

THE EFFECT OF ORGANIZATIONAL COMMUNICATION ON THE PERFORMANCE OF MUHAMMADIYAH YOUTH IN MEDAN CITY

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Abstraction

This population research is the board of Muhammadiyah Youth of Medan , amount to 41 people . Sample of this research is conducted in a total sampling technique . The results showed that the influence of organizational communication variables influence on organizational performance variable at 2.2 % , while the influence of leadership style of chairman variable on organizational performance shows that the R square value of 0.131 means the leadership style of chairman variables influence on organizational performance variable at 13 , 1 % , the variable effect of organizational communication and leadership styles of the chairman on the organizational performance showed that the R value of 0.253 square variables . Thus the variable organizational communication and leadership style of chairman is jointly influence on organizational performance variable by 25.3 % while the remaining amount of 74.7 % determined by other variables note examined . These results it can be concluded that the influence of organizational communication and leadership style of chairman on the performance of the Youth Muhammadiyah is significant influence and can be the material for all readers in the development of science.

Key word: *Effect of Organizational Communication, Performance, Muhammadiyah Youth in Medan City*

Introduction

In an effort to realize its goals and missions, Pemuda Muhammadiyah Medan City as an Islamic Youth organization cannot be separated from the existing organizational and leadership functions, as well as other social organizations. Organization is an indispensable element in human life, especially in modern life. Organizations help us to do things or activities that we cannot do well as individuals. In an effort to achieve these goals, good cooperation is needed among the resources contained in the organization. One of the resources contained in the organization is members. Members are one part that can determine the success of an organization in achieving its goals. Without good support from members, the organization will find it difficult to achieve these goals. Members can work well if in their organization there is a good form of relationship and communication between the institution represented by the leadership and the members as subordinates.

This kind of ability is called leadership, because leadership according to Pamudji that "Leadership is the ability to move or direct the people around him, in such a way that they want to move voluntarily towards the achievement of organizational goals.¹ A leader must be able to create a harmonious working relationship, both between fellow employees, as well as between superiors and subordinates. The decisions taken by members to implement their work effectively, to tie themselves to the organization, being honest at work, supporting other co-workers to perform tasks creatively, and to offer innovative ideas to the organization, all of this is influenced by the climate of communication.

An organization consists of communication units in a hierarchical relationship between one another and function within its environment. One form is which regulates the relationship between the leadership and its members is *employee relations* carried out, among others, to create a form of relationship or good two-way communication between the institution and its members in an effort to foster cooperation and harmonious relations between the two. Communication leadership factors are closely related in influencing work performance. Communication is an important activity that leaders pay attention to in the human relations

¹ La Monica, Elaine L. *Nursing Leadership and Management, An Experience-Based Approach* . (Jakarta: Medical Book Publisher, EGC, 1998), p. 67.

approach and is in line with their behavior transfer role in the organization. The problem of work performance is very important for organizations to increase productivity, given the increasingly fierce competition in the era of globalization, this can be done if the work performance of members is good.

So often an organization experiences various difficulties in achieving the goals that have been set. In fact, the organization is supported by reliable resources. This is because many factors affect the achievement of organizational goals, including smooth communication between personnel and management, harmonious relationships both vertically and horizontally, reward systems, cooperation and so on. Likewise, every leader basically has a different behavior in leading his followers, the behavior of these leaders is called a leadership style. Leadership has a very close relationship with motivation, because the success of a leader in moving others in achieving the goals that have been set is very dependent on the authority, and also the leader in creating motivation in every subordinate, colleague and superior leader himself. The lack of a leadership role in creating harmonious communication and providing coaching for members will lead to a low level of management performance.

The management of the Medan City Muhammadiyah Youth Organization which includes various educational backgrounds so that they display diversity in interacting. There are 42 daily leaders who each field has its own work program, therefore organizational communication is considered necessary to provide patterns of ways of thinking, responding and guiding members of the organization to carry out activities or make decisions. Organizations have certain boundaries (*boundaries*), thus someone who interacts with other parties is not of their own volition, they are limited by certain rules.

The average daily leadership of Pemuda Muhammadiyah Medan City represents each branch of Muhammadiyah Youth throughout the city of Medan, which means there is a mix of leadership styles, therefore efforts must be made so that someone who has a program and behaves together with group members by using a certain way or style, so that leadership has a role as a dynamic force that encourages, motivates and coordinates the organization in achieving the goals that have been set.

The Medan City Muhammadiyah Youth Management has several fields, namely: Organization, Religious Studies and Education, Education and Cadreization, Security Command, Communication, Technology and Information, Economics and Entrepreneurship, Politics and

Inter-Institutional Relations, Arts. Culture and Sports, Law and Human Rights, Farmers and Fishermen, Energy and Mineral Resources, Forestry and Environment and Public Health and Welfare. The Medan City Muhammadiyah Youth Organization is a structured relationship framework in it and contains the authority, responsibility, and division of tasks to carry out a certain function. different structures that can influence the attitudes and behavior of its members. As it is known that the objectives of organizing include: dividing the work to be done into detailed fields and positions, dividing tasks and responsibilities related to each position, coordinating various organizational tasks.

Research methods

This research is a type of quantitative research, because in providing an overview of an event or symptom, it uses statistical tools, both descriptive statistics and inferential statistics.²The method used in this research is a survey method. This method is used to study large or small populations or *universities* by selecting and examining selected samples from the population. The aim is to make accurate estimates of the characteristics of the entire population.³ The first state (organizational communication variables and leadership style) is estimated to be the cause of the second state of the member performance variable .

Discussion

The description of the data is intended to describe the research data obtained from the research field. The description of the data is carried out based on the order of variables, starting from the Organizational Communication variable (X_1), the Chairman's Leadership Style variable (X_2), and Performance (Y). The description of the data is then continued with the explanation of the trend of the research variables, the analysis requirements test consisting of homogeneity and linearity tests on the variables X_1 , X_2 and Y. Then at the end of chapter four, hypothesis testing is carried out.

1. Organizational Communication (Variable X_1)

Organizational Communication is seen from the respondents' answers to the test on organizational communication proposed by the researcher, with communicator indicators, namely: knowledge of organizational processes, organizational goals, and organizational

²Khalil, Thank you. *Communication Research Methodology*. (Bandung: Cita Libra, 2006), p 110.

³Fred N Kerlinger, *Principles of Behavioral Research* , (Yogyakarta: Gajah Mada University Press, 1995). h. 661.

implementation. Message indicators are: clarity of information, understandability, delivery method, role of members, information facilities, and clear language. Based on the results of research conducted on 41 regional leaders of Pemuda Muhammadiyah Medan City who were designated as research samples, data on organizational communication (X_1) were obtained, as follows: The minimum value obtained was 46 and the maximum value was 72, the average value (mean) of 63.14, standard deviation 6.26, median 65, and mode 54. To find out more clearly about the Communications of Muhammadiyah Youth Organizations in Medan City for the Amaliyah Period 2010-2014 can be seen in the following table:

Table 4.1 : Communication of the Muhammadiyah Youth Organization in Medan City

No	Statistics	Score
1	Maximum value	72.00
2	Minimum value	46.00
3	Average (Mean)	63.14
4	Standard Deviation	6.26
5	Median	65.00
6	Mode	54.00

To find out more clearly the spread of organizational communication variable data (X_1), then it can be seen in the following table:

Table 4.2 : Organizational Communication Data Frequency Distribution Muhammadiyah Youth of Medan City

No	Score	Absolute Frequency	Relative Frequency
1.	46.	1	2.4
2.	53.	1	2.4
3.	54.	5	12.2
4.	55.	1	2.4
5.	58.	1	2.4
6.	59.	1	2.4
7.	60.	2	4.9
8.	61.	4	9.8
9.	63.	2	4.9
10.	64.	2	4.9
11.	65.	4	9.8
12.	66.	2	4.9
13.	67.	1	2.4

14.	68.	4	9.8
15.	69.	5	12.2
16.	70.	2	4.9
17.	71.	2	4.9
18.	72.	1	2.4
Amount		41	100.00

Based on the distribution of data obtained from 20 statement items for 41 samples, the distribution of the total perception of the Principal's Organizational Communication spreads from the lowest score of 46 to the highest score of 72. From the frequency distribution above, it can be seen that 2 people (5.56%) of respondents obtained a score of 71, as many as 6 people (16.67%) got a score of 72, as many as 3 people (8.33%) got a score of 73, as many as 10 people (27.78%) got a score of 74, as many as 6 people (16.67%)) got a score of 75, as many as 5 people (13.89%) got a score of 76, as many as 3 people (8.33%) got a score of 77, and 1 person (2.78%) got a score of 78. Thus the highest score The respondents obtained were 74. Furthermore, the data on the mastery of the subject matter can be described in the following histogram:

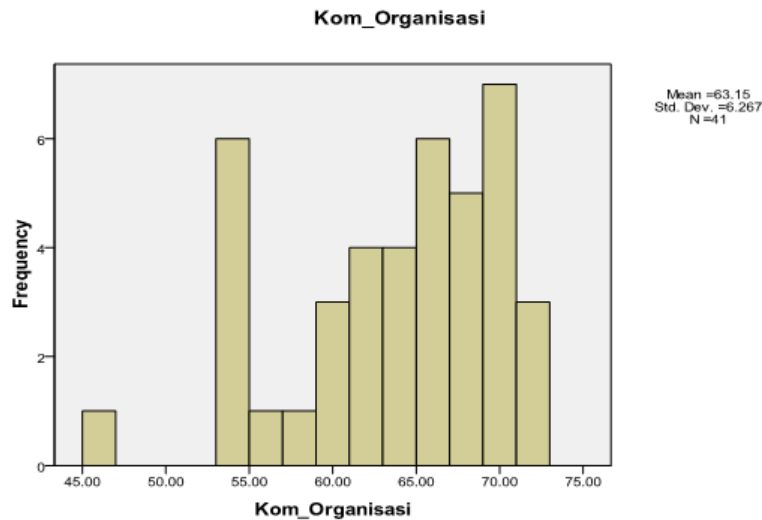


Figure 1: Organizational Communication Histogram (Variable X₁)

The trend of the variables was determined based on the opinion of Anas Sudijono who said that scores could be classified according to the following criteria: (1) high level: from mean + 1 SD and above, (2) moderate level: from mean - 1 SD to +1 SD, (3) low level: from the mean - 1 SD and below.⁴ Thus the tendency of each variable is as follows:

⁴Sutrisno Hadi, *Education Statistics* (Jakarta: Raja Grafindo Persada, 1993), p. 135.

From the calculation of the data recapitulation carried out, it is obtained that the level of tendency of the organizational communication variable (X_1) is as contained in the following table:

Table 4.7 Organizational Communication Variable Tendency Level (X_1)

Category	Score Classification	Amount	Relative Frequency (%)
Tall	69.40 – 72.00	5	12.19
Currently	56.88 – 69.40	28	68.29
Low	46.00 – 56.88	8	19.51
Amount		41	100.00

Based on the data above, it can be seen that the tendency of the Muhammadiyah Youth Organization Communication variable in Medan City is 12.19% in the high category, 68.29% moderate, and 19.51% low. Thus, it can be concluded that the tendency of the Muhammadiyah Youth Organizational Communication variable in Medan City is in the medium category.

Test Requirements Analysis

1. Normality Test

The normality test was carried out to determine whether the data obtained from the research field were normally distributed or not. Normality test was carried out using the *Lilliefors (Kolmogorov-Smirnov)* and *Shapiro-Wilk normality tests*. If the significance value > 0.05 means that the data obtained is normally distributed. On the other hand, if the significance value is < 0.05 , it means that the data obtained are not normally distributed.

Based on the normality test carried out on organizational communication data (X_1) obtained from the *Test of Normality* table the *Kolmogorov-Smirnov column* shows that the *p-value* = 0.154, meaning that the Organizational Communication data is normally distributed. In accordance with the established criteria, the data distribution of the subject matter mastery variable is normally distributed because *the P-value* $>$ Significant Alpha

(0.05).

Table 4.10: Calculation of Variable Normality Test
Organizational Communication

(X1 variable)	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
Organizational Communication	.119	41	.154	.937	41	.026

a. Lilliefors Significance Correction

Then to see whether the data distribution is normal or not, it can be seen through the QQ Plot graph by paying attention to the points (data distribution) on the diagonal axis of the graph by making decisions according to the following limits:

- 1) If the points (data) spread around the diagonal line and follow the direction of the diagonal line, then the regression model meets the assumption of normality.
- 2) If the points (data) spread far from the diagonal line and do not follow the direction of the diagonal line, then the regression model does not meet the assumption of normality.

Normal Q-Q Plot of Komunikasi Organisasi

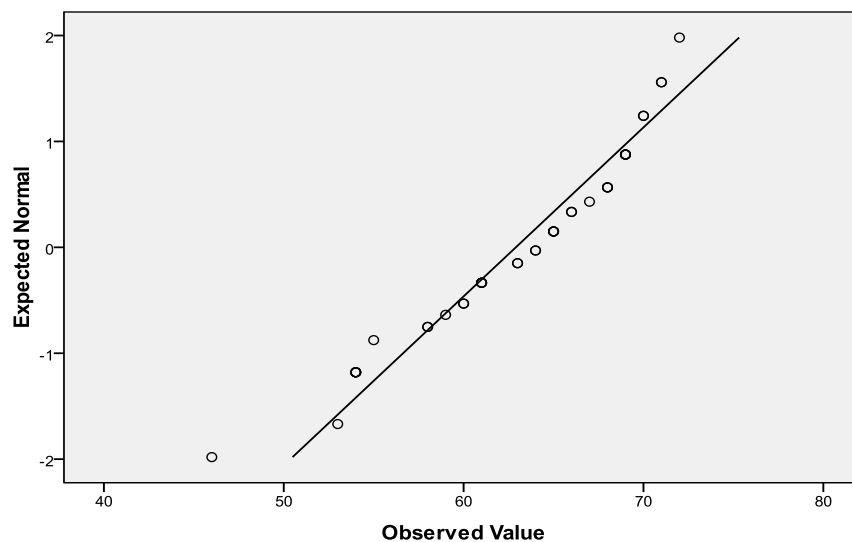


Figure 4: NormalQQ Plot of Organizational Communication Variables

Based on the normality test that was carried out on the Chair Leadership Style data (X2), it was obtained from the *Test of Normality* table in the *Kolmogorov-Smirnov column*, it can be seen that *p - value = 0.200*, meaning that the Chair Leadership Style data is normally distributed .

Table 4.11: Calculation of Variable Normality Test Organizational Communication

(X2 Variable)	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistics	df	Sig.
GayaChief Leadership	.100	41	.200*	.973	41	.424

a. Lilliefors Significance Correction

*. This is a lower bound of the true significance.

Then to see whether the data distribution is normal or not, it can be seen through the QQ Plot graph by paying attention to the points (data distribution) on the diagonal axis of the graph by making decisions according to the following limits:

1. If the points (data) spread around the diagonal line and follow the direction of the diagonal line, then the regression model meets the assumption of normality.
2. If the points (data) spread far from the diagonal line and do not follow the direction of the diagonal line, then the regression model does not meet the assumption of normality.

Hypothesis test

Before carrying out hypothesis testing, linear regression analysis and multiple regression were carried out to see the effect of the variables X_1 on Y , X_2 on Y and X_1 and X_2 on Y . Multiple linear and linear regression analysis were calculated using the SPSS program. After the value of r is known, it is continued with the t -test, which is to prove the significance of the influence between the independent variable and the dependent variable. In this case the hypothesis to be tested is as follows:

1. There is an influence of organizational communication (X_1) on the performance (Y) of Muhammadiyah Youth in Medan City. The formula for the hypothesis is: $H_o : \rho_1 = 0$ and $H_i : \rho_1 > 0$. Based on the calculation of the correlation between organizational communication variables (X_1) on performance (Y) obtained R . Square of $0.122 > 0.05$ (see attachment) . This data means that there is a significant influence between organizational communication and organizational performance. Thus it can be concluded that the null hypothesis (H_o) is rejected and the alternative hypothesis (H_i) is accepted. This means that the research hypothesis reads: organizational communication (X_1) on the performance (Y) of Muhammadiyah Youth in Medan City. , can be accepted at a significance level of 0.05.
2. There is an influence of leadership style (X_2) on the performance (Y) of Muhammadiyah Youth in Medan City. The formula for the hypothesis is: $H_o : \rho_2 = 0$ and $H_i : \rho_2 > 0$. Based on the calculation of the correlation between the chairman's leadership style variable (X_2) and organizational performance (Y), the correlation coefficient (r) is 0.500 and (p) is R . Square of $0.131 > 0.05$ (see attachment). Thus it can be concluded that the null hypothesis (H_o) is rejected and the alternative hypothesis (H_i) is accepted. This means that the research hypothesis which reads: The leadership style of the chairman (X_2) on the performance (Y) of Muhammadiyah Youth in Medan City can be accepted at a significance level of 0.05.

There is an influence of organizational communication and leadership style of the chairman on the performance of the Muhammadiyah Youth in Medan City. It was found by using multiple correlation statistical analysis and the significance test of the d t test. To carry out the test, it is carried out using the formula: $H_o : \rho_{12} = 0$ and $H_i : \rho_{12} > 0$. From the statistical analysis of multiple correlations between organizational communication variables and the leadership style of the chairman together, they have an

effect on organizational performance, namely the multiple correlation coefficient is obtained. (r) of 0.131 (see attachment).

Furthermore, the influence of each independent variable on the dependent variable is as follows:

The results of the coefficient of determination between organizational communication variables and organizational performance indicate that the R square value of 0.22 means that the Organizational Communication variable has an influence on organizational performance variables of 2.2% while the remaining 97.8% is determined by other variables not examined.

From the results of the study, it can be seen that organizational communication has an influence on the organizational performance variable by 2.2% while the remaining 97.8% is determined by other variables not examined. The results of this study indicate that the influence of organizational communication on the organizational performance of the Muhammadiyah Youth in Medan City is relatively small, which is only 2.2%. Thus, organizational communication is not the only factor that affects the performance of the Muhammadiyah Youth organization in Medan City, and other factors that have not been studied have more influence on organizational performance. This causes the need for more in-depth research on this issue.

The influence of organizational communication on organizational performance which is only 2.2% is somewhat contradictory to Devito's opinion in his book *Communication Between Humans* which explains that organizational communication is the sending and receiving of various messages within the organization in formal and informal groups of organizations. Organizational communication can be formal or informal. Included in formal communication is communication that is approved by the organization itself and is organization-oriented. It contains the ways of working within the organization, productivity and various jobs that must be done in the organization: memos, policies, statements, press conferences and official letters. Included in informal communication is socially approved communication. The orientation is not on the organization itself, but rather on its individual members.⁵Next Roger: said "Communication is the lifeblood that flows in the organization.

⁵ Joseph A. Devito, *Communication Between Humans*, (Jakarta: PT Gramedia Pustaka Utama, 1997) , p. 19.

Communication includes all activities within the organization that can produce important work tools where mutual understanding and cooperation will arise among members of the organization.⁶

Referring to the opinion above, the influence of organizational communication on organizational performance should be even greater than the results obtained from this study. However, the fact is that the influence of organizational communication on the performance of the Muhammadiyah Youth organization in Medan City is only 2.2%.

Closing

From the results of the research carried out, the following conclusions were obtained: Organizational Communication has an influence on organizational performance variables of 2.2% while the remaining 97.8% is determined by other variables not examined. In accordance with the results of the study, the authors propose the following suggestions: It is recommended to all organizational management to improve their performance in carrying out their duties as planners, implementers and evaluators of organizational activities so that organizational activities carried out are carried out optimally. Managers and leaders should increase their knowledge and insight about organizational communication because it is very important

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