



# Effective Language in Communication

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## Abstract

*Language and transmission are closely related in human communication. Researching language as a means of communication helps us understand verbal and nonverbal transmissions. Verbal correspondence delivered in a structured or spoken manner is often ineffective without good nonverbal transmission. In management, the organizational structure that corresponds to the development of the business favors rationalization and increased productivity. Language is the main tool for conveying messages, ideas and goals, and delivery is a need of society. The study of language involves skills such as expression, data collection, research, influence, and transfer. An understanding of language theory that supports the communication process is essential for effective communication. The research method used is Library and literature research. The training with lecture method, question and answer, and discussion was followed by the principal of Central Aceh. The results showed an increase in knowledge and active participation of participants.*

**Keywords:** *Language, Correspondence, Communication, Training, Knowledge of participants.*

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## A. Introduction

Language and communication have a very close relationship. The relationship between the two is reflected in the understanding of language according to linguistic formulations and communication reviews, namely language as a tool or medium of communication used by humans in interacting with each other. Conversely, communication requires a medium, namely language. Communication is divided into two, namely verbal and nonverbal communication. Verbal communication is a form that is conveyed by the communicator to the communicant by written or oral means. Nonverbal communication occupies an important portion. Many verbal communications are ineffective simply because the communicator does not use nonverbal communication properly at the same time. In carrying out its daily activities, every organization tends to be a complex entity, which tries to allocate its resources rationally in order to achieve its goals. Although perfect rationalization is rarely achieved, achieving it is still a feature of modern management. Good management is management that can utilize available resources with the aim of achieving and maintaining an effective level of operations. The preparation of an organizational structure that is in accordance with the development and needs of the company will create work compatibility, delegate authority and responsibility and good communication, can increase the level of efficiency.

Humans need communication to help survive, one of which is by using language as a communication tool. Language is the most effective communication tool in conveying messages, thoughts, feelings, goals to others and making it possible to create cooperation between humans. So that the role of language becomes very dominant in various daily human activities, Language as a means of communication in which it discusses the function of language as a means of human communication which includes five basic functions, namely the function of expression, information function, exploration function, persuasion function, and entertainment function. And explain about communication in everyday life which discusses why we communicate and the language used when communicating in everyday life. As social creatures, of course humans in their lives need communication to be able to establish relationships with other humans. Language becomes the most effective tool or medium to convey the contents of the mind, with language humans can interact and talk about anything. For that reason, every human being communicates to get or convey information or messages.

The definition of communication according to Berelson and Starainer quoted by Fisher in his book *Communication Theories* is the delivery of information, ideas, emotions, skills, and so on through the use of symbols, words, numbers, graphics and others (Fisher, 1990: 10). Meanwhile, according to Effendy, (1984: 6) Communication is the event of

conveying human ideas. From this understanding it can be concluded that communication is a process of conveying messages that can be in the form of information messages, ideas, emotions, skills and so on through symbols or symbols that can cause effects in the form of behavior carried out with certain media. In communication, of course, there is a process of the process so that a delivery reaches the listener, so that 2-way communication occurs, with the same language being understood, the following communication process has six stages, namely:

1. The sender has an idea or idea

Before the process of delivering a message can be carried out, the sender of the message must prepare what ideas or ideas he wants to convey to the other party or audience. Ideas can be obtained from various sources that lie before us.

2. The sender turns the idea into a message

In a communication process, not all ideas can be received or understood perfectly. The communication process begins with an idea in the mind, which is then converted into messages such as words, facial expressions and the like to be transferred to others.

3. The sender conveys the message

After transforming ideas into a message, the next step is to move or convey the message through various channels to the recipient. The chain of communication channels used to convey messages is sometimes relatively short, but some are quite long. The short length of the chain of communication channels used will affect the effectiveness of message delivery. If a long and complex message is delivered orally.

4. The receiver receives the message

Communication between a person and another person will occur, if the sender sends a message and the recipient receives the message. If someone sends a letter, communication can only be established if the recipient of the letter has read and understood its contents. If someone delivers a speech with good and correct language in public, the listeners as an audience must be able to hear what is said, and understand the messages conveyed.

5. The receiver interprets the message

After the receiver receives a message, the next stage is how he can interpret the message. A message conveyed by the sender must be easy to understand and stored in the mind of the recipient. Furthermore, a new message can be interpreted correctly if the recipient of the message has understood the contents of the message as intended by the sender of the message.

6. The receiver responds and sends feedback to the sender Feedback is the final link in a communication chain. It is the response of the receiver of a message that allows the sender to assess the effectiveness of a message.

## B. Research Methods

This study uses literature and literature research methods. The literature review includes a list of references from different types of sources, such as books, journals, articles, dissertations, theses, theses and other scientific works. In this training, the International Community Engagement Program (PKM) used several methods, such as lectures, questions and answers, and discussions and was attended by 60 participants, namely the principal of Central Aceh. It is possible that the chosen method of devotion will have good results and achievements as well as significant improvements in knowledge, understanding, implementation and internalization.

## C. Execution Results

On December 27, 2023, Mr. Basri, head of GTK Development, Representative of the Central Aceh Regional Education Office branch, opened an international community Engagement Program (PKM ) activity. The international community Engagement Program (PKM) activity took place at the Linge Land Hotel Hall in Central Aceh, Aceh province, from 08.00 to 17.00 WIT.



*Figure 1. Welcome and opening service to the international community by representatives of the branch of the Central Aceh Regional Education Office*

In this activity received a positive response from the principal, kemenang and the education office in Central Aceh. And provide objectives to improve the knowledge and skills of the community, create technological innovation, accelerate the diffusion of technology and management, and develop the process of link and match between universities, industry, government and society at large.



Figure 2. Presentation of the material by Keynote speakers.

Keynote speaker, Mr. Dr. Syamsul Bahrin Zaibon (vice dean of School of Creative Industry Management & Performing Arts (SCIMPA) Universiti Utara Malaysia (Official FB)), spoke about the positive and negative impact of multimedia technology on education. This exposure sparked many questions and responses from the heads of SMA/SMK/MA who attended. This activity was also attended by other presenters who were divided into two rooms.

### **Participant knowledge analysis**

Participants' knowledge of the material delivered by the International Community Engagement Program (PKM) through the method of lectures, questions and answers, and discussions in the international PKM with the theme "the role of academia and teachers to improve the overall quality of Education in the Digital Era" gives a very positive picture. Participants not only showed a clear and effective increase in understanding during the process of listening to the material, but also actively gave good responses, presented quality feedback, and effectively participated in the discussion. This indicates that the method approach applied by the PKM team succeeded in building a deep understanding and stimulating active participation from participants, thus creating a dynamic and interactive learning environment.

## E. Conclusion

Effective language in communicating is very important because language is a tool or medium of communication used by humans to interact with each other. Correspondence requires a specific medium, language, and can be divided into two types, namely verbal correspondence and nonverbal correspondence. Verbal correspondence is the structure that the communicator conveys to the transmitter in a structured or verbal way, and nonverbal correspondence plays an important role. In carrying out daily activities, an organization is usually part of a complex that seeks to use its assets objectively to achieve its objectives. Good management refers to a board that is determined to utilize available resources to achieve and maintain an attractive level of activity. Language as a special tool is very effective in conveying messages, ideas, feelings, goals to others and improving cooperation between them. Therefore, language plays a major role in many of our daily activities.

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