulness of work, this can be an important thing in the development of work motivation. In other words, when someone feels that work is meaningful, work motivation will grow, so that person can interpret work and the meaning of work emerges for him.
3. Trust. Trust drives the degree to which employees believe their job is central to their lives and reflects the alignment between a person's needs and the perception that work can meet those needs. Job confidence therefore provides a measure of the strength of employees' psychological identification with their job. The more confident in the job, the harder it is to separate yourself or one's self-esteem from the job, making the job more meaningful.

2. Other people

The meaning of work can also come from outside, such as people around the workers, which are as follows:

- a. Employees at my level. Being close to coworkers has a positive impact on the perception of the meaning of work. Being close to coworkers can be a way of knowing how he thinks and acts.
- b. Leader. The leader's view of the purpose of the company's vision and mission must be transmitted to other employees or subordinates.
- c. Community / group. The relationship between workers in a work team and the number of workers in a work team is theoretically and empirically related to the meaning of work.
- d. Family. The family can put a strain on one's work through the demands of time, energy and economic resources. In particular, as the demands of family finances increase, economic rewards become more prominent and for taking a job tends to be of more economic significance. Families can also enhance the positive meaning of work by offering a supportive and relaxed environment where one can recover from the demands of work. Families can support by expressing

Based on the opinions of the experts above, it can be concluded that the factors that influence work orientation can basically be grouped into three things, namely originating from oneself, others, and

from the work itself. Self-originating factors include values, motivation, and beliefs. Factors that come from other people include family, friends, leaders, and the community. Meanwhile, factors originating from work include job design, organizational mission, finance, non-work domains, and work culture.

Work Orientation Indicators

According to Sunyoto (2012: 81), indicators in work orientation activities are as follows:

- a). Relationships with colleagues, namely the introduction of people in the organization in order to establish a harmonious working relationship.
- b). Introducing a workplace so that you can quickly adjust and interact with a new work environment.
- c). Solidarity, namely so that employees quickly have a sense of community and have an organization.
- d). Communication, namely so that employees understand the organizational culture, such as the vision, mission, values and operational activities.
- e). Orientation program, namely a more systematic formal orientation program by explaining organizational characteristics ranging from history, products and services, general policies and practices, organization, benefits and other regulations so that employees who work can really know and understand the ins and outs of the organization where they will work.
- f). Socialization, which simplifies the socialization process, minimizes the tendency for employees to leave and reduces the level of dependency.

According to Pratiwi (2017: 6), work orientation indicators are as follows:

1. Personal needs, namely employees work to earn income to meet their daily needs.
2. Long term, employees are more likely to focus on the elements associated with future success.
3. Good relations, namely employees have contact with other individuals in the work environment.
4. Organizational facilities, namely employees who want to learn for development while working.
5. Direct facilities, namely employees who work to meet the needs and comfort of life.

According to Wrzesniewski (2013), work orientation has several aspects, namely as follows:

1. Job (job)

Jobs that are job-oriented (job) will focus more on material benefits and maintain the benefits they get. These workers interpret work as fulfilling their needs in the form of money (financial) to sustain life and the availability of resources for workers to enjoy time away from work activities. A person works only for income.

2. *Career (career)*

Career-oriented workers will focus more on the rewards given by the company for the progress it has made. This advancement often conferred higher self-esteem, increased strength within one's scope of office, and higher social position. The goal of working in the view of a career is to maximize self-esteem, social status, strength and pride in their position.

3. *Call (calling)*

Workers think that work cannot be separated from the rest of their life. Workers do not prioritize getting rewards financially or career advancement, but on meaning. The meaning of work with this vocation aspect is associated with the belief that the work done contributes to better results and makes life better. Workers feel comfortable with their work because they like and also get deep enjoyment when doing the work.

Based on some of the indicators above, the researcher uses work orientation indicators according to Pratiwi (2017: 6), namely personal, long-term needs, good relations, organizational facilities, and direct facilities.

Work Procedures

Definition of work procedures

To ensure that a job is carried out efficiently and effectively, work procedures are established, namely the stages of tasks that employees must perform. Mulyadi (2013: 5) argues that "work procedures are one of the activities, often involving a handful of people in an institution or more, which are used to ensure the simultaneous operation of change transactions that occur repeatedly".

Yakub (2012: 61) explains that "a work procedure is a collaboration of work procedures-work procedures related to carrying out certain goals and activities".

According to Nafarin (2011: 84) states that, "a work procedure is a series of interconnected task series held to ensure uniform implementation of work".

According to Dewi (2011: 20) explains that, "a work procedure is a work procedure, or work procedure, namely a series of actions, steps, or actions that must be done by a person, and is a constant way to be able to reach a certain stage in the relationship to achieve the final goal. ". Meanwhile, according to Rasto (2015: 49), "work procedures are a sequence of operating plans to handle repetitive business activities uniformly and consistently".

Based on the above opinion, it can be concluded that work procedures are tasks and activities that are related to one another for the achievement of organizational goals.

Characteristics of work procedures

Several karatekristik work procedures according to Mulyadi (2013: 5), namely:

1. Making the desired organization achieve in the company.
2. Work procedures can make good control and require the maximum possible cost.
3. Shows a logical and simple sequence.
4. Shows determination, determination and responsibility.
5. Shows no delay or interruption. Be aware of deviations.

The characteristics of work procedures according to Richard (2012: 466), namely:

1. Procedures show the achievement of organizational goals.
2. The procedure shows a logical and simple sequence.
3. Procedures indicate the placement of decisions and responsibilities.
4. The procedure showed no delay or hindrance.

According to Rasto (2015: 50), pThe procedure has the following characteristics:

1. Can support a logical and simple sequence.
2. Able to create good supervision and use minimal costs.
3. Can demonstrate determination of decisions and responsibilities.
4. Describe any delays or obstacles
5. There is a work guideline that must be followed by members of the organization.
6. Prevent irregularities
7. Helping the organization to achieve efficiency, effectiveness and work productivity of a unit.

Based on the above opinion, it can be concluded that work procedures have characteristics as supporting activity stages, minimizing costs, determining decisions and responsibilities, describing obstacles, as work guidelines, preventing deviations so that they can help organizational goals.

2.Method

The research method used is quantitative method, where primary data is obtained through interviews and questions to respondents. Meanwhile, secondary data were obtained through searching literature related to the research theme. Data processing uses statistical methods using the SPSS For Windows version 16 program.

3. Discussion

The results of data analysis show that internal communication (X1), work orientation (X2) and work procedures (X3) have a simultaneous or joint influence on the work productivity of employees at the Environmental Office of Pidie Regency (Y). This is indicated by F-count = 19.523 with sig. 0.000. The results of data analysis also show that the coefficient of determination (R²) shows a value of 0.582. That is, internal communication, work orientation and work procedures affect the work productivity of Ditjen 58.2% while the rest (41.8%) is influenced by other factors. The influence of internal communication (X1) on employee work productivity (Y) at the Environmental Service Office of Pidie Regency is shown by the calculation of t-count = 2.288 with sig. 0.027, this means that there is a positive influence between internal communication (X1) on the work productivity of the employees of the Pidie Regency Environmental Service (Y). Where the better internal communication at the Pidie Regency Environmental Service Office, the more productive employees are at work.

The partial significance test between work orientation (X2) on employee productivity (Y) is shown by the calculation of t-count = 2.886 with sig. 0.006, this means that there is a positive and partially significant influence between work orientation (X2) on employee work productivity (Y). The positive sign on the beta coefficient shows a unidirectional relationship, meaning that the better the work orientation, the positive impact on increasing the work productivity of the Pidie Regency Environmental Service employees. Furthermore, the partial significance test between work procedures (X3) on employee work productivity (Y) is shown by the results of the calculation of t-count = 2.744 with sig. 0.009, this means that there is a partially positive and significant influence between work procedures (X3) on employee work productivity (Y). The positive sign on the beta coefficient shows a unidirectional relationship, meaning that the better work procedures will affect the work productivity of the employees of the Environmental Service Office of Pidie district. The results of the calculation of the three independent variables in this study have a significant effect on the work productivity of employees at the Office of the Environment in Pidie district, thus it can be said that the quality of work orientation, work orientation and work procedures have an influence on the work productivity of employees at the district Environmental Service of Pidie.

4. Conclusion

The results of data analysis show that internal communication (X1), work orientation (X2) and work procedures (X3) have a simultaneous or joint influence on the work productivity of employees at the Environmental Office of Pidie Regency (Y). This is indicated by F-count = 19.523 with sig. 0.000.

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