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**UTILIZATION OF SOCIAL MEDIA AS A COMMUNICATION MEDIUM FOR THE
ORGANIZATION OF THE BRANCH LEADERS OF THE MUHAMMADIYAH SUNGGAL YOUTH
ASSOCIATION**

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Abstract

This study discusses the use of social media as an organizational communication medium, in this case, WhatsApp, Instagram, Facebook, Email become social media used as communication in the Sunggal IPM PC organization. Inhibiting and supporting factors for the use of social media as a medium of organizational communication. This type of research is qualitative with descriptive methods. The informant in this study is the head of the cadre field. The results showed that social media became one of the wheels of turning the PC IPM Sunggal organization well. Not only provides information about the organization, but also developing information such as education. So that the information can also add insight to HDI members and the community.

Keywords: Social Media, Communication Media, Organization

Introduction

In social and political organizations, the influence of social media seems to be able to provide a communication facility for an organization because it can be a driver in increasing support for participation and democracy. (Stieglitz and Dang-Xuan 2013) Social media users can give you the freedom to interact seriously regardless of time and place. A message can easily reach someone who is intended with a specific purpose regarding a desired thing.

Social media can help anyone who uses it to disseminate information and make various mandates through existing social media or online media in real and virtual world organizations. (Antony 2008) On the one hand, the development of social media today causes problems for oneself and society in everyday life. Activities on social media can have a negative impact on unwise users. Especially for young people who are the next generation of the nation who have a passionate spirit. (Rachman, Thalib, and Muhtar 2020) Therefore, in the use of social media as a medium of communication in an organization it is necessary with literacy about social media, because this can destroy the good name of an organization.

Social media cannot be equated with a diary, where each individual can tell what is being felt. The freedom of others depends heavily on the freedom of their friends. If the communication message on social media is on behalf of the organization, then a responsibility is not only on the individual, but on the organization because in the process of an organization there is a message conveyed already from the organization's procedures. Therefore, using social media must be equipped with the values of integrity, professionalism, peerhood, politeness, and professional ethics.

The success of an organization in achieving its goals cannot be separated from the role of communication in it, because with communication activities in an organization that interact with each other, such as information exchange activities, expressing opinions, an instruction or motivating each other. Before the development of technology in the field of information and communication, communication activities between individuals or groups of organizations only occurred face to face or directly. Along with the development of information and communication technology, especially in the digital era, it finally allows each individual to communicate or exchange information without any limitations with space and time.(Jumrad and Sari 2019) An organization definitely needs an orderly governance system. It can be financial, material, methodical, environmental, and infrastructure to be used efficiently and effectively to achieve organizational goals.(Amijaya 2019)

One organization that requires good governance and communication patterns is the Muhammadiyah Student Association (IPM). IPM is the only student organization recognized by Muhammadiyah Schools, Madrasahs, and Islamic Boarding Schools. The Muhammadiyah Student Association as an organization whose object of da'wah is a student who has an important role in creating a generation of qualified students. Good results are certainly influenced by good organizational systems and governance as well. Good organizational governance proves reliable, efficient, and ethical management. This can stimulate an increase in the ability of members of the organization.(Wajdi 2016)

Literature Review

1) Social Media

Understanding social media According to Henderi, Muhammad Yusup, and Yuliana Isma is a social networking site with web-based services that allows each individual to build a public or semi-public profile in a limited system, a list of other users to whom they are connected, and view and explore the list of their connections made by others with a system.(Purbohastuti 2017)

The development of social media that is increasingly widespread does not only occur in developed countries, in developing countries like our homeland, namely Indonesia, there are many users or users of social media. This rapid development can be a substitute for the role of mass or conventional media in disseminating news or information. In addition, Indonesia ranks 5th in the world on twitter account users. In addition to disseminating information, social media or the internet can also be used as a business activity, such as opening an online store.

Social media has several benefits in its current role, having built something of a great force in shaping a pattern of behavior in various areas of human life. This is what makes the benefits of social media very large. The benefits of social media include the following: Media sosial di desain untuk memperluas interaksi sosial manusia dengan menggunakan internet atau teknologi *web*.

1. Social media can transform the practice of unidirectional communication of broadcast media from one media institution to many audiences in the practice of dialogical communication between many audiences.
2. Can build personal branding on social media by not knowing tricks or pseudo-popularity, because the audience will determine. Various social media make a medium for people to communicate, discuss, and give a popularity on social media.

With the existence of social media for organizations can be a means to disseminate information about an organization by using digital media as a medium for dissemination to many people.

2) Komunikasi Organisasi

According to KBBI, the definition of communication is the sending and receiving of messages or news between two or more people so that the intended message can be understood. (Depdiknas 2002) While the notion of organization is a group of cooperation between people held to achieve common goals. (Depdiknas 2002)

Communication according to the term is the process of human activities expressed through spoken and written language, images, signs, sounds, and other forms of code that contain meaning and are understood by others.(Gunadi 1998) Communication scholars Katz and Khan assert that communication is a social process that has the widest relevance in the functioning of any group, organization or society.(Hammer 1979) An organization according to Everett Rogers is a stable system of individuals working together to achieve a common goal

through a hierarchical structure and division of labor.(Thoha 2007)

Communication in organizations is inseparable from the form of internal communication and external communication. How important internal communication is in fostering people in an organization, where each individual member of the organization has various interests, but becomes a unity with the existence of common interests.

1. Internal communication is the exchange of ideas among administrators and their employees in a company or position, complete with its distinctive structure (organization), and the exchange of ideas horizontally and vertically within a company or office that causes work to take place (operations or management) or the delivery of messages from communicators to communicants that occur within a structured organizational scope. Horizontal communication is the sharing of information among peers in the same unit of work.(Silviani 2020) While vertical communication is information that takes place formally from someone who has authority or a higher position to another person who has a lower position.
2. External communication is communication between the leadership of the organization and audiences outside the organization. External communication consists of two reciprocal pathways, namely communication from the organization to the audience and from the audience to the organization.

Research methods

The type of research used by the author is qualitative research with descriptive methods. Descriptive qualitative research does not intend to test hypotheses, but simply describes what they are about symptoms or variable conditions, by means of which the data obtained is presented with verbal expressions that can describe the actual situation. (Total, n.d.)

Data collected by observation, interviews, and documentation. The source of data in this study is the leader of PC IPM Sunggal in the process of collecting data in the field. To analyze the data that has been collected, the author uses the data analysis technique of the Miles and Huberman model which states that data analysis consists of three lines of activity simultaneously. First, reduce data to select each incoming data, then process the data to make it more meaningful. data in a configuration that clearly shows the flow from which it originates.

Findings

In carrying out communication activities in the organization, information conveyed to the public is the most important thing. Information in the form of messages that are clear and easily understood by others and can bring good communication by other parties. However, before entering into the content of the message to be disseminated, the determination of social media becomes very important in distributing the content of the message .(Hartini, Putro, and Setiawan 2020)

1. Social Media Selection

In operating the Sunggal HDI Branch Leaders organization by managing several HDI Branch Leaders in Sunggal, it must require a communication medium in the form of social media to interact properly. Because, it is not possible for a communication to occur face-to-face continuously about the development of the organization at their respective levels. In the wide scope of HDI, it has a digital media platform called MY IPM. Where we can get all information about HDI through the MY IPM application. This application is directly managed by the HDI Central Leadership. As for Sunggal's own IPM PC, it only uses Instagram, Facebook, Email, WhatsApp, and TikTok media that have just been created an account.

One of the social media that is often used by the Sunggal IPM PC organization is the WhatsApp application. The WhatsApp application is ranked first as the most widely used social media by the social media user community in Indonesia Therefore, this media is predicted to be able to become a social media candidate that has high prospects as a connecting bridge between leaders and members. Yoga Purnama states that:

The benefits provided by social media in communication in organizations are numerous, so communication between HDI managers or HDI to the community can be strong. So that the community and other HDI leaders know that the Head of the IPM Sunggal Branch to this day still exists with activities that can be seen on social media owned by PC IPM Sunggal.

However, in addition to the benefits of social media for organizations, there are also social media functions that make an organization run conducive even though communication occurs remotely. The function of social media in PC IPM Sunggal communication is to facilitate access to communication between internal and external administrators and with communication on social media makes the wheels of the organization run properly and correctly. This is what makes social media as a medium of communication in organizations is the most important for the running of an organization.

2. Supporting and Inhibiting Factors of Social Media as a Communication Media for PC IPM Sunggal

a. Supporting Factors

1. Assist in the process of interpersonal communication with the leadership, as well as communication to all management at the HDI branch or branch level.
2. Making all the information you want to convey now very easy to disseminate just by looking at it from a mobile phone.
3. Help disseminate all activities or activities at the branch or branch level on social media that make it appear that the head of the organization is active because it is seen by the leadership above him or by the community.

b. Inhibiting Factors

1. There are differences in the style of language used by each person, making the meaning of communication can be different or the delivery is not right on target.
2. Lack of confidence when talking via WhatsApp social media groups or privately with other leaders, which makes problems that occur within the organization not conveyed to the leadership.
3. Sometimes there are spam messages in the organization that make important messages hoarded, so that the delivery of information is not thoroughly conveyed.

Digital media does allow account owners to develop their usefulness.(Hartini, Putro, and Setiawan 2020) One of them is by building good communication with IPM Twigs or Branches in Sunggal and outside the Sunggal area. Yoga Purnama confirms with that:

PC IPM Sunggal communication at the lower level or above or outside Sunggal, does not escape direct communication, namely face to face. However, sometimes there is also communication through social media but only personal space. While at IPM Sunggal and its branches, through WhatsApp groups and information submitted through Instagram social media accounts which today are used as one of the online communication media as well.

That is what makes an organization can remain well established if the communication and media used are used properly. The information provided by PC IPM Sunggal on social media includes an organizational activity that is always running generally in accordance with the HDI work program, information that is developing is also trying to be raised on IPM's social media accounts, and information about education such as bullying that occurs in Indonesia.

This is done by PC IPM Sunggal and Twigs below, in order to educate members at IPM Sunggal through social media and to the community outside.

Communication according to the term is the process of human activities expressed through spoken and written language, images, signs, sounds, and other forms of code that contain meaning and are understood by others.(Gunadi 1988). Communication scholars Katz and Khan assert that communication is a social process that has the widest relevance in the functioning of any group, organization or society.(Katz and Kahn 2015) An organization according to Everett Rogers is a stable system of individuals working together to achieve a common goal through a hierarchical structure and division of labor.(Thoha 2007)

Communication in organizations is inseparable from the form of internal communication and external communication. How important internal communication is in fostering people in an organization, where each individual member of the organization has various interests, but becomes a unity with the existence of common interests.

Conclusion

Social media is a very influential communication medium in organizations. Because, in the organization not always an information can be reported through face to face, there are times when information reaches through social media which at the same time that the organization follows the development of existing technology. There are inhibiting and supporting factors in using social media as a medium of communication in the organization, but it does not create a barrier that communication can continue to run and be built well between leaders and members.

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