

# Public Service in Interpersonal Communication

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## ABSTRACT

One important aspect in the implementation of public services is the ability of a service officer to interact and communicate with others. Communication is the most common thing in providing services. Good value whether or not a service is often seen from how the service providers in communicating with customers. For this communication skills must be owned and mastered properly by each service provider. In the implementation of public services, communication skills become one of the important aspects that will affect how effective the public services are provided and will determine how the community as a customer in responding to and imaging the funding organization. To communicate must be able to place humans in an honored position as well as public service is an effort to humanize humans (human humanization). In communication there is delivery of information and from one person to another. Communication will be good if there is mutual understanding between the sender and receiver of information so that the message conveyed is easily understood. This paper reviews the effectiveness of interpersonal communication within organizations to improve the quality of public services.

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## 1. INTRODUCTION

In everyday life, humans as social beings tend to interact with others by communicating with each other. For that in communicating humans need other people or groups to interact. Within groups/organizations there are usually forms and systems of leadership that affect the continuity of relations/communication activities. It is expected that in the communication activities of the parties in an organization there will be *two way communications* or *two-way communication* (reciprocity) as an indicator of effective communication. For this reason cooperation is needed that is the hope of all parties (employees, leaders and customers) to achieve the ideals of the organization. When strategic effective communication is applied in an organization then the intended target will be achieved anyway. One important aspect in the implementation of public services is the ability of a service officer to interact and communicate with other people.

Interpersonal communication is considered as one of the strategies to build and maintain effective relationships between organizations and the public. Interpersonal communication has a function to help collect information about individuals, so they can predict the response that will arise. This is supported by (Caponnetto & De Vito, 2007) who say that interpersonal communication is communication between people face to face so that it -

allows each participant to capture the reactions of others directly. Thus, when viewed from the background described above, it is important for shipping service entrepreneurs to explore how the satisfaction of service users/customers, especially viewed from the quality of services provided and interpersonal communication from employees to consumers/users. Interpersonal communication according to (Caponnetto & De Vito, 2007) there are five factors that can influence in order to create effective interpersonal communication. The five aspects are openness, empathy, supportive attitude, positive attitude and equality. If all five aspects can be fulfilled, customer satisfaction can be achieved.

## 2. METHODS

Speaking of communication, there is some sense of communication menu that scientists among which the Communication is a word abstract and has a number of meanings. The word communication comes from the Latin is "*communis*", which means "equal" or "*communicare*" which means "make similar" (Afriyadi, 2015). (Hovland, Janis, & Kelley, 1953) states: "*Communication is the process to modify the behavior of other individuals*". Based on these definitions it can be concluded that the communication be an n tool to connect with other people and also aims to change p e rilaku ora ng received the

message through the messages delivered by the sender of the message. So based on the above definitions, the writer defines that communication is the process of delivering information from one person to another with a specific purpose. In simple communication can occur if there is a similarity between the delivery of messages and people who receive messages. Communication depends on our ability to be able memahami one another. Through communication, attitudes and feelings of a person or group of people can be understood by other parties.

Communication is important for the running of an organization in overcoming various existing problems. Problems that arise usually greatly affect the quality of service to the public. The relationship between the Chairman and his employees in the organization sometimes experiences obstacles and sometimes things that are not harmonious at work. For this reason, in order for an organization to avoid communication problems, its organization needs to learn and understand effective communication. In order to achieve organizational goals, it is necessary to have a common understanding between one individual and another individual, between the leadership and subordinates at work. Effective communication also has the benefit of the organization that is a relationship with the parties associated with the operation of the organization, such as subordinate communication with superiors or vice versa, and communication between kar Javan.

### 3. RESULTS AND DISCUSSION

#### 3.1 Interpersonal communication

Little John gives the definition of interpersonal communication is communication between individuals. (Hardjana, 2003) defines interpersonal communication is a face-to-face interaction between two or several people, where the sender can deliver the message directly and the recipient of the message can receive and can respond directly. (Arni, 2005) defines interpersonal communication is the process of exchanging information between one person and others that can be directly known back. In contrast to (Mulyana, 2001) which revealed that interpersonal communication is communication between people face-to-face, allowing each participant capture reactions of others directly, either verbally or nonverbal.

More (Ruesch & Bateson, 1968) clicking revealed that interpersonal communication is characterized by the presence of the disclosure by a person conscious or unconscious observation of the actions performed by others, and then do a back that tind will be the first to have been observed by others. Awareness of observation is an event that implies the creation of interpersonal relationships.

Based on the expert opinion above, interpersonal communication will actually be created if there is an awareness of two parties to observe the situation of each party and respond to these conditions as the nature of

communication, then the relationship is marked by mutual attention, mutual understanding, full of understanding and familiarity. The intended understanding does not only occur in the material of communication, but also in understanding the personal uniqueness of each. It is this awareness of differences that enables communication to grow and develop. This kind of communication will be different from the atmosphere of communication carried out in other situations, for example communication between the electricity bill payer and the waiter in the PLN office or communication between buyers and sellers in the market. These two examples of communication, it is not possible to grow and develop as interpersonal communication, because the fabric of relationships to become close is not the main pressure. The only concern in these two examples of communication is the understanding of communication materials. Interpersonal communication is essentially a process or transaction and interaction. Transactions regarding ideas, messages, symbols, information, or *messege*. Whereas the term interaction suggests the existence of an action that is based on.

#### 3.2 Components - Components of Interpersonal Communication

In a simple process the communication will run smoothly if there is a sender or communicator who conveys information in the form of verbal and nonverbal symbols to the recipient or communicant using human voice or written medium. (Wiryanto, 2004) Air assumption that interpersonal communication process has a component - component communication mutually sustainable comprising 1). Source /communicator, is a person who has a need to communicate. Namely people who convey messages, both emotionally and informational to others. 2) Encoding, is a communicator's activity in creating messages through verbal or non-verbal symbols that are arranged based on grammar rules, and communicant characteristics. 3) Message, is the result of encoding. Message is a set of symbols both verbal and nonverbal that represent the special circumstances of the communicator to be conveyed to the communicant. 4) Channels/media, a physical means of delivering messages from the source to the recipient. In interpersonal communication the use of channels or media Because the circumstances do not allow it to be done face to face. 5) The recipient/communicant, someone who receives, and interprets the message. In interpersonal communication the communicant is active, in addition to receiving the communicant also interprets and provides feedback to the communicator. 6) Decoding, is an activity to receive messages. Through the senses, the receiver can be various - kind of data in the form of words or symbols that should be changed based on experience-experience that contain meaning. 7) Response, a response made by the recipient or communicant after receiving a message from the sender or communicator. 8) Disturbances (*noise*), is anything that interferes with or disrupts the delivery or reception of messages. *Noise* may

occur in the components - any components of a communication system. 9) The context of communication, divided into 3 dimensions, namely: space, time, and value. The context of space shows the environment in which communication occurs. Time, shows the time when the communication occurred. And values include social values and cultural values that affect the atmosphere of communication.

### 3.3 The Characteristics of Interpersonal Communication

(DeVito, 2012) suggests the characteristics -ciri communication is an effective interpersonal; 1) transparency (*openness*), willingness to respond gladly received information in the face of interpersonal relationships. The quality of openness refers to three aspects of interpersonal communication. First, an effective interpersonal communicator must be open to the communicant. This does not mean that one must immediately open all his life history. Indeed this might be interesting, but it usually doesn't help communication. Conversely, there must be a willingness to open up to reveal information that is usually hidden, as long as this self-disclosure is appropriate and reasonable. The second aspect refers to the willingness of the communicator to react honestly to the stimulus that comes. People who are silent, uncritical, and unresponsive are generally boring people. If the communicant wants to react to what the communicator says, the communicator can show openness by reacting spontaneously to others. The third aspect concerns the ownership of feelings and thoughts in which the communicator recognizes that the feelings and thoughts expressed are his and he is responsible for them. 2) Empathy (*empathy*), empathy is a person's ability to know what is happening to other people at a certain time, from the other person's point of view, through the eyes of other people. In contrast to sympathy which means to feel for others. People who empathize are able to understand the motivations and experiences of others, their feelings and attitudes, as well as their hopes and desires for the future so that they can communicate empathy, both verbally and nonverbally. 3) Support (*supportiveness*), which is an open situation to support effective communication.

Effective interpersonal relationships are relationships where there is a supportive attitude. Individuals show supportive attitude by being descriptive not evaluative, spontaneous rather than strategic. 4) Positive feelings (*positiveness*), where a person must have positive feelings towards himself, encourage others to more actively participate, and create communication situations conducive to effective interaction. 5) Equality (*equality*), interpersonal communication will be more effective if the atmosphere is equal. That is, there is a tacit acknowledgment that both parties value, are useful, and have something important to contribute. Equality asks us to give positive unconditional rewards to other individuals.

### 3.4 Traits of Interpersonal Communication

There are seven characteristics that indicate that a communication between two people is interpersonal communication. According to (Liliwari, 2011) s IFAT - the nature of interpersonal communication are: 1) the communication of interpersonal involved in it verbal and nonverbal behaviors. 2) interpersonal communication involves spontaneous statements or expressions, 3) interpersonal communication is not static but dynamic, 4) interpersonal communication involves personal feedback, interaction and coherence relationships (one statement must relate to another before), 5) guided interpersonal communication by rules that are intrinsic and extrinsic, 6) interpersonal communication is an activity and action, 7) interpersonal communication in it involves the persuasive field.

### 3.5 Interpersonal communication function

The function of interpersonal communication is to try to improve *human relations*, avoid and overcome personal conflicts, reduce uncertainty of something, and share knowledge and experience with others. Through interpersonal communication, individuals can try to foster good relations with other individuals, so as to avoid and overcome conflicts between these individuals (Cangara, 2000). Interpersonal communication potential to carry out instrumental functions as a tool to influence or persuade others, because humans can use the five sensory organs of her to give stimuli as persuasiveness messages in communicating to the communicant. As the most complete and most perfect communication, interpersonal communication plays an important role at any time, as long as humans still have emotions. The reality is face-to-face communication makes people feel more familiar with each other, different from communication through mass media such as newspapers, television, or even through the most sophisticated technology.

### 3.6 Interpersonal Communication Process

The communication process is the steps that describe the occurrence of communication activities. Simply stated the communication process is a process that connects the sender with the recipient of the message. The process consists of 6 steps; 1) desire to communicate. A communicator has a desire to share ideas with others. 2) Encoding by the communicator. Encoding is the act of formulating the contents of thoughts or ideas into symbols, words, and so on. To convey the message to the communicant a communicator selecting communication channels such as telephone, SMS, Mail, E- Mail and others. The decoding process by the communicant. It is an internal activity in the recipient. In this case decoding is the process of understanding a message. Feedback, after receiving a message and understanding it, the communicant provides a response or feedback. With this

feedback a communicator can evaluate the effectiveness of communication, (Inayah, 2014) .

According to (Afriyadi, 2015) the most important of the communication process is how to make a message delivered to a particular impact or effect on the communicant. Impacts that can be classified according to levels, namely: 1) cognitive impact , which is caused by the communicant that causes him to know or increase his intellectual. 2) affective impact , this is the purpose of the communicator not just to let the communicant know, but to be moved by the communicant, such as compassion, touched, sad, happy, angry and others. 3) behavioral impact , i.e. the highest effect level. It is the impact that arises on the communicant in the form, behavior, actions or activities.

### 3.7 Various Kinds of Interpersonal Communication

There are several forms of interpersonal communication that can be done in the process of interpersonal communication, including that dialogue, sharing , interviews, counseling (Hardjana, 2003) . This form of interpersonal communication is more widely used in the world of education, companies for the community. This form is usually used to clear up the problem of people who ask for help (konsultasi) with him on notice problems, resolved the issue, find ways to solve the right problems, and makes it possible to find the right way for the implementation of the decision.

### 3.8 Message Communication Between Private

Terjadinya a communication process, the message conveyed by a communicator can be a verbal message by using the words or speech while the nonverbal messages with no words or body language, gestures, and symbol. Messages that are packaged verbally are called verbal communication, whereas communication whose messages are packaged nonverbally is called nonverbal communication (Fajar, 2009).

In addition there is also nonverbal communication is a communication process where the message is conveyed not using words. Examples of non-verbal communication are using sign language, body language, facial expressions and eye contact. According to (Jordan, 2013) nonverbal communication behaviors include intentional and unintentional as part of keseluruhan communication event, we send a lot of nonverbal messages without realizing that the message-the message is meaningful to others. Meanwhile according to (Hardjana, 2007) nonverbal communication is an older type of communication than verbal communication. Nonverbal communication is more widely used by humans than verbal communication, because automatically people who communicate verbally must use nonverbal communication. Nonverbal communication can take the form of body language, signs (*signs*), actions (*actions*) , and objects. Body language can be in the form of head movements, facial expressions, hand gestures, body movements expressing various

feelings, contents of the heart, contents of the mind, will and attitude of people. Action (*action*) is a conductor of meaning, for example, moving the table in talking, shut the door hard time leaving the house, the car hit the gas hard. All that has its own meaning. While what is meant by object is to replace the word, but can convey certain meanings. For example clothes, houses, furniture, property, vehicles and gifts.

### 3.9 Public service

Public services can be interpreted as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been determined. As stated earlier that government is essentially a service to the community. It is not held to serve itself, but to serve the community and create conditions that allow each member of the community to develop their abilities and creativity to achieve a common goal . In the Indonesian Dictionary (1990), public services are formulated as follows: a) services are about or how to serve. b) services are facilities provided in connection with the sale and purchase of goods and services. c) service medical care received is a person in relation to the pence Gahan , diagnosis and treatment of a specific health problems. d) public means the public (general) . Public understanding according to (Syafie, 1994), namely: "A number of people who have together thought, feeling, hope, attitudes and actions that are right and good based on the values of the norms they have". Another understanding comes from opinions (Moenir, 2007) states that : "Public service is an attempt by a group or a person or bureaucracy to provide assistance to the community in order to achieve a certain goal". Service is the main activity for people engaged in services, both those who are commercial or non-commercial. But in practice there is a difference between services performed by commercial people who are usually managed by the private sector and services carried out by non-commercial organizations which are usually the government. Service activities that are commercial in nature carry out activities on the basis of seeking profit, whereas service activities that are non-commercial activities are more focused on providing services to the public (public or public services) which are not for profit but oriented to service.

## 4. CONCLUSION

Based on the above it can be concluded that the komunikasi interpersonal is communication between people face-to-face, allowing each participant capture reactions of others directly, either verbally or nonverbal. There are three main approaches to interpersonal communication thinking , namely: interpersonal communication thinking based on its main components , interpersonal communication based on dyadic relationships , and interpersonal communication based on its development communication interpersonal own

component - component continuous communication with each other. These include: source/communicator, encoding, message encoding, channel/media, receiver/communicant, decoding, response, interference (*noise*), and communication context. Cenvy-ciri interpersonal communication that is effective, namely: openness (*openness*), empathy (*empathy*), support (*supportiveness*), positive (*positiveness*), and equality (*equality*). characteristic of of interpersonal communication, ie it involves verbal and nonverbal behaviors, involving statement or expression of spontaneous, not static but dynamic, involving personal feedback, interaction and coherence, guided by rules and regulations that are intrinsic and extrinsic, a activities and actions, as well as involving the field of persuasife. The function of interpersonal communication is to try to improve *human relations*, avoid and overcome personal conflicts, reduce uncertainty of something, and share knowledge and experience with others. The process of interpersonal communication, namely the existence of a desire to communicate, coding by communicators, sending messages, decoding by communicants, and feedback. Various forms of interpersonal communication are through dialogue, *sharing*, interviews and counseling. Message communication interpersonal consists of a message verbal namely by using words or speech while the nonverbal messages with no words or body language, gestures, and symbol.

In public service activities, interpersonal communication becomes very important where service is facilitated to respond and predict attitudes expected by others. Public services are divided into two types namely; 1) public services that are commercial and 2) public services that are non-commercial. Services of a commercial nature k kegiatan carried out normally on the basis looking for profit /gain, while the service activities that are non-commercial activities are more focused on the delivery of services to the public (public service or public) that are non-profit will but oriented to devotion.

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