

HMI COMMUNICATION STRATEGY IN THE RECRUITMENT OF NEW MEMBERS AT THE FACULTY OF SOCIAL SCIENCES, UIN NORTH SUMATRA

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Abstract:

This study aims to determine the strategy used by the HMI FIS UINSU Commissariat in recruiting new members at the Faculty of Social Sciences and also some of the inhibiting factors. The main source or primary research data is obtained from several sources related to the member recruitment process. While the techniques used for data collection are interviews, observation and documentation. analyzed by reducing the data into a conclusion. The recruitment strategy carried out by the management of the HMI Commissariat of FIS Uinsu is Communication *Face to Face* (directly) , namely through seminars and discussions. and Media Communication (*mediated communication*) by utilizing print media such as pamphlets, banners and banners or social media such as creating an account facebook, *instagram* and whatsapp Apart from that, the HMI Commissariat FIS group also uses friendship strategies, alma mater strategies for education or Islamic boarding schools, and primordial network strategies (one area).

Keywords: Communication Strategy, Islamic Student Association (HMI), Recruitment

Introduction

One form of social interaction with the community, both in the community environment and even on campuses is to socialize using communication. Communication is a fact that cannot be denied the truth, and people are never free from the name of communication. Without us realizing it, we as humans have been carrying out communication from birth, for example a kind of knot, wailing, are some small illustrations of communication¹. According to Onong Uchjaya Efendi, strategy is basically programming and management to achieve goals. In other words, you can say that the strategy is a tool to help achieve the goals of the body in relation to long-term goals, follow-up programs, and prioritizing the allocation of energy resources. As a result, strategy is a very important tool for achieving competitive advantage².

Some circles in various mass organizations as well as in various kinds of bodies political bodies, social organizations, student bodies and state bodies. The student body is a body consisting of students which in this case can be in the form of intra- and

¹Mukarom, Zaenal. *"Teori-Teori Komunikasi."*(Bandung: Jurusan Manajemen Dakwah Fakultas Dakwah dan Komunikasi UIN Sunan Gunung Djati Bandung ,2020). Hlm 90.

²Effendy, Onong Uchjana. *"Ilmu Komunikasi Teorik Dan Praktek."* (Yogyakarta: Remaja Rosdakarya,, 2022.). hlm. 56

extra-campus bodies³. Each person's communication originates and originates from individual communication and such individual assisted communication then develops into group, body, public and mass communication⁴. Lots of student bodies have been established in Indonesia. Each body will always protect what is called regeneration so that they can continue this chain of bodies. Until the need for Recruitment in each agency.

On campus there are several organizations, especially externally, one of these organizations is the Islamic Student Association (HMI). The Islamic Student Association (HMI) is the oldest student organization and exists on almost every campus in Indonesia, which was founded in *14 Rabiul Awal 1366 H* or coincides with the date of 05 February 1947 M in Yogyakarta. Its founding was initiated by Lafran Pane with 14 others. As a cadre organization, HMI FIS UINSU Commissariat grows and develops through a cadre system, because of that the cadre process is an important element in an organization, especially HMI. As is widely known, the discourse on recruitment began to surface after the reform with the emergence of new student-based organizations, both ideological and mass-based. This affects the recruitment pattern of each organization, including in the HMI environment, especially HMI in the Medan branch area. In maintaining its regeneration and existence, these extra-campus organizations recruit in various ways and strategies.

There are many strategic methods used or carried out by the HMI FIS UINSU Commissariat to recruit new members, one of which is by placing seniors or their members in internal organizations that exist in UINSU as a way for them to introduce more broadly what the HMI organization is, so that students who have just joined the organization know more about the HMI organization and become interested in becoming HMI cadres.

There are also obstacles that the HMI FIS UINSU Commissariat goes through in each period in recruiting, one of which is the competition between several organizations that have the same system. Moreover, wanting to join a student organization, coupled with the issue that students who join student organizations usually take a long time to finish their studies, although many also prove that this is not the reason for their length of time to complete their studies.

However, the HMI FIS UINSU Commissariat is one of the organizations that still has interest. This can be seen from the data of new members who have participated in MAPERCA (Introduction Period for Prospective Members) to those who have participated *Basic Training* or LK (Kader Training) I to get regular member status. Therefore the organization needs a strategy to achieve organizational goals as a cadre organization, and a strategy to influence the views of new students to be interested in joining an organization.

Communication Strategy

The term strategy comes from the Greek, namely strategy, strategy is a long plan to succeed in achieving an advantage⁵. Whereas communication is the process of

³Shafry B, Moch. "*Regulasi Diri dan Komitmen Organisasi Pada Mahasiswa*. Diss." (Surabaya: Universitas Muhammadiyah Surabaya, 2022). Hlm 176

⁴Gandasari, Dyah "*Pengantar Komunikasi Antarmanusia*." (Bandung: Yayasan Kita Menulis, 2022). Hlm. 76

⁵Arifudin, Opan. "*Manajemen Strategik Teori Dan Implementasi*." (2021).

conveying a message by one person to another to inform or change attitudes, opinions or behavior, either directly orally or indirectly through the media⁶. There is some alignment regarding the communication strategy including. A strategy that articulates, explains and promotes something vision of communication and units of communication objectives in a formula that Good⁷.

Strategy is essentially planning (planning) and management to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows direction, but must show how the operational tactics are. Likewise, the communication strategy is a combination of communication planning and communication management to achieve a goal. In order to achieve this goal, the communication strategy must be able to show how its operations are practically carried out, in the sense that the approach can differ from time to time depending on the situation and conditions⁸.

Interpersonal communication

Interpersonal communication or interpersonal communication is a process of interaction between two people that is done face to face or face to face to face or through the media. Therefore, in other words, a dialogue or conversation that occurs between two people is personal, direct, and intimate. Interpersonal communication or interpersonal communication that occurs largely depends on the relationship between two individuals, status equality, socio-cultural environment where communication occurs, and so on. Interpersonal communication or interpersonal communication that uses media in the process of exchanging messages is usually called mediated interpersonal communication⁹.

1. Face to Face Communication

It is said face-to-face communication because communication takes place, the communicator and communicant face each other while looking at each other. In a communication situation like this the communicator can see and examine the communicant himself directly. Therefore, face-to-face communication is often called direct communication. The communicator can know the effect of his communication at that moment. The communicant's response/response is channeled directly to the communicator¹⁰.

2. Mediated communication

Mediated communication is communication that uses channels or means to forward a message to communicants who are far away, and/or many in number. Media communication is also known as indirect communication, and as a consequence, backflow does not occur when communication is made. The communicator does not know the responses to communication using the media, the communicator must be

⁶Harapan, Edi, Syarwani Ahmad, and Drs MM." *Komunikasi antarpribadi: Perilaku insani dalam organisasi pendidikan*", (Surabaya: PT. RajaGrafindo Persada-Rajawali Pers, 2022). Hlm 86

⁷Sahputra, Dedi. "Manajemen komunikasi suatu pendekatan komunikasi." *JURNAL SIMBOLIKA: Research and Learning in Communication Study (E-Journal)* 6.2 (2020): 152-162.

⁸Perkasa, Thareeq Akbar, and Rafinita Aditia. "Strategi Komunikasi Kepemimpinan: Suatu Tinjauan Teoritis." *Journal of Student Research* 1.2 (2023): 367-377.

⁹Harapan, Edi, "Komunikasi antarpribadi: Perilaku insani dalam organisasi pendidikan". (Surabaya:PT. RajaGrafindo Persada-Rajawali Pers, 2022). Hlm. 55

¹⁰Fazri, Muhammad, dkk. . "Keterampilan Interpersonal Dalam Berkomunikasi Tatap Muka." *Da'watuna: Journal of Communication and Islamic Broadcasting* 2.1 (2022): 46-58.

more mature in his planning and preparation so that he feels certain that his communication will be successful¹¹.

HMI UINSU FIS Commissariat

The Islamic Student Association of the Commissariat of the Faculty of Social Sciences, the State Islamic University of North Sumatra, was established starting from the decision of the Medan Branch HMI Daily Meeting (Rahar) which decided to form the Faculty of Social Sciences Commissariat. At that time several FIS students who were studying at HMI carried out the process at 2 commissariats, namely the Sharia Commissariat and the Da'wah Commissariat. Which resulted in several hmi cadres, after almost fulfilling the requirements for formation according to the constitution, the hmi fis cadres were taken over by the hmi field branch for certain reasons. So on March 23, 2019 the first Commissariat Members' Meeting (RAK I) was held after going through the RAK process. So the HMI FIS UINSU Preparatory Commissariat was legally established. After its formation, on April 9 2019 the inauguration of the management of the HMI Konisariat FIS for the 2019-2020 period, with the Structural including General Chair, General Secretary, General Treasurer and Secretarial Administration (Adm-Kesek), Equipment Finance (Keupel), Field Entrepreneurship professional development (KPP), Research Sector, member coaching development (P3A), Higher Education Student and Youth Sector (PTKP). Until now, the HMI Commissariat of Fisuisu still prioritizes cadre and regeneration because a good organization will create and produce quality cadres. At this time the number of databases for members of the HMI Fis Commissariat, 83 young members and 96 cadres. In this way the existence and regeneration of the FIS HMI Commissariat will still exist and be maintained every period. And remain consistent in contributing ideas and thoughts to everyone, especially students in the Faculty of Social Sciences.

Recruitment

Recruitment in the Big Indonesian Dictionary is the process, method or act of recruiting (entering or registering prospective new members)¹². Recruitment is the process of finding, finding and attracting capable applicants to be employed in an organization. The recruitment process begins when steps are taken to find applicants and ends when applicants submit their applications¹³.

According to Muslimah, there are two ways used by organizations to spread their wings¹⁴:

First, Recruiting Intimates, namely recruiting someone to join a movement because of friendships, family, relatives in direct ways and intermediary media such as sending SMS or WhatsApp. Meanwhile, the second Recruiting Strangers, namely recruiting someone to join a movement by attracting other people by meeting face to face without any previous contact, as well as through media such as sending flyers to their homes or inviting them to public places. Good recruitment will provide positive

¹¹Kusumawati, Tri Indah. "Komunikasi verbal dan nonverbal." *Al-Irsyad: Jurnal Pendidikan dan Konseling* 6.2 (2019).

¹²Sudaryanto, Sudaryanto. "Kamus Besar Bahasa Indonesia Edisi Kelima Dalam Pembelajaran Bahasa Indonesia (Perspektif Filsafat Pendidikan Bahasa)." *Lateralisasi* 8.2 (2020): 92-99.

¹³Titisari, Millenia, and Khairul Ikhwan. "Proses Rekrutmen dan Seleksi: Potensi Ketidakefektifan dan Faktornya." *JMK (Jurnal Manajemen dan Kewirausahaan)* 6.3 (2021): 11-27.

¹⁴Muslimah, Muslimah. "Rekrutmen Strategi Dalam Manajemen Sumber Daya Manusia." *At-Ta'lim: Kajian Pendidikan Agama Islam* 1.1 (2019): 31-47.

results for the organization. The more effective the recruitment process, the greater the possibility of getting the right members for the organization or social movement so that it will have a direct effect on organizational productivity and performance.

A good organization will always look for individuals who have the capacity within themselves, so that when it is owned by an organization, it will be able to survive in the midst of competition which is full of competition and changes that are so fast¹⁵.

Research Method

This study uses a qualitative method, a type of descriptive qualitative approach, where a qualitative approach is easier to obtain broader and more in-depth data or information about matters that are the subject of problems that must be answered. A qualitative approach is an approach that is oriented towards natural phenomena, because of this orientation it is naturalistic and fundamental or natural and cannot be carried out in the laboratory but in the field¹⁶.

The object of this research is the HMI Secretariat of the FIS UINSU commissariat on Jl. Medan Tuntung golf course. Data Source What is meant by the data source in this study is the subject from which the data was obtained by the researcher. In this study researchers used secondary and primary data. The primers were obtained directly from the informants using the interview method related to the research. The informants in this study were cadres, students and administrators of the HMI Fissuinsu Commissariat. While the primary data used in this study are books and articles directly related to the title.

Results and Discussion

The management of the HMI FIS UINSU Commissariat for the 2022-2023 period perceives that recruitment is very important, because recruitment is considered the basis and obligation of an organization because when there is no recruitment of new members, existence and regeneration will cause the HMI FIS Commissariat to stagnate. There are several recruitment communication strategies carried out by the UINSU FIS commissariat, including:

a. Directly (Face to Face)

When recruiting prospective members, the HMI management of the FIS UINSU commissariat usually conducts outreach and explains about HMI. And also as much as possible to convince prospective members to want to join the HMI organization. Usually this recruitment is carried out through seminars, studies and discussions. Face to face or the meeting of two parties that influence each other so that one party can be affected.

b. Indirectly (through media)

In addition to outreach to students or prospective members, HMI cadres also disseminate information through media such as: making banners with greetings welcoming new students, making pamphlets, and disseminating information through social media such as Facebook, Instagram and WhatsApp groups.

Apart from that, there are also other strategies that are used by the HMI management of the UINSU FIS commissariat, including:

c. Friendship Strategy

¹⁵Arraniri, "*Manajemen sumber daya manusia*" (Surabaya: Penerbit Insania, 2021). Hlm 67

¹⁶Pahleviannur, , dkk, "*Metodologi Penelitian Kualitatif*", (Yogyakarta: Pradina Pustaka, 2022). Hlm. 32

HMI members carry out recruitment through introductions between the Management and prospective hmi members, such as introducing each other's identities when on campus or off campus. When one knows each other, it is easy for recruiters to introduce HMI to prospective cadres. Because some people enter hmi following their friends or are called friends to friends. Recruitment by way of friendship is considered the most effective, efficient and maximal. Any organization, as well as HMI, that recruits by way of friendship will last longer. Prospective members when active in the HMI organization will last longer, because of the emotional bond that has been built.

d. Education Alma mater Strategy, High School or Islamic Boarding School

Educational alma mater networks or Islamic boarding schools, are often carried out as a strategy to recruit members, because there is a relationship that has been built before, for example the seniors who were originally from the same alma mater, be it high school or Islamic boarding school, so it is easy to lobby new students who are one alumni to join the HMI organization . The educational alma mater or pesantren network is used as a way to recruit as many members as possible in the HMI organization. Because there is already a relationship beforehand, communicating recruitment becomes easier.

e. Primordial relationship strategy

The relationship between one region (primordial) is a strategy for HMI and other organizations to recruit prospective members. This strategy is considered easy by recruiters to recruit cadres, because apart from having the same tradition or culture, sometimes recruiters also live in the same rented room as prospective members. For example, from the harbor area, Langkat, Tapsel, and other areas in North Sumatra. So, recruiting prospective cadres from the same area is easier, because they have the same tradition or culture and the same language.

The importance of recruitment

Recruitment is held to get supplies as many prospective members or applicants as possible, so that the organization will have a greater opportunity to make choices about prospective members or employees who are considered to meet the organization's qualification standards.

The ideal recruitment program is a program where a number of qualified prospective members are attracted to join an organization, because these qualified prospective members will continue leadership in an organization. Recruitment that uses the quality dimension of prospective members has a more adequate and more comprehensive perspective. The aspects that are considered are not just one point, namely a position, but rather look at the needs of the organization as a whole and prospectively.¹⁷

A good organization will always look for individuals who have the capacity within themselves, so that when it is owned by an organization, it will be able to survive in the midst of competition which is full of competition and changes so quickly.¹⁸

¹⁷ Sulistiyani, Ambar Teguh & Rosidah. *"Manajemen Sumber Daya Manusia : Konsep, Teori dan Pengembangan dalam Konteks Organisasi Publik"* (Yogyakarta : Graha Ilmu, 2009). Hlm. 170

¹⁸ Suhendra & Murdiyah Hayati. *"Manajemen Sumber Daya Manusia"* (Jakarta : Penerbit UIN Jakarta Press, 2006). Hlm. 47

Conclusion

There are many ways that HMI management does to recruit new members. the most ideal is a program where a number of qualified prospective members are attracted to join an organization, because these qualified prospective members will continue leadership in an organization. when it is owned by an organization, then it will be able to survive in the midst of competition which is full of competition and changes that are so fast. And hmi must be able to keep up with the times so as not to be left behind but not change the values that exist in hmi. And able to use developing technology and can carry out many strategies to compete with other organizations. Therefore, the author found several perceptions of the management of the HMI FIS Uinsu Commissariat regarding the importance of recruiting members. As for their views on it.

First, Recruitment is seen as an urgent and important matter for the FIS Uinsu Commissariat. *Second*, recruitment is carried out to find qualified and potential cadre candidates. *Third*, Recruitment as an effort to maintain regeneration for the next management. *Fourth*, recruitment is a form of existence of HMI. *Fifth* Recruitment is a work program that involves all fields

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