



THE ROLES OF COMMUNICATION SKILLS AMONG THE EMPLOYEES AT PT. PELINDO BELAWAN NORTH SUMATERA

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Abstract

In an increasingly competitive business environment, communication skills play an important role in determining the success of a company. This study aimed to analyze the role of communication skills in the corporate context and how this affects organizational performance. The study used qualitative method by administering open questionnaire to 30 respondents at PT. Pelindo Belawan North Sumatera. Data collected includes employees' opinions of the importance of communication, the impact of communication skills on productivity and collaboration, as well as strategies for developing communication skills within the organization. The results showed that effective communication skills had a significant impact on company performance. Moreover, the practical implication of this study was the need for companies to prioritize the development of communication skills at all levels of the organization, through training, mentoring, and creating a conducive communication culture. In this way, companies can improve performance and competitiveness in a market that increasingly demands communication excellence.

Keywords: language, communication, skills, company

Abstrak

Dalam lingkungan bisnis yang semakin kompetitif, kemampuan komunikasi memainkan peran penting dalam menentukan keberhasilan sebuah perusahaan. Penelitian ini bertujuan untuk menganalisis peran keterampilan komunikasi dalam konteks perusahaan dan bagaimana hal ini mempengaruhi kinerja organisasi. Penelitian ini menggunakan metode kualitatif dengan memberikan kuesioner terbuka kepada 30 responden di PT. Pelindo Belawan Sumatera Utara. Data yang dikumpulkan meliputi pendapat karyawan tentang pentingnya komunikasi, dampak keterampilan komunikasi terhadap produktivitas dan kolaborasi, serta strategi untuk mengembangkan keterampilan komunikasi dalam organisasi. Hasil penelitian menunjukkan bahwa keterampilan komunikasi yang efektif memiliki dampak yang signifikan terhadap kinerja perusahaan. Selain itu, implikasi praktis dari penelitian ini adalah perlunya perusahaan memprioritaskan pengembangan keterampilan komunikasi di semua level organisasi, melalui pelatihan, pendampingan, dan menciptakan budaya komunikasi yang kondusif. Dengan demikian, perusahaan dapat meningkatkan kinerja dan daya saing di pasar yang semakin menuntut keunggulan komunikasi.

Keywords: bahasa, komunikasi, keterampilan, perusahaan

INTRODUCTION

Communication is the foundation that underlies every interaction and collaboration in the work environment. The ability to communicate effectively is an essential skill for every

employee, whether in interacting with colleagues, superiors, or customers. Within a company, good communication skills can have a significant impact on the performance, productivity, and overall success of the organization. Moreover, communication skills refer to the capability to listen to voices or instruction, see actions, the capability to reuse dispatches, store them in memory, and respond to messages or instructions displayed in verbal form, gestures, actions or body language when speaking. Moreover, they are the capability to listen to sounds/instructions or see actions, the ability to process messages and store them in memory and the ability to respond to messages or instructions displayed in the environment (Pratiwi et al., 2020). Furthermore, Payne, (2005) classifies three ways to measure communication skills which consists of (1) communication motivation, (2) communication knowledge, and (3) communication skills. Then, regarding communication skill, Yani, Ariyanti, Pratiwi, and Kusuma (2022) found that they have a significant positive effect on knowledge sharing.

Furthermore, they are very important in organizational life, and become the key point in creating a favourable situation and environment, creating continuous communication, increasing public trust, improving a good image, and increasing public trust (Agustina, 2024). Then, interaction activities in communication happens when two or more people disseminate or exchange information, input, perceptions, messages, and so on through habituation and exchange of information. Furthermore, in all aspects of organization and management, communication is one of the conceptions that is very important, and the contribution of effective communication symbolizes the prerequisites for the achievement of organizational goals, in addition to being one of the dominant difficulties encountered in modern management. modern management.

Besides, it is a method of receiving or delivering messages from one person to another or delivery in the form of messages from one person to another, either verbal, written, or non-verbal, directly or indirectly (Usman, 2011). Moreover, it is a process for transferring interpretations in the format of ideas or explanations from individuals to other individuals or interpretation in the format of ideas or explanations from individuals to other individuals. (Handoko, 2013). Then, it is a technique of conveying inspiration, information, and understanding from a person to another person while wanting that person to be able to define in harmony with the intended target (Mangkunegara, 2017). Besides, Fachrezi & Khair (2020) state that actually it is not only taking place between superiors and subordinates but also between colleagues. Therefore, it plays an important role in improving worker performance and good communication strategy helps companies have a better work process, but weak communication between workers leads to errors in the work process (Marpaung et al., 2020).

In addition, communication within the company is not only among employees, but also among the media and vertical parts of the organization (Islami et al., 2021). Then, good communication in an organization is one of the important things that can support the improvement of the staff, and it will create a good and clear company environment as well It is important to focus on the creativity and loyalty of employees (Winata and Nasution, 2023). Furthermore, communication skills are key factors in the survival of organizations in today's competitive business environment, and they are needed in all situations, such as preparing business presentations, providing ideas and ideas for consulting views, and building teamwork in organizational activities (Fauzi et al, 2022).

Besides, effective communication enables the exchange of information, task coordination, and collaborative problem solving. Then it plays an important role in the success of a company for several reasons such as increase productivity, encourage employee engagement, strengthen relationships, resolving problems, and improve customer service. Thus, effective communication is the key for companies to achieve superior performance, encourage innovation, and maintain a competitive advantage in the market. This article aims to explore the important role of communication skills in supporting the success of a company.

Although communication is often considered a "soft" or not very important skill, the fact is that effective communication is the foundation for every operational and strategic aspect of a company.

Moreover, there are some ways in which effective communication can positively impact productivity such as clear understanding, coordination and collaboration, better decision making, problem identification and solving, motivation and engagement, and learning and development. By implementing effective communication practices, such as active listening, conveying clear messages, and building a culture of openness, organizations can create a work environment that supports high productivity. Then, it also enables smooth information flow, better collaboration, and smarter decision making – all factors that contribute to increased productivity. Furthermore, there are some reasons why good communication has a positive impact on employees' understanding of their roles and responsibilities such as clarify expectations, providing detailed instructions, feedback and coaching, understanding organizational goals, as well coordination and collaboration.

Then, in relation to effective communication, organizations can ensure that employees have a clear and thorough understanding of what is expected of them, and it allows them to focus, work efficiently, and make optimal contributions to achieving organizational goals. Open, and transparent communication is the key to increasing employee engagement and motivation in an organization. Moreover, there are some reasons why open communication has a positive impact on employee engagement and motivation namely build a sense of trust, encourage engagement, provide feedback and recognition, supports career development, creating a culture of openness, and increase the sense of ownership.

By mastering important communication skills, employees and managers can build better relationships, increase collaboration, resolve problems effectively, and contribute to the overall success of the organization. Then, the ability to communicate clearly and persuasively is one of the important skills that employees and managers in an organization must have. Moreover, the importances of the ability can be seen as follows:

1. Convey information effectively

With good oral communication skills, someone can convey information, instructions and ideas in a clear and structured manner. This helps minimize misunderstandings and ensures that the message is conveyed well.

2. Build Relationships and Trust

The way a person speaks and conveys a message can influence the impression it makes on other people. Clear and persuasive verbal communication helps build better relationships and increase trust.

3. Influence and Convince Others

Persuasive oral communication skills allow a person to influence the opinions, attitudes, and actions of others. This is important in situations such as presentations, negotiations, or pitching ideas.

4. Leading and Motivating the Team

Leaders who have strong verbal communication skills can convey a vision, inspire, and motivate their teams to work toward a common goal.

5. Problem Solving and Decision Making

Clear and effective oral communication facilitates discussions, exchange of ideas, and better decision-making processes in organizations.

Then, this study discusses the important role of communication skills in a corporate environment. In addition, communication skills are most needed in the modern work environment. It is hoped that companies can develop appropriate strategies to improve communication skills among their employees by understanding the importance of

communication skills. Communication refers to the process of conveying information, ideas, and messages from one party to another. In the work environment, communication occurs verbally, written, and non-verbally between employees, managers, and other stakeholders. Effective communication enables the exchange of information, task coordination, and collaborative problem solving.

Through this study, it emphasizes that communication skills must be one of the core competencies developed by every employee, especially those in leadership positions or have important roles in the company. Moreover, good communication skills are not only important to individual performance, but are also vital to the success of teams, departments, and the organization. Additionally, this article will discuss the different types of communication skills needed in the modern work environment, including oral, written, and nonverbal communication. Ultimately, the main goal of this study is to encourage readers, both company leaders and employees, to understand the importance of communication and develop a positive communication culture in the work environment. By having good communication skills, it is hoped that companies can achieve superior performance and maintain competitiveness in an increasingly competitive market.

METHOD

This study applied descriptive qualitative design by administering questionnaire to 30 employees at PT. Pelindo Belawan North Sumatera. The items of questionnaire regarding learning process in the class with different subjects every day, and the materials which were taught in English learning. Moreover, after collecting the data, then they were analysing by using Miles, Huberman and Saldana (2014) that consisted of data condensation, data display and data verification/conclusion drawing.

FINDING AND DISCUSSIONS

The data were taken by administering open questionnaires to 30 respondents and the data could be seen as follows:

1. Having opportunity to give opinions in the company

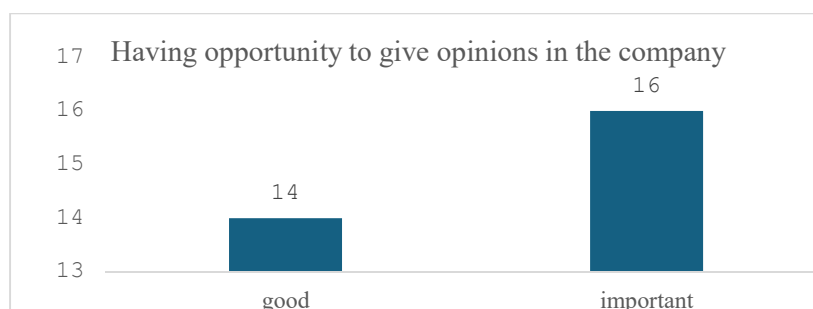


Figure 1

Figure 1 showed that 14 respondents (47 %) answered that having opportunity to give opinions in company was good and 16 respondents (53 %) said that it was important.

2. The reasons of having opportunity to give opinions

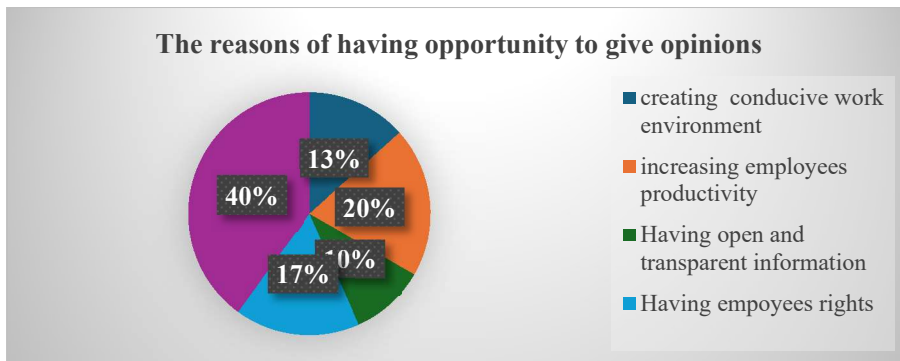


Figure 2

Figure 2 indicated the reasons of having opportunity to give opinions in company were about 4 out of 30 respondents (28 %) answered that to create conducive work environment, 6 respondents (13%) said to increase employees productivity, 3 respondents (10%) answered to have open and transparent information, 5 respondents (17%) said to have employees right and 12 respondents (40%) said that to increase the company achievement.

3. Conveying honest information

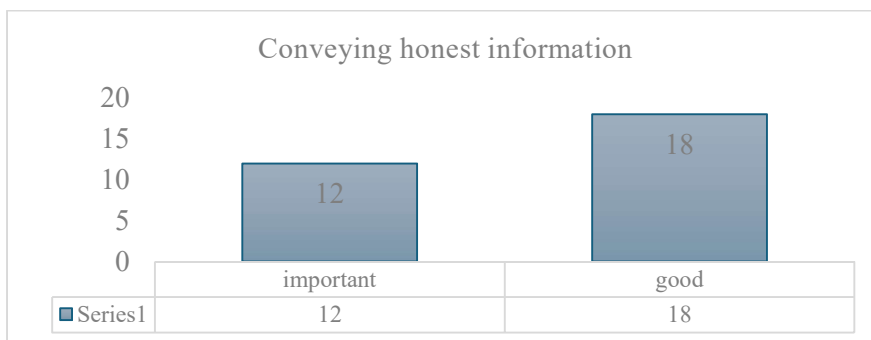


Figure 3

Figure 3 mentioned that 12 respondents (40%) said that it was important, and 18 respondents (60%) answered that it was good to convey honest information.

4. The reasons of conveying honest information

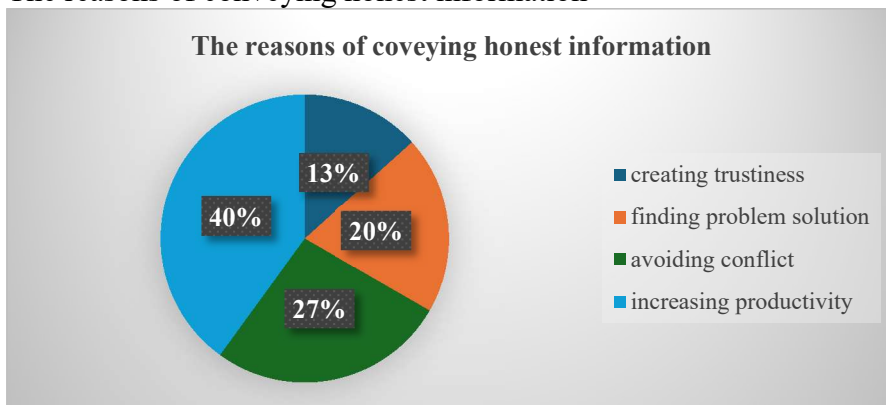


Figure 4

Figure 4 showed the reasons of conveying honest information were about 4 out of 30 respondents (13 %) answered that to create trustiness, 6 respondents (20%) said to find problem solution, 8 respondents (27%) answered to avoid conflict, and 12 respondents (40%) said that to increase productivity.

5. Concerning the superiors' condition in communication

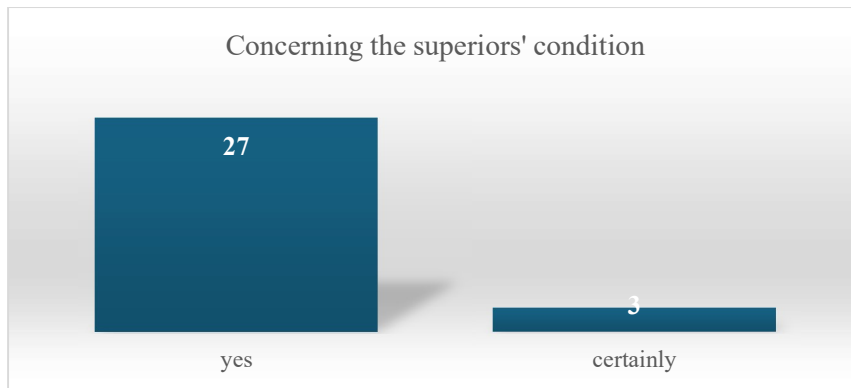


Figure 5

Figure 5 indicated that 30 respondents (100%) agreed that they were concerned about the superiors' condition when they would like to communicate with them.

6. The reasons of concerning the superiors' condition

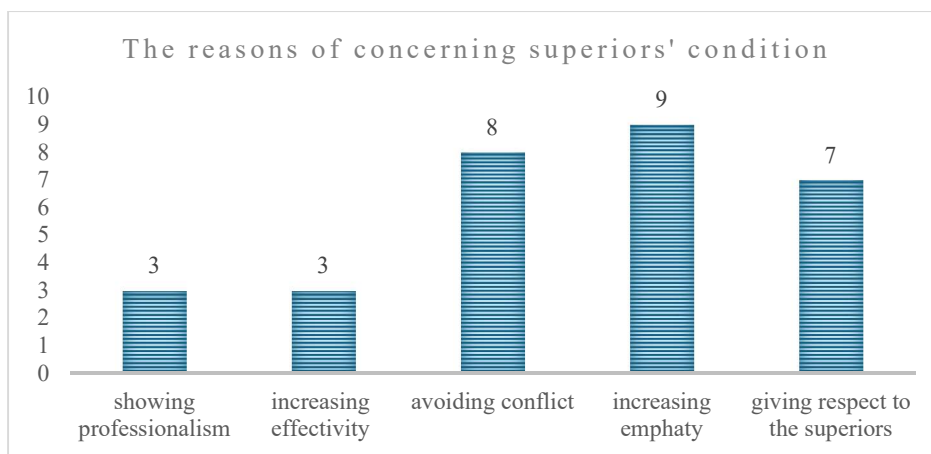


Figure 6

Figure 6 mentioned the reasons of concerning the superiors' condition were about 3 respondents (10%) said that to show professionalism, 3 respondents (10%) said to increase effectivity, 8 respondents (27%) said to avoid conflict, 9 respondents (30%) said to increase empathy and 7 respondents (23%) said to give respect to the superiors.

7. Concerning colleagues' problems

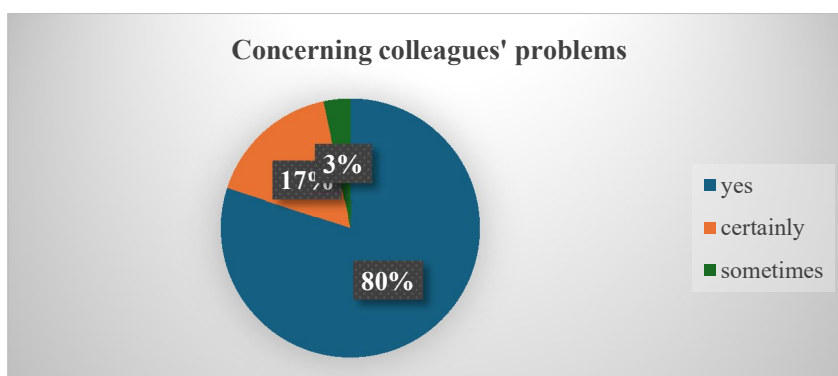


Figure 7

Figure 7 showed that 29 out of 30 respondents (97 %) were concerned about their colleagues' problems meanwhile 1 respondent (3%) answered that he was sometimes concerned about their colleagues' problems

8. The reasons of concerning colleagues' problems

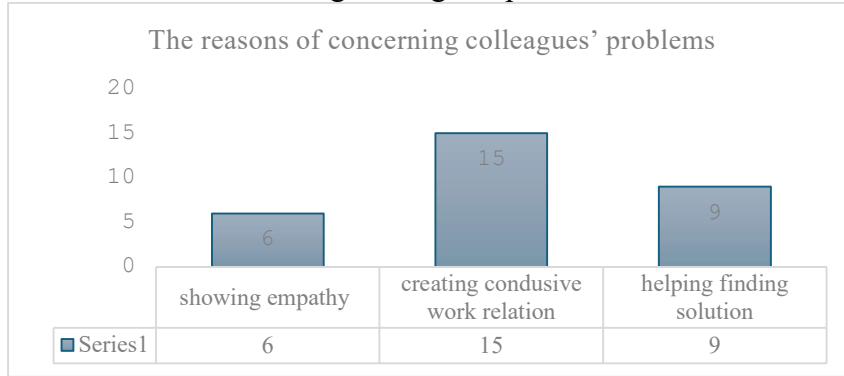


Figure 8

Figure 8 indicated the reasons of concerning the superiors' condition were about 6 respondents (20%) said that to show empathy, 15 respondents (50%) said to creating conducive work environment and 9 respondents (30%) said to help finding solutions.

9. Reducing indifferent attitudes to the colleagues' problems

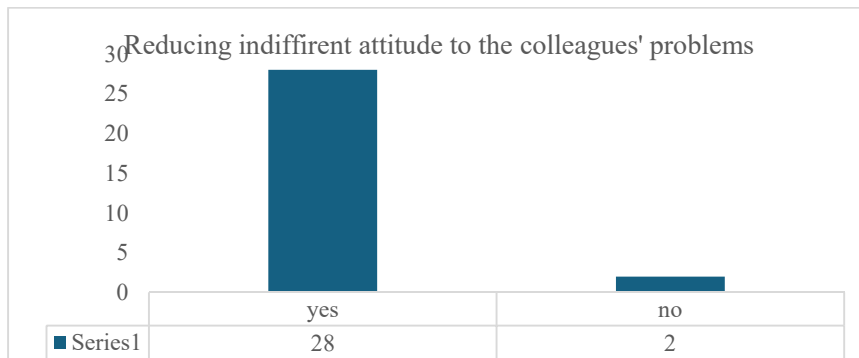


Figure 9

Figure 9 mentioned that 28 respondents (93%) answered they reduced indifferent attitudes to the colleagues' problems meanwhile 2 respondents (7%) did not reduce indifferent attitudes to the colleagues' problems

10. The reasons of reducing indifferent attitudes to the colleagues

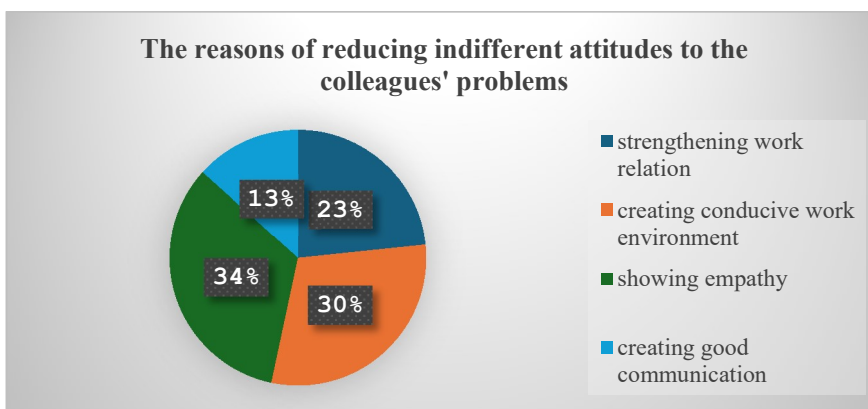


Figure 10

Figure 10 showed the reasons of reducing indifferent attitudes to the colleagues were about 7 respondents (23%) said that to strengthen work relation, 9 respondents (30%) said to create conducive work environment, 10 respondents (34%) said to show empathy, and 4 respondents (13%) said to create good communication.

11. Supporting innovative ideas

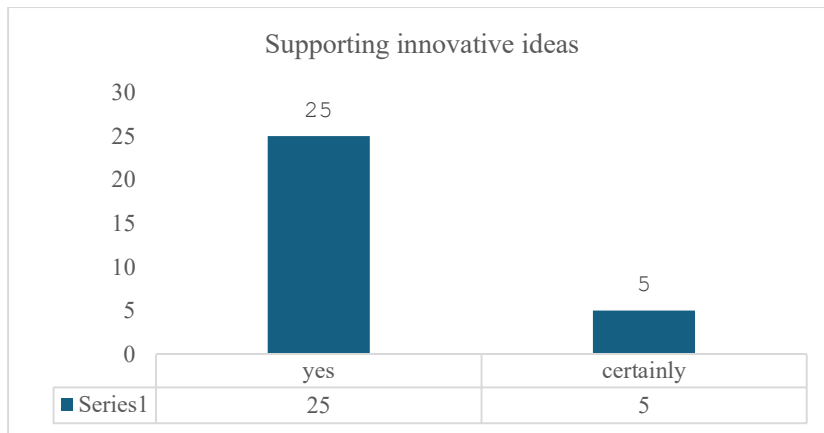


Figure 11

Figure 11 indicated that 30 respondents (100%) agreed that they supported innovative ideas in the company.

12. The reasons of supporting innovative ideas

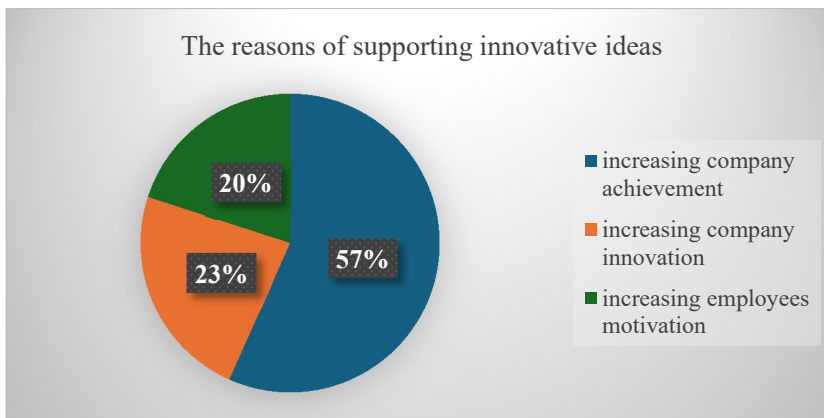


Figure 12

Figure 12 mentioned the reasons of supporting innovative ideas were about 17 respondents (57%) said that to increase company achievement, 7 respondents (23%) said to increase company innovation, and 6 respondents (20%) said to increase employees' motivation.

13. Receiving positive responses after completing the work

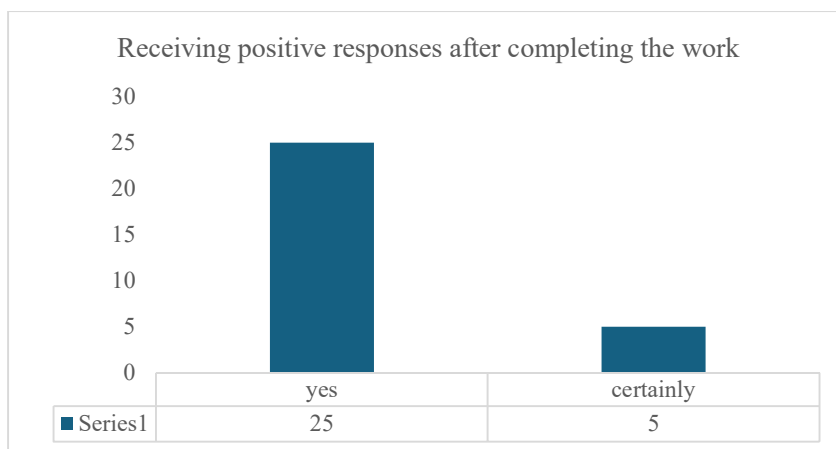


Figure 13

Figure 13 described those 30 respondents (100%) agreed that they received positive responses after completing the work

14. The reasons of receiving positive responses after completing the work

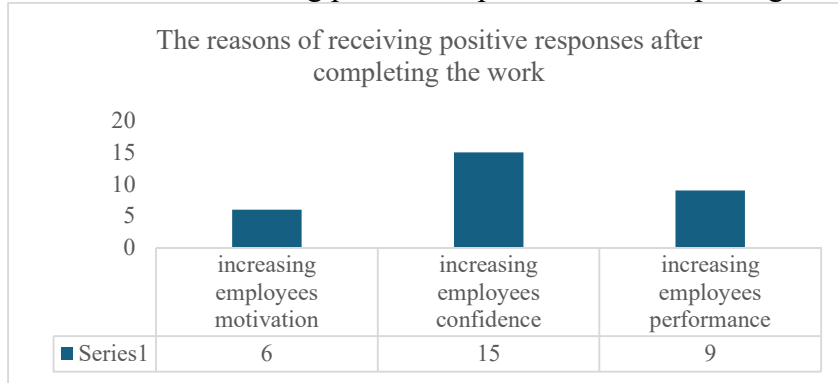


Figure 14

Figure 14 indicated the reasons of receiving positive responses after completing the work were about 6 respondents (20%) said that to increase employees' motivation, 15 respondents (50%) said to increase employees' confidence, and 9 respondents (30%) said to increase employees' performance.

15. Having trustiness with the colleague in completing the work

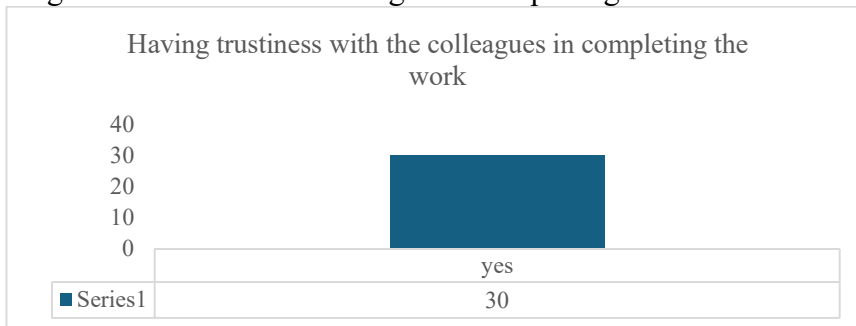


Figure 15

Figure 15 showed that 30 respondents (100%) agreed that they had trustiness with the colleague in completing the work

16. The reasons of having trustiness with the colleagues in completing the work

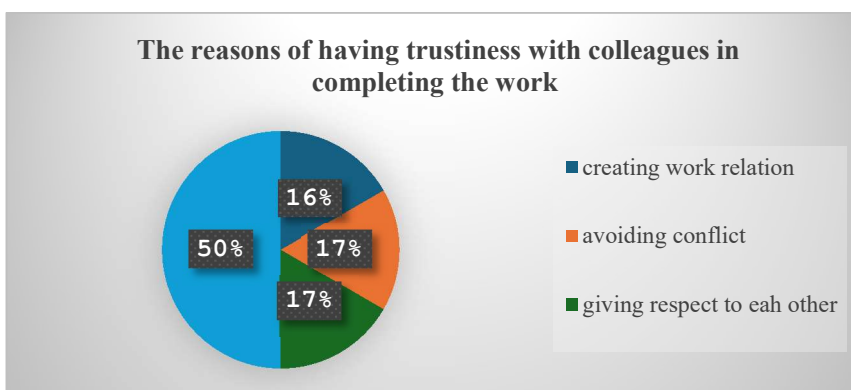


Figure 16

Figure 16 mentioned the reasons of having trustiness with the colleagues in completing the work were about 5 respondents (16%) said that to create work relation, 5 respondents (17%) said to avoid conflict confidence, 5 respondents (17%) said to give respect to each other, and 15 respondents (50%) said to create conducive work environment

17. Having equality in conveying the opinions

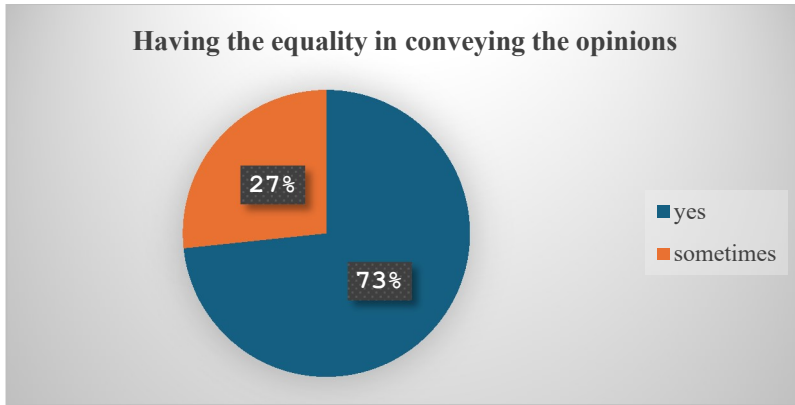


Figure 17

Figure 17 mentioned that 22 respondents (73%) answered they had equality in conveying the opinions, meanwhile 8 respondents (27%) sometimes equality in conveying the opinions.

18. The reasons of having equality in conveying the opinions

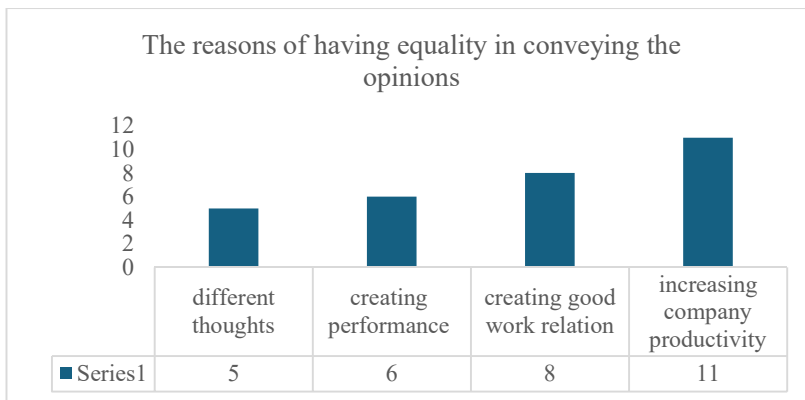


Figure 18

Figure 18 indicated the reasons of having equality in conveying the opinions were about 5 respondents (17%) said that they had different thoughts, create work relation, 6 respondents (20%) said to create performance, 8 respondents (27%) said to create work relation, and 11 respondents (36%) said to increase company productivity.

19. Having equal opportunity in communication with the superiors

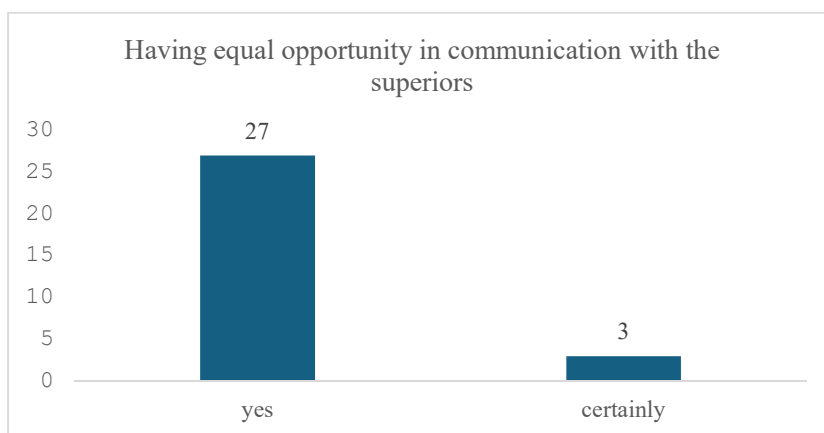


Figure 19

Figure 19 showed that 30 respondents (100%) agreed that they had equal opportunity in communication with the superiors

20. The reasons of having equal opportunity in communication with the superiors

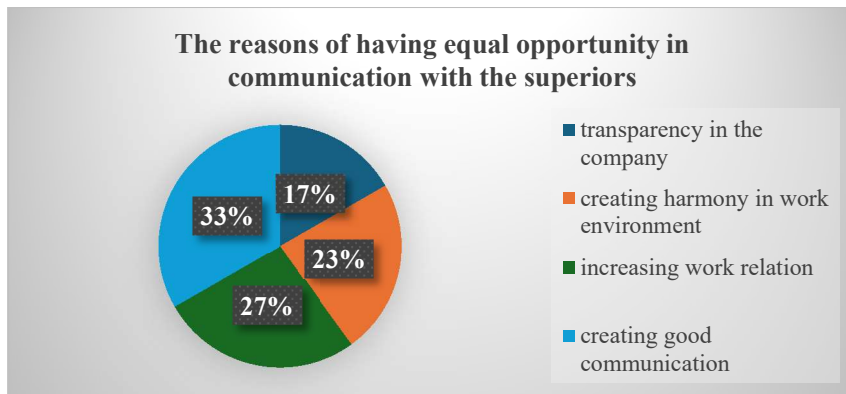


Figure 20

Figure 20 mentioned that the reasons of having equal opportunity in communication with the superiors were about 5 respondents (17%) said that they had transparency in the company, 7 respondents (23%) said to create harmony in work environment, 8 respondents (27%) said to increase work relation, and 10 respondents (33%) said to create good communication.

According to the data, it could be figured out that communication skills play an important role in the success of a company, and the role of communication skills in the company such as effective internal communication that good communication among employees, teams, and management improves coordination, collaboration, and mutual understanding. Then, A smooth flow of information helps employees understand the company's goals, strategies and expectations, and clear and open communication encourages employee engagement and commitment. Moreover, the ability to communicate among employees effectively helps understand their needs and expectations, and good communication skills enable companies to provide better achievement well as build long-term relationships and loyalty. Furthermore, strong presentation skills help companies convey ideas, proposals and recommendations persuasively, and good negotiation skills enable companies to reach favourable agreements with business partners, suppliers and customers.

Besides, good communication skills help manage internal and external conflicts constructively, and the ability to listen actively and understand others' points of view facilitates conflict resolution as well as prevent conflict and maintain harmonious relationships. Besides, clear and transparent communication supports participatory and collaborative decision-making processes, and communication skills enable the exchange of information, ideas and feedback needed to make informed decisions. At last, good communication skills at all levels of an organization play a fundamental role in creating a productive work environment, building strong relationships with customers, and supporting effective decision-making. Then, investing in the development of employee communication skills can provide long-term benefits to the success of the company.

CONCLUSIONS

According to the findings, it is figured out that good communication skills among employees, teams, and management improve coordination, collaboration, shared understanding, and employee commitment to company goals. The ability to communicate effectively with customers helps understand their needs, provide better service, and build long-term relationships and loyalty, and strong presentation skills and good negotiation abilities enable companies to persuasively convey ideas and reach favourable agreements with business partners, suppliers, and customers. Moreover, good communication skills help manage internal and external conflicts constructively, prevent conflicts, and maintain

harmonious relationships, and clear and transparent communication supports participatory and collaborative decision-making processes, enabling the exchange of information, ideas and feedback needed to make informed decisions. Overall, strong communication skills at all levels of the organization are an important factor in creating a productive work environment, building solid relationships with customers, and supporting effective decision-making, which ultimately contributes to the success of the company.

SUGGESTIONS

According to the findings, there are some suggestions for improving the role of communication skills in the organization as follows

1. Company

It is suggested to company to include communication skills training and development as an integral part of employee development programs at all levels of the organization, focus on skills such as effective presentation, clear and persuasive communication, active listening, and conflict management, encourage employees to regularly practice and hone their communication skills, create an organizational culture that encourages open, honest, and transparent communication at all levels, implement practices such as regular meetings, feedback sessions, and discussion forums that facilitate the exchange of information and ideas, ensure that important information about company strategies, policies and decisions are accessible and understood by all employees.

2. Employees

It is suggested to employees to join communication skills training and development as an integral part of the development programs at all levels of the organization, focus on skills such as effective presentation, clear and persuasive communication, active listening, and conflict management, increase regularly practice and hone their communication skills, comprehend an organizational culture that encourages open, honest, and transparent communication at all levels, join practices such as regular meetings, feedback sessions, and discussion forums that facilitate the exchange of information and ideas, ensure that important information about company strategies, policies and decisions are accessible and understood by all employees.

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