

The effect of personal communications between lecturers and students and organizational culture in increasing learning achievement At STBA medan

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Abstract

Communication that occurs within an organization is called organizational communication. There are several obstacles in implementing organizational culture, namely the difficulty of changing the mindset that has been embedded in lecturers who already feel comfortable with pre-existing values and behaviors. The formulation of the research problem is 1) How is the Effect of Interpersonal Communication between Lecturers and Students on Student Achievement at STBA Harapan Medan, 2) How is the Effect of Organizational Culture on Student Achievement at STBA Harapan Medan and 3) How is the Effect of Interpersonal Communication between Lecturers and Students and Organizational Culture on Student Achievement at STBA Harapan Medan. This research method uses quantitative descriptive. The size of the sample in this study was 34 lecturers and 66 students so that the total number of people was 100 people. The results of the research are partially the tcount value of the Interpersonal Communication between Lecturer and Students is 3,170 and the ttable value is 1,660 where the tcount > ttable (1,687 > 1,660) and the sig < 0.05 (0.016 < 0.05), it can be concluded that Interpersonal Communication between Lecturers and Students partially has a significant effect on Student Achievement at STBA Harapan Medan. Then partially the tcount value of the Organizational Culture variable is 8.205 and the ttable value is 1.660 so that the tcount > ttable (8.205 > 1.660) and the sig value < 0.05 (0.000 < 0.05), it can be concluded that organizational culture partially has a significant effect on student achievement at STBA Harapan Medan. Simultaneously, the value of Fcount is 106.516 and the value of Ftable is 3.094 where (Fcount > Ftable) so 106.516 > 3.094 and the value of sig < 0.05 (0.000 < 0.05).

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Introduction

Communication is the most basic activity of humans. Communication plays an important role in bridging humans in relating to one another, both in personal life and in society. Communication also plays a big role for the smoothness and success of an organization.

Communication in an organization is also the main thing that is no less important in achieving organizational goals. Good communication relationships between superiors and subordinates, subordinates and superiors, and between subordinates and subordinates in an organization are very influential in bridging the creation of increased work productivity within the organization.

Communication that occurs within an organization is called organizational communication. The purpose of communication within the organization is to establish mutual understanding, so that there is an equality of frames of reference and fields of experience among members of the organization. Based on organizational communication experiences that occur, will slowly form an organizational communication climate, organizational communication climate is perceptions, regarding messages and events related to messages that occur within the organization (Pace and Faules, 2006: 146).

Good communication will make sense of the importance of individual relationships. A communication relationship is expected to help students achieve their learning achievements. As stated by Sardiman (2007: 35) in Ernawati and Tjalla, (2012: 64) that optimal learning outcomes are influenced by various components of teaching and learning, including the relationship between lecturers and students.

One of the advantages of interpersonal communication is that interpersonal communication always starts from a psychological relationship process and this process results in influence between individuals who do interpersonal communication. This psychological communication process causes interpersonal communication to play a very important role in the psychology of the individual actors of communication. Interpersonal communication can affect the cognitive, affective, and behavioral audiences.

Definition of Lecturer according to the Constitution of the Republic of Indonesia Number 14 of 2005 concerning Teachers and Lecturers are professional educators and scientists with the main task of transforming, developing, and disseminating science, technology, and art through education, research, and community service.

Meanwhile, the definition of student according to the RI Law no. 20 of 2003 concerning National Education System Chapter VI, fourth part of article 19, that "student" is actually just an academic term for students who have reached a certain level of education during their learning period. Organizations basically have an embedded culture to produce stability or establishment. In an organization, work has been designed in such a way as to be carried out, employees have been provided with training and skills, clear job descriptions and procedures that have been embedded in all members of the organization.

Culture in an organization is a characteristic that is owned by college. More than that, higher education culture is used to shape character and behavior as well as habits in order to achieve the vision, mission and goals of an organization. The existence of this distinctive behavior will be the hallmark of a college with other universities.

To shape the attitudes and behavior of a person in a college, it is necessary to have a guideline or principle that is shared and understood together to realize the goals of the college. Attitudes and behavior will be formed from the values or principles that underlie the lecturers and students in a university to serve as the basis for their actions. Organizational cultureA strong institution will help universities in providing certainty to all students to develop together, grow and develop higher education. Organizational culture has the goal of changing HR attitudes and behavior.

One of the goals of creating organizational culture is to achieve organizational goals by applying discipline in work and work spirit that makes a student and lecturer, especially at a campus institution, perform well, a good organizational culture can be reflected in the attitudes and appearances shown by students and lecturers. so that a good organizational culture can maintain the good name of the organization.

Empowerment, assertiveness, learning attitude, and team work are some of the attributes of a strong organizational culture. In organizational culture, the positive behavior of students and lecturers will automatically determine how the performance can be displayed by students, because after all, the success of universities cannot be separated from the performance of their employees. Thus, organizational culture can be a major competitive

advantage if the organizational culture supports organizational strategy and can answer the challenges of the higher education environment.

Discussing the problem of teaching and learning in tertiary institutions, the relationship between lecturers and students in communicating is very necessary. If the relationship between lecturers and students is not harmonious, it can create bad communication (Ernawati and Tjalla, 2012: 64). The communication carried out is usually related to teaching and learning activities so that the role of both must be balanced with the creation of good communication because a good communication process will result in an effective communication between lecturers and students.

The Harapan Medan College of Foreign Languages (STBA) was established in 1970 and has a goal that is very in line with its vision and mission, namely to produce graduates who are faithful and pious and have excellent academic competence in linguistics, especially English and Japanese, so that they have high competitiveness in the world. national and international job markets. In addition, increasing the ability and mastery of foreign languages to actively participate in the era of scientific and technological progress, as well as inter-nation relations, especially in the fields of business and trade while still upholding the dignity of the Indonesian language and regional languages as assets of the nation's ancestors and the state of Indonesia. As for the phenomena that occur to the teaching staff and students of STBA Harapan Medan, the effectiveness of communication that occurs between lecturers and students has not gone well. For example, communication ineffectiveness occurs when students feel uncomfortable communicating with teaching staff. Some students still feel awkward in starting conversations with their lecturers, besides that, there are also teaching staff who laugh or even get angry when students ask about something they don't understand and students who find it difficult to ask questions when they need information mean that the student doesn't have any information. openness. There are also students who do not appreciate when their friends are telling stories, namely only listening without giving feedback, which means that there is no feedback in the communication. Students lack empathy for the subject matter presented by the teaching staff, which means that these students do not have empathy.

It often happens that there are students who always dominate the conversation, as if they do not provide another opportunity to speak, which means that the student has not been able to carry out two-way communication, while McCroskey and Richmond (2006: 28) say that communication is the center of the learning process. In the absence of communication, the teacher has no power in the classroom. Information provided verbally or in writing is the basis of the learning process.

There are several obstacles in implementing organizational culture, namely the difficulty of changing the mindset that has been embedded in lecturers who already feel comfortable with pre-existing values and behaviors. In addition, to apply consistent behavior because one's life values are often inconsistent and strongly influenced by psychological conditions. In addition, the implementation of organizational culture, in this case the implementation of values that have not been optimal, can be seen from the lack of a sense of discipline by lecturers, their lack of care in caring for campus goods and equipment, besides the lack of cooperation between fellow lecturers is also a problem for educational institutions. .

According to Claes, M., LaCourse, E., Bouchard, C., & Perucchini, P. (2003: 69) in Yahya A. Ramli (2009: 44) It is not an easy task to assess the level of students' interpersonal communication skills as an interaction between students with their peers and students with lecturers that only happens in the classroom at school. The purpose of communication will not be achieved if a communication does not run effectively. According to A. Supratiknya, (1995: 48) The effectiveness of interpersonal communication is achieved, when the communicant interprets the message received has the same meaning as the message conveyed by the communicator. As previously stated, optimal learning outcomes are influenced by the relationship between lecturers and students.

Seeing the purpose of communication itself is to get the impact (effect) of cognition, which is related to knowledge, affection, which is related to the delivery of messages or thoughts, konasi, which is related to changes in attitudes and behavior (Anisah, 2001). Based on the purpose of communication, the communication that exists can occur because of a certain impulse. For example, in communication between lecturers and students, it is related to the encouragement or desire of two parties to provide and obtain information to each other. The

existence of openness in communication makes it easier for the communicant to understand the intent of the message conveyed by the communicator and can influence the communicant to behave and behave in accordance with the expectations of the communicator (Gunawati, 2006).

According to Muhibbin (2005: 46) in Ernawati and Tjalla (2012: 48) said the factors that influence student learning achievement are internal factors and external factors. Internal factors are everything that comes from the individual, while external factors are everything that comes from outside the individual, such as family, friends, and the environment. Sudjana (2009) said that the factors that influence learning achievement are interest in learning, learning motivation, and learning discipline, where in this interest, motivation and learning discipline there is a desire to complete tasks by utilizing available time without delaying in completing them.

Learning achievement is usually an academic achievement obtained by individuals who are or have gone through the process of formal learning activities at a certain level. While academic achievement according to Sobur (2006: 45) in Chairiyati (2012: 64) is a change in behavioral skills, or abilities that can increase over time and are not caused by the growth process but by the learning situation.

Based on the problems above, the writer is interested in researching Student Achievement at STBA Harapan Medan through interpersonal communication between lecturers and students, so the researchers will examine in the form of thesis research with the title The Effect of Interpersonal Communication between Lecturers and Students and Organizational Culture in Improving Student Achievement. at the Hope College of Foreign Languages (STBA) Medan.

Formulation of the problem

Based on the background that has been compiled above, it can be drawn some problems that arise in improving student learning achievement at STBA Harapan Medan, namely:

How is Influence Communication Between Private Lecturers and Students on Student Achievement at STBA Harapan Medan.

How is Influence Organizational culture on Student Achievement at STBA Harapan Medan.

How is Influence Communication Between Private Lecturers and Students and Organizational Culture on Student Achievement at STBA Harapan Medan.

Literature Review

Student Academic Achievement

According to Suryabrata (2002:297), "Learning achievement as a value is a form of final formulation given by educators related to student progress or achievement during a certain time". Evidence of success from a person after gaining a learning experience or learning something is a learning achievement achieved by a student/student within a certain time.

According to Nana (2009: 102) Learning outcomes or achievements is the realization or expansion of potential skills or capacities possessed by a person. Mastery of learning outcomes by a person can be seen from his behavior, both behavior in the form of mastery of knowledge, thinking skills and motor skills.

Student Achievement Indicators

In accordance with the purpose of holding a learning achievement test, namely to reveal potential cognitive abilities and determine student learning capacity, the test that is widely used in Indonesia contains aspects of academic potential consisting of three components.ponen (Suryabrata, 2002: 84), namely:

a) Verbal Ability (V)

Verbal ability is the ability and language skills both mastery of vocabulary, grammar, and the ability to understand texts.

b) Quantitative ability (K)

Quantitative ability is arithmetic ability. The ability to think inductively and deductively, especially in applying quantitative principles in solving problems that require mathematical calculations.

c) Reasoning Ability (P)

The ability to digest and analyze information so as to obtain the correct conclusions. Individuals with good reasoning abilities are individuals who are able to think critically and thoroughly. The individual is able to distinguish between facts and opinions

Interpersonal Communication

According to Sendjaja (2007: 2), communication is a prerequisite for human life. Human life will appear empty or no life at all if there is no communication. Because without communication, interaction between humans, whether individually, in groups or in organizations, is impossible, most interactions between humans take place in interpersonal communication situations

Interpersonal communication is communication that takes place between two people, where there is direct contact in the form of conversation. This communication usually takes place face to face, it can also be through a medium telephone (Effendy, 2006: 48)

The goals of interpersonal communication described above can be viewed from two perspectives, namely:

- 1) Goals are seen as motivations or reasons why someone engages in interpersonal communication.
- 2) The goals that are seen as the result or effect of interpersonal communication.

Interpersonal Communication Process

Process language can be interpreted as a sequence of executions or events that occur naturally or are designed and usually use time, space, expertise or other resources to produce a result. A process can be recognized by the changes created by the properties of one or more objects under its effect. (Effendy, 2006: 31)

According to Suranto (2005), in communication the communication process can be divided into two, namely the primary and secondary communication processes. The primary communication process is the process of conveying one's thoughts or feelings to others by using symbols (symbols) as media. Usually this communication process is carried out in an

interpersonal form involving two people in an interaction situation, the communicator sends a message to the communicant. Here the communicator becomes the encoder (sender) and the communicant becomes the decoder (receiver). However, interpersonal communication is dialogical, so there is an exchange of messages, where the communicator becomes the Decoder (receiver) while the communicant becomes the Encoder (sender.). in interpersonal communication, because the situation is face-to-face (face to face communication) in contrast to mediated communication, where feedback is delayed (delayed feedback). (Effendy, 2006: 15).

Methods

Types of Research

This research is a quantitative descriptive research, namely a research method that describes an event or events based on data and facts that existed at the time the research took place, then the data obtained were collected, processed, analyzed and can draw a conclusion. The place of research is STBA Harapan Medan which is located at Jalan Imam Bonjol No. 35, Medan. While the time of the research was carried out in July 2017. According to Sugiyono (2005:42), population is a generalization area consisting of objects/subjects that have certain quantities and characteristics that are applied by researchers to be studied and then drawn conclusions. The population in this study were all 34 lecturers working at STBA Harapan and students, especially students from semester II to semester VI who studied at STBA Harapan Medan, totaling 197 people.

Sample

The sample is a subset of the population. Because the population size allows the research as a whole to be carried out. Considering that the population is more than 100 people, this study uses the formula in making the research sample. The samples in this study were members of the population or all lecturers who teach at STBA Harapan Medan and all students studying foreign languages at STBA Harapan, namely Semester II to VI semesters. The population of lecturers who teach at STBA Harpaan Medan as many as 34 people were all used as research samples, while the population of students studying foreign languages at STBA Harapan, namely

students from semester II to semester VI, was 197 people calculated by the Slovin formula, as follows:

N

n = -----

$$N(Ne)^2 + 1$$

197

n = -----

$$197 (0,10)^2 + 1$$

197

n = -----

3.31

n = 66.32 or rounded up to 66 respondents.

Thus, the size of the student sample in this study was 66 people and the number of lecturer samples was 34 people so that the total was 100 people.

Research Data Sources

(a) Primary Data

The data are grouped through research obtained directly from the source. In this case, it was obtained from respondents who answered the questions contained in the questionnaire about the influence of Interpersonal Communication between Lecturers and Students (X1) and Organizational Culture (X2) on Student Achievement in STBA Harapan Medan.

(b) Secondary Data

The data obtained from documentation or university records are in the form of an overview of the object of research, namely STBA Harapan, brief history, organizational structure, number of lecturers, student academic achievement data, attendance, and data obtained from articles, journals, and previous studies related to the problem to be studied as consideration in writing this thesis.

Discussion

(1)The Effect of Interpersonal Communication between Lecturers and Students on Student Achievement at STBA Harapan Medan

The openness of lecturers to students provides opportunities for students to students who started with the initiative of the lecturer started talking to students related to learning difficulties. The process of openness of parents to children to solve children's problems and parents give freedom of opinion to children.

(2)The Influence of Organizational Culture on Student Achievement of STBA Harapan

Organizational culture or corporate culture is defined as values, symbols that are understood and obeyed by an organization that distinguishes it from other organizations. Organizational culture functions as a force, a driving force in achieving goals. In the continuity of the program implementation, the leader of the organization is obliged to pay attention to members and gather members in terms of the plurality of members of the organization.

According to research by Paningkat Siburian (2011) the relationship between organizational culture and achievement motivation with learning achievement is very significant. According to Pakpahan (2009) that organizational culture directly affects the work performance of lecturers. The theoretical model of the relationship between organizational culture and performance and satisfaction according to Robbins and Judge (2009) explains that organizational culture directly affects performance satisfaction (achievement). From this hypothesis, organizational culture has a significant effect on student achievement at STBA Harapan Medan.

(3)The Effect of Interpersonal Communication between Lecturers and Students and Organizational Culture on Student Achievement at STBA Harapan

Interpersonal communication between lecturers and students is the process of delivering messages by one person to the recipient of the message by another person or group of people. From the results of the study, lecturers who rarely talk to students in terms of

learning difficulties in the subjects they care for make it difficult for students to excel. The higher the personal communication between lecturers and students, the higher the student's learning achievement. In optimally restoring student learning achievement through direct dialogue, it is usually done outside the class during lectures thereby opening students' horizons to gain broader knowledge and can be reflected in academic achievement.

Organizational culture give an influence on the unification of views that support human work performance which is formed from the values of the rules that must be obeyed. With the organization helping members of its citizens to support each other based on the principle of kinship. Through organizational culture, it allows the formation of student learning achievements related to the closeness of lecturers and students in an organization formed at an institution called STBA Harapan Medan.

Conclusions

The conclusions of this study are (a) There is a significant influence between Lecturer and Student Interpersonal Communication in Improving Student Learning Achievement at STBA Harapan Medan, this can be seen from the openness of lecturers and good interactions with student criticism. (b) There is a significant influence between Organizational Culture in Improving Student Achievement in STBA Harapan Medan, this can be seen from the understanding of the importance of individual achievement and team orientation in improving student achievement. (c) There is a significant influence between Interpersonal Communication between Lecturers and Students and Organizational Culture in Improving Student Achievement in STBA Harapan Medan, this can be seen from the sharing of references and accepting the opinions of colleagues as a form of equality.

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