

ORGANIZATIONAL IMPLEMENTATION IN STUDENT LEADERSHIP EXTRA ACTIVITIES OF THE FACULTY OF SOCIAL SCIENCES, UIN NORTH SUMATRA

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Abstract:

Humans will find it difficult if everything is done individually. Organization is a container formed based on human ideas and thoughts to unite individuals into a group to one goal. Therefore, these groups need a leader as a motivator who is able to be responsible and motivate members for the smooth running of the organization. Communication is the main tool needed in running an organization. Therefore, this journal will answer the question of how leadership communication in an organization

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Introduction

In an organization, of course it has management or what we know as organizational management, in this case it provides benefits for every type of organization, especially in managing the organization itself. Managing an organization is not an easy task, because there are many elements in its implementation. Leaders have an important role in carrying out and achieving the vision and mission of an organization. The leader is a character who determines the right people to become the crew of the organization to sail in achieving the vision & mission¹.

The ability to communicate is the most important tool for a leader to have in order to carry out his duties. This is because all decisions in an organization are the authority and prerogative rights of a leader. Proper communication will certainly make it easier to execute the decision. Conducting coaching and motivation in order to improve the work and enthusiasm of members of the organization also requires skills in communicating².

Humans in general always try to organize everything that happens in complex relationships to make it easier to achieve the desired goals. Therefore, it can be said that the organization is an interaction between the people in it. So that the process of communication in these interactions is the main thing in an organization.

¹Lasrado, Flevy, and Rassel Kassem. "Let's get everyone involved! The effects of transformational leadership and organizational culture on organizational excellence." *International Journal of Quality & Reliability Management* 38.1 (2021): 169-194.

²Saputra, Farhan. "Leadership, Communication, And Work Motivation In Determining The Success Of Professional Organizations." *Journal of Law, Politic and Humanities* 1.2 (2021): 59-70.

The determinant in interacting is that we need good communication. This indicates that communication plays an important role in regulating all structural readiness, especially how to behave and say good things.

The importance of communication is not limited to personal communication, but also at the level of organizational communication. Good communication within an organization can determine good results in every joint movement that is the goal of the organization. On the other hand, if the communication within the organization is not good, it is certain that the movement of the organization will fall apart³.

Often we know that on campus there are not only internal organizations, but external campuses that are often attended by students. There are many internal and extra-campus organizations that have membership from students within the Faculty of Social Sciences at UIN SU, the existence of student organizations within the Faculty of Social Sciences is slowly becoming *Icon* and its own color by displaying different characters and vision and mission. The thing that makes these students passionate about organizing is because of the motivation and encouragement from within themselves as well as from outside. Therefore, researchers realize that in every organization that has a different character, there is a leader who becomes the captain to package their vision & mission in such a way as to attract the attention of other students to join in.

The campus world is a miniature of a country, the stereotype of a leader or cadre of an organization in the campus world is considered negative by some people because they are considered negligent in completing lectures. Therefore, organizational leaders must always be aware of the importance of dividing free time in organizational, personal and academic affairs. In addition, organizational leaders should also always provide time for personal communication (*sharing*) with members as a means to pay attention and exchange ideas regarding information about the academic and non-academic world. Communication plays an important role in increasing the morale and activeness of members, this is done so that communication within the organization is always well established.

Definition of Communication

In a book entitled "Communication Dynamics", OnongUchjana Effendy writes that the notion of communication must be seen from two perspectives, namely the general understanding and the paradigmatic understanding⁴. Understanding of communication in general is categorized into two aspects, namely, in a *wayetymological* and *terminology*. Etymologically communication comes from Latin *Communication* originating from words *Communis* which means the same. The same words are meant to have the same meaning. That is, communication takes place when the people involved have the same meaning about something that is being communicated. The terminological understanding of communication is the process of delivering a statement from one person to another⁵. This understanding can be interpreted that communication involves a number of people or humans, so communication like this is referred to as *Human Communication* (human communication). Meanwhile, in a paradigmatic sense,

³Ananda, Imam Wahyu. *Pola Komunikasi Organisasi Himpunan Mahasiswa Bener Meriah (HIMABEM) di Kota Medan dalam Meningkatkan Solidaritas Keanggotaan*. Diss. 2021.

⁴Effendy, OnongUchjana. "Ilmu Komunikasi Teorik Dan Praktek" (Surabaya: Remaja Rosdakarya, 2022.). hlm. 12

⁵Rayhaniah, Sri Ayu. "Semiotika Komunikasi." (2022).

communication is the process of conveying a message by one person to another to inform or to change attitudes, opinions, and behavior, either directly (*face to face*) or indirectly (using tools as media).

According to OnongUchjana Effendy, the effects caused by messages can be classified according to their levels, namely: cognitive effects, affective effects, and conative/behavioral effects. Cognitive effects are effects that arise in the communicant which causes the communicant to know about something conveyed by the communicator. In this case, the communicator only wants to influence to change the communicant's mind. Cognitive effects have a higher level than cognitive effects, in this effect the purpose of the communicator is not just to tell something to the communicant, but to try to make the communicant moved by the appearance of certain attitudes or feelings, such as feelings of compassion, sadness, emotion, joy, anger, etc. Meanwhile, the conation effect or behavioral effect has the highest level, namely the change in behavior or attitude of the communicant after receiving a message from the communicator⁶.

Definition of Organization

Organization is a form of association between two or more people who cooperate formally bound in order to achieve a predetermined goal. In general, an organization can be interpreted as a synergistic or integral system, in which there are sub-systems and components that are closely related to each other. Every relationship that occurs within an organization is a system of cooperation, so as to create strong relationships both internally and externally⁷.

The organization as a place of actualization has an important meaning in the self-development of its members. The need for social interaction is the reason why an organization is needed. In the context of education, organizations contribute many things in order to realize certain educational goals. Higher education as a printer for the regeneration of intellectuals has many platforms in the process of nurturing social interaction and leadership skills for its students.

According to Simarmata et al, organizations have various functions, namely⁸:

1. Give directions and rules as well as division of labor regarding what should and should not be done by members in the organization.
2. Become a place to hone and improve the skills and abilities of organizational members in obtaining resources and support from the environment.
3. Providing knowledge and insight to each member of the organization.
4. Provide new experience and understanding to its members.
5. Give teaching to work together as a team.
6. Train *public speaking* by constantly interacting and so on.

Organizational Communications

In general, organizational communication is a process of exchanging messages carried out by communicators and communicants who are organizational in nature both in formal groups and informal groups⁹.

⁶Effendy, OnongUchjana. *Ilmu Komunikasi Teorik Dan Praktek*. (Surabaya: RemajaRosdakarya, 2022). Hlm 98

⁷Rohadin, "*Manajemen Organisasi*" (Bandung: Penerbit Lakeisha, 2021). Hlm 90

⁸Simarmata, Hengki Mangiring Parulian, "*Organisasi: Manajemen dan Kepemimpinan*", (Bandung: Yayasan Kita Menulis, 2021). Hlm. 45

⁹Hazani, Dewi Chandra. "Peranan Komunikasi Organisasi Dalam Meningkatkan Motivasi Pengurus Wilayah Fatayat NU NTB: Bahasa Indonesia." *Jurnal Elkatarie: Jurnal Ilmu Pendidikan dan Sosial* 5.1 (2022): 87-106.

According to Goldhader "organizational communication is the process of sending and receiving symbol with attach meaning" in Indonesian "communication is part of the activity of conveying information and understanding by using the same signs.

Organizational communication can be defined as the display and interpretation of messages between communication units that are part of a particular organization. Organizational communication is an interaction process to create, maintain, maintain, and change the organization. Organizational structure tends to affect communication, in other words, communication from subordinates to leaders is very different from communication between people¹⁰.

Leadership

According to *English Dictionary* leadership sentence is taken from the word *lead* or *leader* and *leadership*¹¹. in the journal Syamsuddin, Indrafachrudi and J.F Tahalele define leadership as an activity in guiding a group to achieve a goal according to the group's vision & mission¹².

The number of leaders who are in the spotlight and even enshrined in books and history encourages scientific experts to examine the effectiveness of leadership methods into several categories, including¹³:

1. Charismatic Leadership

The word "Charisma" comes from the Greek language which means "gift inspired talent", this is then pinned on people who have the ability to perform miracles or predict futuristic events¹⁴.

2. Transformational Leadership

The initial concept of leadership was first put forward by James MacGregor Burn who explicitly raised the sound of a theory that transformational leadership is a process in which leaders and their subordinates strive to achieve higher levels of morality and motivation¹⁵.

3. Cultural Leadership

Cultural leadership is very much tied to the system and culture or traditions of the organization as a unified whole to achieve effective organizational performance. This leadership ability is a leadership model that tries to compare new cultural changes and leadership that maintains culture¹⁶.

Research Method

The research method used is descriptive qualitative research type. Descriptive research focuses on actual problems as they were at the time the research took place. Descriptive research aims to describe various conditions, various situations or various

¹⁰Handiman, Unang Toto, "Komunikasi dan Kepemimpinan Organisasi.", (Bandung: Yayasan Kita Menulis, 2022). Hlm 76

¹¹Tang, Keow Ngang. "Leadership and Change management" (Singapura: Springer Singapore, 2019). Hlm 56

¹²Syamsuddin, Syamsuddin. "Kepemimpinan Kepala Sekolah dan Pengembangan Budaya di Sekolah." *Al Asma: Journal of Islamic Education* 2.1 (2020): 81-96.

¹³Mattayang, Besse. "Tipe dan gaya kepemimpinan: suatu tinjauan teoritis." *JEMMA (Journal of Economic, Management and Accounting)* 2.2 (2019): 45-52.

¹⁴Hariyadi, Ahmad. "Kepemimpinan Karismatik Kiai dalam Membangun Budaya Organisasi Pesantren." *Equity In Education Journal* 2.2 (2020): 96-104.

¹⁵Fahmi, Mustofa. "Kepemimpinan Transformasional Di Madrasah Berbasis Al-Qur'an." (Jakarta: Diss. Institut PTIQ Jakarta, 2022). Hlm 45

¹⁶Usman, Husaini. *Kepemimpinan Efektif: Teori, Kepemimpinan, Dan Praktik*. Bumi Aksara, 2019.

variables that arise in the community which are the object of the research, then draw it to the surface as a feature or description of certain conditions¹⁷.

The location of this research is at the State Islamic University of North Sumatra, Faculty of Social Sciences. This study uses data collection techniques through interviews and observation.

Sources of data used in this study are primary data and secondary data. Primary data is data obtained directly from informants through the interview stage and is the main information that is directly related to the subject matter of the research. The informants selected by the researchers were students who were active in extra- and intra-campus organizations. Secondary data is data obtained by researchers from several existing sources. This secondary data can be obtained from sources such as books, journals, research reports and others.

According to Candra et al, data collection techniques are the most strategic techniques in research, because the main purpose of research is to find and collect data. Data collection techniques used are in-depth interviews, observation and documentation. The data analysis technique used is data reduction, presentation and conclusion¹⁸.

Results and Discussion

Overview of Student Organizations in the Faculty of Social Sciences

Based on the observations made, researchers divided two categories of campus organizations, namely intra and extra. In the General Guidelines for Intra-Campus Student Organizations (ORMAWA), intra-organizations play the role of *support system* whose function is as a forum to help carry out programs that support study programs, faculties and campuses. Intra-campus organizations within the Faculty of Social Sciences consist of the Student Executive Council (Demaf), the Student Executive Senate (Senate), and the Departmental Student Association (Hmj).

Extra-campus organizations are organizations that come from outside the campus, which means they don't have a decree or legality and don't get the same rights as intra-organizations. Even so, the existence that was built from the ideas of leaders and cadres of extra organizations was able to prove that they deserved to be taken into account in the recruitment competition. The extra organizations within the Faculty of Social Sciences consist of: Islamic Student Association (Hmi), Pancasila Youth Student Student Unit (Sapma PP), Muhammadiyah Student Association (IMM), Indonesian Islamic Student Movement (Pmii), Communication Lens (Lenskom), and Crn TV UINSU.

As research material, the researchers focused on the Islamic Student Association and its cadres because HMI is the oldest organization and is still active in the world of campus and politics.

Background to the Emergence of Thought and Establishment of HMI

"In fact, the early years of HMI's history are almost identical to the life of Lafran Pane himself. Because he was the one who had the most contribution in the beginning of the birth of HMI if we can't say he was the main founding figure." (Media, No.7 Th. III. Rajab 1376 H/ February 1957, h. 32).

¹⁷Kusumastuti, Adhi, Ahmad MustamilKhoiron, and Taofan Ali Achmadi. *Metode penelitian kuantitatif*. (Yogyakarta: Deepublish, 2020). Hlm 56

¹⁸Candra, Vivi, et al. *Pengantar Metodologi Penelitian*. Yayasan Kita Menulis, 2021.

Based on the expression above, it is clear that the relationship between Lafran Pane and HMI cannot be separated. The background of Lafran Pane's thoughts on establishing HMI was based on several factors, namely:

1. Dutch colonization of Indonesia and demands for war of independence.
2. The gap and stagnation of the Islamic community in knowledge, understanding, and appreciation and practice of Islamic teachings.
3. The need for understanding, religious appreciation.
4. The emergence of political polarization.
5. The development of communist understanding and teachings among the public and students.
6. The position of universities and student affairs is strategic.
7. The plurality of the Indonesian nation.
8. The demands of modernization and future challenges.

Capturing historical reality and the various problems and developments that followed it, the figure of Lafran Pane is present as a student who actively observes and thinks carefully about social, political and cultural developments in the country, elevating the eight factors above to become a spiritual spirit.

This idealism was elevated to become an empirical and thought that had constructive carrying capacity, in order to respond to the various problems faced by the nation at that time.

After repeatedly trying to hold talks which always failed due to opposition from several student organizations. Finally, on Wednesday Pon 1878, the 14th of Rabiul Awal 1366 H and on February 5 1947 the establishment of the Islamic Student Association (HMI) was officially declared by Lafran Pane with 14 other people, namely: KartonoZarkasy (Ambarawa), Dahlan Husein (Palembang), Siti Zainah (Dahlan Husein's wife, Palembang), MaisarohHilal (granddaughter of Muhammadiyah founder KH. Ahmad Dahlan, Singapore), Soewali (Jember), YusdiGozali (Semarang, also the founder of PII), M. Anwar (Malang), Hasan Basri (Surakarta), Marwan (Bengkulu), Tayeb Razak (Jakarta), TohaMashudi (Malang), BidronHadi (Kauman-Yogyakarta), Zulkarnaen (Bengkulu), and Mansyur.

With two passions or the first two objectives of establishing HMI are the spirit of Indonesianism and Islam, namely, defending the Republic of Indonesia and elevating the dignity of the Indonesian people, secondly upholding and developing Islamic religious teachings. Based on these two goals, as a result, they always match the spirit of HMI cadres both in ideas and actions. Because of the thoughts and fighting spirit of its cadres, until now the HMI organization is still standing and accompanying the bustle of student affairs on campus, especially the Faculty of Social Sciences, UIN North Sumatra.

Findings and Data Analysis

Based on the historical observations and quotations above, it can be seen that the number of extra-campus organizations shows that the leadership communication of students within the Faculty of Social Sciences is quite good.

Armed with individual knowledge and experience, they were able to bring new things that were foreign to their time to become the character and color of the Faculty itself. Therefore, the researcher interviewed student leaders at the Faculty of Social Sciences who are organizational cadres who have succeeded in building and raising the name of their organization.

Inform *First* Al Anggia Ridho Siregar, a student of Communication Science, graduated 2015, which was the first event since the Faculty of Social Sciences was founded. Based on the results of the interview he said that organizational leaders are motivators for their members, because organizational members need motivators to encourage motivation to be more active and active in every discussion forum, student action, and be sensitive to the surrounding situation.

Clear direction can also make the member's active process run more optimally. The leadership communication pattern that he used when he was active in the Islamic Student Association organization in socializing the organization and boosting the enthusiasm of members to actively use group communication *medium group* (so much). Communication in groups is easier because it can be well organized and directed. For example communication from one field to another, this is commonly used for collaboration in holding work programs during tenure.

Inform *second* Rani Hafiza, 2015 Student of Communication Studies. Based on the results of the interview, she said that the formation process that became the start of an organization was not easy. What is most needed is patience and communication skills to build connections and relationships, as well as socialization.

At the time when he was still an active student with a background in the HMI organization, he used interpersonal communication or known as interpersonal communication. According to him, this can create good relations with members, both in personal relationships and relationships within the organization. Communication like this is considered effective because both parties, the communicator and the communicant, can communicate with each other so that both of them get each other *feedback* each. In this case, a leader certainly has to provide free time to talk or *sharing* information with each member in order to establish familiarity within the organization. So that when faced with obstacles in an organization, it can be discussed with members so that it runs well.

Inform *third* Khairul Anshor, 2018 Student of Communication Studies. His opinion regarding leadership communication in building an organization requires three things: *First*, leaders and all members must have the right skills and understand good communication, because there is a term that says when we want to be good speakers we must also be good listeners. *Second*, effective organizational communication requires a climate or culture that supports effective communication. More specifically this climate will require honesty, openness, good communication practices and responsibility to make communication more effective. *Third*, effective communication requires attention, this is not something that immediately occurs but is developed as a result of the efforts of all members of the organization.

Based on the results of the interviews with the sources above, the researcher found that successful leadership in influencing others is largely determined by skills and proficiency in communication. Each of the extra organizational leaders within the Faculty of Social Sciences has a different leadership communication in running the organization. However, the leadership communication carried out by each of the resource persons proved to be able to bring the names of the organizations they occupied which were in great demand among students, especially the Communication Sciences study program.

Success in establishing and implementing leadership communication is inseparable from obstacles. This also happens to extra-campus organizations that do not

have a source for budget revenue. Based on the results of interviews, students must be required to think creatively by creating profitable activity programs as a source of funds. In addition, there are not a few students who end up hanging their names because they feel bored or tired of campus organizational life.

The results of this study indicate that all student organizational figures (HMI) interviewed by researchers use interpersonal communication or interpersonal communication in a vertical form, in the sense that all members and staff holding organizational positions have equal rights in expressing opinions and communication built by leaders to get a better effect must be done directly.

Conclusion

Based on the results of the research above, leadership communication in running an organization is communication *medium group* which structures communication from one field to another, this aims to create good cooperation. Communication between leaders and members in creating good relationships patterns of interpersonal communication carried out by a leader to all members. Willing to take the time to just interact with all members of the organization. Able to read situations and conditions through the culture and climate of a location, be a good listener and have broad insight.

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