THE ROLE OF DISCUSSION IN GROUP COMMUNICATION AT *BRIEFINGS* TO MOTIVATE EMPLOYEES AT PT. WAHANA RAHARJA (PERSERODA)

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Abstract. Study This discuss about the Role of discussion in communication group at the briefing For motivating employee at PT. Wahana Raharja (Perseroda) with use studies descriptive qualitative , Briefing is something briefing or the process of discussing existing ones in front of , something that is not yet happen . Briefings must given every moment to employees and subordinates For socialize existing rules and policies made with a purpose For discuss or track communication from on to lower become means superior For build connection with employee . Approach formally and non- formally through media briefings become sufficient alternative Good . So from That role the discussion during the briefing was very impactful positive for akryawan That artdi . Efforts with held briefing will make employee Keep going motivated For Spirit Work with through communication between superior with subordinate nor on the contrary or with fellow employee . If not often held briefing communication between employees and leaders or fellow employee That Alone will miscommunication occurred so that work No resolved with good and the targets that have been planned No according to what is expected .

Keywords: communication , briefing, motivation , discussion , PT.Wahana Raharja

I. INTRODUCTION

1.1 Background

In a company is very important he did purposeful *briefing* For discuss or track communication from on to lower become means superior For build connection with employee .

Approach formally and non- formally through media briefings sufficient alternative Good. Demanding briefing For meet him everyone inside form physique Of course will become road First For remove inconvenience work experienced employee. Companies operating in various field must more affected by change This . The company wants it reach the goal without Lots obstacles , and even if There is obstacle can minimized . that goal covers , however No limited to, profit , win competition , and provide satisfaction to the stakeholders interest organization . In fact , the process of achievement goals that have been set no easy For held . Therefore That's it , the employees or worker must given information in order for them Act in carry out his task in accordance with objective company .

In provision the seen problems , for example employee experience difficulty in Work or have constraint so that leader role active in good results that influence Company results .

II. DISCUSSION

2.1 Is There is role discussion in communication group at the briefing for motivating employee at PT. Wahana Raharja

A. Downward *communication*

Communication down inside matter meaning here is current briefing leader convey information or message to his subordinates yeah aim For motivating employees to be enthusiastic work and do work with enthusiastic and good .

Function current communication from on down This is : gift or storage instructions Work *(job instruction*), explanation from leader about Why something task need For held *(job retionnale*), for delivery information about applicable regulations *(procedures and practices)* and also some giving motivation to employee For Work more Good .

Function current communication from lower to on This is :

> Delivery information about work work or tasks already done held .

> Delivery information about problems work or tasks that don't can completed by subordinates .

> Submission of suggestions for improvement from subordinates .

> Delivery complaint from subordinate about himself Alone nor his job . (Pace and Faules, 2013: 187).

Communication down in A organization that information provided from position that has authority more tall to they Which own authority more low . Like communication provided by the leadership to employee organization with objective give understanding to his employees about How do work , inform base thinking For do work , regarding information policy as well as practice - practice organization .

There is problem Which often arise in communication down that is wrong understanding meaning order from superior by subordinates . Matter This happen Because there is difference language used by superiors and not can understood by subordinates . Represents matter Which reasonable Because generally superior in A organization own background behind relative education more tall compared to with subordinates . So from That often the language that used superior No understood by subordinates . So Also on the contrary , in affairs technical sometimes There is code Language Alone Which usually only understandable by superior or subordinate just .

According to Katz And Kahn (R. Wayne Pace And Don F. Faules, Communication Organization : Strategy Increase Performance Company, Editor Deddy Mulyana (Bandung: Rosda teenager Work, 2013), 185) exists five type of information Which normal communicated by superior to his subordinates, that is:

1. Information about How do work
2. Information about base thinking For do work
3. Information about policy And practices organization
4. Information about performance employee
5. Information For develop flavor own task

There is a number of method Which used in delivery information to subordinates , among others is with written , spoken , written followed verbal , And oral followed writing

B. *Upward Communication*

Communication to on in meaning here is communication carried out by employees to leader . Which they are convey information to the person holding it not quite enough answer to related companies with task work employee .

Communication to the top done in A organization from subordinate to level Which more tall . In matter This usually own good intentions or request information or give information to superior . On Lots case usually supervisor must request information from subordinate them Which explain problems unfinished work subordinates who Possible need a number of type help from superior .

For example para employee to his manager . Type communication the usually covers :

1. Activity Which related with work , covers What what happens at work , how much Far achievements , what? Which Still need done , And so on .
2. Related problems with work and questions Which Not yet missed .
3. Various ideas or idea changes and suggestions repair .
4. Disclose How thoughts and feelings subordinate about
5. work they , colleague Work they , And organization .

Communication to on important because a number of reason , as quoted from book (Pace and Faules 2006: 190):

1. Genre information to the top give information valuable For making decision by they Which direct organization and supervision other people's activities (Sharma, 1979).
2. Communication to the top tell to When subordinate they Ready accept information from them and how much Good subordinate accept What is said to them (Planty & Machaver , 1952).
3. Communication to the top possible even push nagging and complaints come to the surface so supervisors know what bothers them the most near with operation operation actually (Conboy, 1976).

4. Communication to on grow appreciation and loyalty to the organization with give chance to employee For submit questions and contributors idea as well as suggestions about operation organization (Planty & Machaver , 1952)
5. Communication to on allow supervisor For determine is subordinate understand What Which expected from Genre information to subordinates (Planty & Machaver , 1952)
6. Communication to on help employee overcome problem problem work they And strengthen involvement they with work them and with organization the (Harriman, 1974)

Function current communication from lower to on This is For delivery information about work work or tasks already done implemented , delivered information about problems work or tasks that don't can completed by subordinates , conveying suggestions for improvement from subordinates and also delivery complaint from subordinate about himself Alone nor his job . Function current communication from on to lower This is :

a. Giving or storage instructions work
(job instruction)
b. Explanation from leader about Why something task need For carried out
(job review)
c. Delivery information about applicable regulations (procedures *and practices)*
d. Giving motivation to employee For Work more Good . (Pace and Faules, 2013: 190).

C. Horizontal Communication

Horizontal Communication is ongoing communication among employees or the part that has equal position . Function current communication horizontal This is For repair coordination task , as effort solution problems , mutual share information , as effort solution conflict and also for build connection through activity together . (Pace and Faules, 2013: 195).

Function current this horizontal communication is :

  a. Repair coordination task
  b. Solving efforts problem
  c. Mutual sharing information
  d. Solving efforts conflict.
  e. Building connection through activity together (Pace and Faules, 2013: 195-196).

D. *Interline Communication*

Interline Communication is follow communication For share information cross functional boundaries . Specialist staff usually the most active in communication cross-channel This Because usually responsibility they relate with position functional . Because there is Lots communication cross others as necessary relate in chain policy organization For guide communication cross . (Pace and Faules, 2013: 197).

Based on What Which stated Wayne pace on with see various form communication organization Which Can done , so forms - forms organization the Which will become knife analysis in study This , so that researcher Can find How communication organization carried out within PT. Wahana Rahardja at the moment *briefing* in increase motivation Work employee

Communication Theory Organization According to Goldhaber (1986), in

(Siregar, 2021: 119) the book entitled Communication Organization , where mention that " communication organization is process exchange meaning message in relate each other dependency One each other in respond something an environment that doesn't friendly and able Keep going change in accordance with condition social , communication organization the on duty as individual Which more wide in organization is public That Alone . get understanding about communication in something organization will make more efficient For reach target target as somebody in something organization or the general public

In theory This there is definition which have seven draft important that is Process, Message , Network , Circumstances Each other Depends, Relationship , Environment And Uncertainty . following explanation :

1. Process

Represents system open in the something network organization which works active For embody and place exchange message between member . Because creation phenomenon as exchange information each other relate direct , so that can called process.

2. Message

Arrangement symbol with meaning regarding subject , individual , And incident Which established through connection to individual other . Message Which own network organizations that can seen in a way category which different related with Language, meanwhile intended recipient is method update as well as channel . Clarification something message In Language can shared by two factors that is : verbal and nonverbal, letter , notes , conversations , and monologues are something network in message in a way verbal. Whereas

nonverbal form gesture body , touch And expression face .

3. Network

In a network organization there is group individual who each occupy something specific in organization. Message which started from individual through direction A little called network in something communication . Network in A communication just eye formed from Lots individual or all organization. Coverage network in A communication impact And spread expand like direction And current message , principal message And correlation in A message . There is two aspect Which impact on type coverage in something connection communication Which make up direction in A network . Conservative something direction network communication there is three category that is communication to subordinates , communication to superior , And communicate in a way parallel.

4. Situation each other depend

Situation each other depend in something circumstances that is system open in personality organization . When there is obstacle in something element in A organization so from That the other elements will affected And possible impact to all over structure organization.

5. Connection

In A organization system open as well as order in do related activities with individual something organization the . So, network something individual in organization focused to behavior communication from included communities into the A correlation Where matter the required For learn it . Behavior , deeds and actions taken

someone caused to correlation A organization .

According to Thayer in differentiate correlation This as correlation individual , connection in group and correlation network . Different with opinion expressed by Pace with Boren using definition connection communication interpersonal To use communicate open on something connection *face to face* . Pace with Boren has four type that is communication with two individuals, communication continuous is communication Which done with two individual Which disseminated in One order , communication group small is communication between three until two mercy person And communication " *audience* " or group there is Lots where to communicate can said more from 13 person.

6. Environment

Environment is all over completeness with form and aspect social can considered When Environment is whole completeness with form And aspect social considered when make decision about a in the structure . Context deep includes people, groups Work in organization , objective , as well as product . Organization manipulation liberal need connected with environment external , incl into the public , trading as well as progress . Because the , When factor environment changed so organization need renew in matter face condition change in the exchange information internal nor external .

Network organization is technology required connection with environment external . Network organization need news Which real When circumstances changed . Message And reality required capable respond change

environment through instruction Which achieve and exchange interest public in internal And external each each units. No for sure is conflict to what 's available with What Which expected , in lower no for sure in organization can done exchange message in operate task, finish investigation Together. No for sure in organization because accept more Lots accepted from on Which needed in face environment . Tree communication organization is disconnect in a way appropriate amount explanation is needed For lower no for sure without accurate explanation . No for sure can obtained from fact Which too A little explained And obtained .

2.2 METHODOLOGY

2.2.1 Object Study

In doing A research is a must first noticed is object research to be researched , where object study the own problems that will made material study For searching for the solution . Object study is thing , matter or the person who becomes principal conversation (Big Indonesian Dictionary, 1989:622). According to Supranto (2000:21) object study is set elements that can in the form of people, organizations or items that will researched . If we speak about object research , then object study this is what it will be researched by researchers based on appropriate theories with object study . As for objects study in study This is In-depth *briefing* increase Motivation Work Employees . Research sites namely at PT. Wahana Raharja Bandar Lampung.

2.2.2 Types of Research

Something study For get optimal research results must use method proper research . In the research conducted , researchers use method study descriptive qualitative Because research conducted researcher aim For understand role communication *briefings* and so on descriptive form form discussion , describing data, words so No form number .

Types of research This use descriptive qualitative . Study qualitative is purposeful research For understand phenomenon about what is experienced by the subject researcher for example , for example behavior method description in form of words and language , on a context especially natural and with utilise various method scientific (Moeleong, 2014: 6).

Research methods qualitative is research that explains situation or incident in a way current and accurate about facts and population or area certain . As knowledge communication with method qualitative , in analysis the data No using statistical data , no test hypothesis or make predictions , but use 5W+1H formula (Elvinaro,2011:58). Descriptive means the data collected is in the form of words, pictures and not numbers (Moeleong,2014: 11).

Research methods descriptive qualitative is focuses on observation atmosphere natural (natural setting). Researcher direct to field , act as observer . He make category perpetrator , observing symptoms , and note them down in book observation (instrument is guidelines observation). He No try manipulate variable (Elvinaro,2011:60).

Collected data form text , words, symbols, images , though so can possible collection of data of a nature qualitative.

(Kaelan, 2005:20). Descriptive method qualitative is something method used For find knowledge to subject research at the moment certain (Mukhtar,2013:10)

Descriptive data analysis method qualitative in study This useful For develop

theory that has built from data obtained in the field . Qualitative methods at stage initially researcher do browsing like down direct to field , then researcher collect data in detail or more to be exact , it started with observation , interviews , documentation and ending with preparation report .

2.2.3 Subject Study

Subject study according to Suharsimi Arikunto (2016:26) gives limitation subject study as thing , thing or person, place , data for variable study attached to what is at issue . In a research , subject study have very strategic role because on the subject study that's what the data is about variables that researchers observe .

Subject study become *the* informant will give various necessary information during study . *Informant* study is a person who is taken advantage of For give information about situation and condition background back (Moleong , 2014:97).

Key Informant is those who know in a way deep moderate problem researched . *Key Informant* according to Moleong (2014:138) is those who don't only Can give information about something to researchers , but also can give advice about source relevant evidence .

According to Moelong (2006:132) *Key Informant* is a person who is taken advantage of For give information about situation and condition background study . *Key Informant* is individual or created group as data source or primary information . With thereby *Key Informant* is a person who knows in a way technical and details about problem research to be studied .

Informant according to Moleong (2014:132) is a person who can give information about situation and condition background behind

2.2.4 Data Source

Data is material information about something object of more elite research emphasizes aspects material . (Muhajir, 2022:44) explains that qualitative data is the data presented in verbal form of the word, no in form number . Deep data frequent verbal word forms appear in different words with Meaning The same or on the contrary . May also appear with sentence long wide , short and many Again the variety . Diverse verbal data the need processed to become concise and systematic . Data sources used in study This is primary data i.e from subject and informant data study as well as secondary data For complete primary data.

2.2.5 Primary Data Sources

Primary data is data obtained from first data source or hand First field . Source of this data Can respondents or subject study from results questionnaires , interviews and observations (Kryyantono , 2006:44). Primary data will done researcher is with do interview direct to *key informants* encountered directly in the field . In terms of This in the form of data and information results interview with leader and PT HRD staff. Wahana Rahardja

2.2.6 Secondary Data Sources

Secondary data is the data obtained from source secondly , this data can also be obtained from primary research data previous ones that have been processed more carry on become forms like tables , graphs , diagrams, pictures and so on , so become

informative for other parties (Kryyantono , 2006:44). Researcher Can get the original data from literature related books with research , magazines and online journals obtained on official sites and also used as reference reference study

2.2.7 Data collection technique

Data collection is systematic and standard procedures For obtain the necessary data . Data collection can done in various settings, data can be collected in natural settings , for example ; in the environment certain with various respondents, seminars, discussions etc. (Mamik, 2015: 103).

In research qualitative , data collection can be carried out in natural conditions , primary data sources , and more data collection techniques lots of observation role as well as and interviews in depth (Mamik, 2015: 103). Several deep data collection techniques study qualitative according to Muri Yusuf (2017:372-391) as following :

2.2.7.1 Observation Techniques

Key success observation There are many data collection techniques determined observer myself , because observer see , hear , smell , or listen something object research and then He conclude from what is observed That . Observer is key success and accuracy results study . That's him give meaning about what he observed in reality and depth natural context (natural setting); he was the one who asked , and he it's also the one who sees it How connection between One aspect with other aspects of the object being observed .

Observation technique used For extract data from data sources in the form of tourism , behavior , place or locations and objects as well as recording picture . Observation can done Good in a way direct nor No directly (Sutopo, 2014: 75).

In research This researcher down in a way direct to field For do observation about role communication *briefing* at PT . Wahana Rahardja Bandar Lampung with method see , hear and take notes as well as take photos and videos for complete the data required by researchers . Apart from that , researchers also do observation in a way direct to the parties concerned in study This .

2.2.7.2 Interview Techniques

According to Esterberg in Sugiyono (2013:231) interview is meeting of two people for exchange information and ideas through ask answer so that can contributed meaning in something topic certain .

Interview is one technique that can be done used For collect research data . By simple can said that interview *(interview)* is something incident or an interaction process between interviewer *(interviewer)* and sources information or the person being interviewed *(interviewee)* through communication direct . It could also be said that interview is is conversation stare advance *(face to face)* between interviewer with source information , where interviewer ask direct about something the object studied and has been has designed previously .

On research this , researcher do interview in a way deep *(in depth interview*), where interview deep form related questions with study . This matter done with aim to avoid a wide -ranging and wide-ranging answer so that go out from topic conversation . Implementation interview This writer meet in a way direct subject research and informants in accordance agreed location and place , meanwhile For obtain appropriate data with principal problem researcher use guidelines question .

2.2.7.3 Documentation Techniques

In research This researchers also use technique documentation data collection , techniques collection of this

data done with utilization of existing data There is location , which is useful For analyze this study.

Document is script original or information written . Documentation study is study to manuscripts original as possible has published or Not yet published . Documentary research own level high validity If done through correct procedures and with legitimate sources . Legitimate source is sources that have graduated from testing method scientific . Basically research documentary become complement research field (Sobur, 2014: 152).

According to Sugiyono (2009: 213) document is notes events that have occurred passed . Document Can in the form of writing, drawings , photos or other monumental works of somebody . Like said above , results from observations and interviews will more credible If supported by relevant documents .

Data used in study This is documentation data from activity about role communication *briefing* at PT. Wahana Raharja Bandar.

2.2.8 Data Analysis Techniques

Moleong define Data analysis as a process of organizing and sorting data in patterns , categories and units description base so that can found and can formulated hypothesis Work as suggested by the data (Kriyantono, 2000: 103). After the data is collected , the researcher will do analysis to the data obtained . Data analysis techniques will be used used in study This is the Miles & Huberman Technique (Pawito , 2007:104-106) , namely with three stage :

reduction , researcher will perform editing, grouping and summarizing data.

Presenting data, also called organizing data. The data presented so linked in accordance with theory used .

retrieval and testing conclusion , will done meaning to trend from presentation of data, interesting and testing conclusion from these data . So that will produce something findings descriptive about description something object after done study .

III CONCLUSIONS

1. Briefing with method Very inspiring discussion employee in do work , and also not all sudden employee there is a feeling of no encouraged Because factor from each individual his employees . However there are also those who are successful and motivated until stage encouraged For do work with Good .

2. communication group in the briefing plays role important in motivating employee at PT. Wahana Raharja . Briefing becomes means effective For share information, convey objective Company, build Spirit team, and give appreciation as well as bait Good to employee so that can achieved objective company .

SUGGESTION

1. For PT. Wahana Raharja

Based on conclusions have been made outlined on with results study writer do it , there is several possible solutions recommended researcher to PT. Wahana Raharja for more role maximum , namely :

Need exists facility room comfortable discussion moment done *briefing* . With matter the expected discussion in *briefing* company can increased , possible team For collaborate with more effective and produce innovative ideas .

2. For Tulang Bawang University

Share research the next one to do it kind with expect use different objects , so results from study can become material comparison .

Expected For study furthermore with the same topic in order to use method different research and objects as material comparison and more knowledge wide . Share the same object expected For study furthermore For research about coordination carried out between employee so that in accordance jobdesk For anticipate miscommunication occurs .

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