

Communication Strategy of Leaders Performance of Administrative UNIS Tangerang

Linawati

Lecturer of Islamic University Sheikh Yusuf Tangerang

Email: Linawati@Unis.Ac.Id

ABSTRACT

This study discusses the leadership communication strategy in this case the Vice Rector II on the performance of administrative personnel UNIS Tangerang. Given the new policy has been published which was originally done manually done now done online. This research uses constructivism paradigm using tradition research of case study with method of qualitative research. The tenik of data collection researchers conducted observations and in-depth interviews with Vice-Chancellor II UNIS Tangerang in charge of finance and Personnel. The results of research communication strategy used is to hold meetings once every month as an evaluation or reports received from superiors of each unit that is in UNIS Tangerang, in addition to the use of social media such as WA, Email is a monitoring of employee work and daily reports is the implementation of the planning they make before they are given an understanding of each TUFOKSI.

Keywords: Communication Starategi, Administrative officer, planning

INTRODUCTION

Strategy is an important thing in the organization, without a communication strategy it is impossible to run well the company's organization. As with any strategy in any field, communication strategy must be supported by theory, because theory is knowledge based on experience that has been tested its truth. An adequate communication strategy to support communication strategy is what Harold Lasswell proposes. Laswell says the best way to explain communication is to answer the question "Who Says What Who Channels To Whom With What Effects?". For a steady communication strategy, everything should be linked to the components that answer the questions in the Lasswell formula: Who? (Who is the communicator) Says what? (what message does it say) In which channel? (what media does it use) To whom? (who is the communicant) With what effect? (what effect is expected) (Effendy, 2013).

Leadership communication within the company is an activity to influence the thoughts, feelings, attitudes and behaviors of others to perform activities or work to achieve

goals to be achieved by a leader. The concept of superior-subordinate relationships rests strongly on differences in authority, which translate into differences in status, rights, and oversight. The quality of communication between subordinates and superiors is a function of interpersonal relationships built between them and how these relationships satisfy subordinates. To establish a good cooperation it is clear that there is a good communication between the elements that exist within the organization. Good communication will lead to mutual understanding and comfort in work. In accordance with the fact, how big the function of communication play in the organization is often ignored. This kind of thing that often happens in the development of modern organization, that is about the occurrence of misperception in the two-way communication between superiors and subordinates in the organization. When performing a job, employees are not free from communication with colleagues, with superiors and with subordinates. Good communication can be an appropriate means of improving employee performance. Through communication, employees can ask the employer for guidance on the implementation of work. Through communication also employees can work with each other according to Pace & Faules (2005: 4). Communication is a process in which communicators convey a stimulus or message that is usually in the form of words with the aim of changing or shaping the behavior of others (communicant). With these changes, perception and purpose will be gained. Communication process often occurs anywhere and anytime, including in it is communication between superiors and subordinates in an organization.

A company needs a leader who can manage and have full responsibility for the performance of employees, and must realize success in the company. It takes a variety of qualities of self or high human resources, because being an auto leader becomes a choice that has more value than its employees. There are several steps to becoming a leader that can make a company's success value, among others, having vision, integrity, courage, caring, wisdom, passion, commitment, and sincerity. To achieve a vision that is required, there are several stages of mission planning that synergize with the vision that has been determined by a company. The steps that a corporate leader must take to achieve a company's success are effective communication that creates the necessary understanding and trust to encourage others to follow the leader

For that communication strategy is used to cultivate awareness, insight and to foster obedience to regulations Islamic university Sheikh Yusuf Tangerang Based on the above

description, the researcher chose the title of Leaders Communication Strategy Against the Performance of Administrative Staff of UNIS Tangerang.

RESEARCH METHODOLOGY

This research uses constructivist paradigm. The constructivist paradigm considers the reality of social life not a natural reality, but is formed from the construction. Therefore, the concentration of analysis in the constructivist paradigm is to discover how events or realities are constructed, in what way they are constructed.

The history of the constructivist paradigm is a form of truth-seeking. The constructivist paradigm is a paradigm in which the truth of a social reality is seen as the result of social construction, and the truth of a social reality is relative. First, judging by the ontological explanation, the constructed reality prevails in the specific context considered relevant by the social actors. Second, the constructivist paradigm is viewed from the epistemological context, that the understanding of a reality is a product of interaction between researchers and the object under study. In this case, constructivist paradigm is transactional or subjective. Third, in the context of axiology, ie researchers as passionate participation, facilitators who bridge the diversity of the subjectivity of social actors. In this study using the paradigm konstruktivisme because researchers want to see the construction of communication strategies conducted by the leadership of UNIS in this hl rector II financial and employment to the performance of administrative personnel UNIS Tangerang. In conducting this research, researchers used qualitative research methods. Research with a qualitative approach tries to explain the phenomena by collecting data as completely as possible. With qualitative research the researcher seeks to build meaning about a phenomenon based on the views of the participants (Creswell, 2009). In the purpose of the researcher using qualitative research methods is to know, describe, describe, understand about communication strategies Leadership performance of administrative UNIS Tangerang. Research strategy used in this research is case study. Case study or case study is a research strategy in which researchers carefully investigate a program, event, process or group of individuals.

Quantitative and Qualitative Research Methods are actually born almost simultaneously but in the development of both are much different. Quantitative Research Methods rooted in the philosophical paradigm of positivism developed very rapidly, especially in the natural sciences. Meanwhile, Qualitative Research Methods depart from the interpretive paradigm is considered very slow, until as if this method was born later. In fact,

not a few who associate the birth of Qualitative Research Methods coincided with the birth of sociology. So it is still relatively new, so it is understandable if the development is not as fast as Quantitative Research Methods. The purpose of the case study is to increase knowledge about real communication events. Case study research makes it possible to gather detailed and rich information, highlight the factors that govern communication in certain situations, illustrate its uniqueness and try to offer deeper insights that have a broader relevance. In this research, the case in question is Pimpinn's communication strategy on the performance of administrative staff of UNIS Tangerang.

Data collection techniques used by researchers in this study are as follows:

a. Observation

The participant observation is done by following the informants studied in everyday life, looking at what the informant did, when, with whom, under what circumstances and questioning their actions and the ideas that melatarinya (Mulyana, 2008).

In this study the researchers used non participant observation which means that researchers position themselves as observers and do not participate in interaction in administrative staff UNIS Tangerang.

b. Deep interview

In general, the interview is a communication activity between two people, involving someone who wants to obtain information from another by asking questions based on certain goals (Mulyana, 2014). Researchers conducted in-depth interviews with Vice Rector II UNIS Tangerang in charge of finance and staffing.

In this case the performance of administrative personnel UNIS Tangerang, communication strategy needs to be applied for the organization to be good, because UNIS in this case is still classified as a private university whose organizational management is still in less effective.

DISCUSSION

Sheikh-Yusuf Islamic University (UNIS) Tangerang is a 1966 High School named Shaykh-Yusuf which is immortalized into the name of the University of his history briefly as follows: Sheikh-Yusuf is a scholar and a fighter. Thanks to his services, he was given the title of national hero by the state. Shaykh-Yusuf was born on July 3, 1626 in Lakiung Makasar. His father was named Sultan Alauddin King Gowa to 14 (1593-1693), while his mother was named Siti Aminah, daughter of a village chief.

UNIVERSITY FIRST IN BANTEN HISTORY

The situation of Tangerang in 1966 was so turbulent with the G 30 S / PKI rebellion. The social forces that exist in Tangerang especially those incorporated in the Student Action Units and Youth Students are coordinated by the Student Association of Tangerang (HIWAMATA) with the strength of ABRI and the community joined. They then shoulder to shoulder to crush the remnants of PKI rebellion, so the situation Tangerang remain safe and conducive.

At that time, in the area of Tangerang education is still very alarming. Let alone college, junior high school was there in 1951, named SMP Mardi Siswa which is the forerunner to the establishment of SMP Negeri I Tangerang. Although previously there was an idea from the alumni of the Tangerang Military Academy to establish a college, but it did not get realized.

With such conditions, the young Tangerang who will continue his education to college, have difficulty because they have to go to a big city outside Tangerang which of course requires a large cost. Against this background and encouraged by the patriotic spirit, the youths, who are members of the Student Action Union (KAMI) were inspired to write pens, carving out a new history for Tangerang Regency by pioneering the establishment of the first college in Tangerang history.

The idea of the establishment of universities in Tangerang was initiated and initiated by students who studied in Jakarta at that time. They are: Muh. Astarly, M. Thamrin HR and M. Sanny Iskandar.

Vision and mission

Vision

Realization of Best Islamic University in Banten Province Year 2024

Mission

1. Implementing Islamic values in Tri Dharma Perguruan Tinggi activities
2. Improve college governance
3. Improving the quality of education and teaching, research, and community service
4. Improve cooperation with government, business and society

Referring to the laswell theory of Who Says What In Which Channel To Whom With What Effects. Who's talking, what's on the talking, to whom, what effect? The speaker is the Vice Rector II in charge of finance and staffing.

What is the communication strategy undertaken in the bottom up, facilitated and developed based on reports related to the work of administrative personnel and then made evaluation, such as the dean, who supervises them in each faculty then reported and evaluated with the communication channel through the meeting once a month everything the information reported by the above and then conveyed by administrative personnel and completed at the time, in the meeting also carried out coaching by related to the reports from above or the leadership of each unit.

In addition, the use of social media such as WA orWhatsapps, an email that connects to SINA (academic system of UNIS Tangerang that can be made in monitoring by the leadership of Rector II who membidangin administrative personnel UNIS Tangerang.As also the administrative staff of UNIS Tangerang has a target of each planning or planning they are related to the work they do, their planning is reported every day, the report is a monitoring of whether the employee is in accordance with the plan, but before that the Vice Rector II socializes each of their jobsdesk after they are assigned to each unit.

In addition, UNIS Tangerang at this time began to use all the systems by online, when by way of many employees who are still adapting, so far step vice rector II in charge of finance and staffing held training or learning and coordinate with the team SINA UNIS Tangerang.

So far, employees have not been maximally in their own TUPOKSI, daily reports are made sometimes they do not do the actions that do sanctions in the form of warning letters up to postpone their salaries until administrative employees complete their work. If the administrative staff do the job on target then they get rewards in the form of salary bonuses and rewards given.

In accordance with laswell theory, researchers try to analyze communication strategy is the best combination of all communication elements ranging from communicators, messages, channels (media), communicant to the effects (effects) designed to achieve optimal communication goals (Cangara, 2014: 64).

Therefore, the proper way to explain an act of communication made by the Vice Rector II is to answer the question "who (who), say what (what), In Which Channel (in what way), To Whom (to whom), With What Effect? (effect how?) (Effendy, 2008: 29).

Table 1.1. Communication Strategy of Vice Rector II of Banten Province

Communicator	Vice Rector II UNIS Tangerang who in charge of Keuang and Personnel
Messages	Messages aimed at improving the performance of administrators of the UNIS Tangerang Administration
Media	Direct Communication Media such as monthly meetings 1 time through WA group, email from UNIS academic system, and daily reports done by administrative staff every day
Communicant	All the administrative staff of UNIS Tangerang
Effects	Improved work through the online system

Need a communication strategy for the organization to run properly, such as UNIS Tangerang remember in 2017 in the beginning of the use of administration with the online system required proficiency in using the computer-based system, and the first start will experience an adaptation that had been manually done manually now done online then in the use of this new online system needed socialization through training and also understanding on every administrative officer, coaching needs to be done in order to improve the quality of

employees, sanction and reward as communication strategy vice rector II UNIS tangerang on improving the performance of administrative staff UNIS Tangerang.

CONCLUSION

Communication Strategy conducted by Vice Rector II in charge of finance and staffing in the interview said that by holding a meeting once a month as an evaluation of reports received by superiors on each unit in UNIS tangerang, in the meeting put forward every problem and the settlement at that time also, daily reports that must be reported daily to the implementation of the planning they make and there are sanctions and rewards as a communication strategy to improve employee performance in UNIS Tangerang

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The communications strategy done the vice rector of ii in charge financial and human resources in an interview said that with held a meeting once a month as a evaluation on reports received by superior on every unit on unis tangerang, the meeting presented every permasalahan and settlement at that moment, daily reports that had to be reported every days on the implementation of planning they made and short and rewards as a the communications strategy to improve their performance employees of unis tangerang

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