

# Organizational Communication Style of Village Head in Improving Public Services to the Community in Sikunang Village Wonosobo Central Java

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## ABSTRACT

Communication plays a crucial role in human life, serving as a medium for conveying messages and information. It is utilized in various settings, including within families, communities, and organizations. In organizations, whether corporate or governmental, communication is vital for achieving objectives and ensuring smooth operations. In rural governance, the village head serves as the leader responsible for providing public services to the community in accordance with their formal duties and functions. This study aims to examine and analyze the organizational communication strategies employed by the Sikunang Village Government in Wonosobo Regency, Central Java, in improving public services. The research utilizes a descriptive qualitative approach, gathering data through direct interviews and observations of the village government. The findings highlight the significance of effective organizational communication in enhancing public service delivery and demonstrate how the leadership style of the village head influences group communication within the local government.

## KEYWORDS

Communication,  
Organizational  
Communication,  
Village Head,  
Sikunang Village

## INTRODUCTION

Humans are social creatures who are very dependent and need other humans, in this case humans need communication. Communication is very important for human life, because communication can be used by humans as a process of conveying messages or information to other humans. The nature of humans as social beings also requires us to live in groups and also organize to interact with each other in it.

Communication is used by humans anytime and anywhere, both in the family environment and in society. Communication can also be used in organizations, be it organizations in the form of companies or organizations in the form of government. Communication is also an important element in an organization, this is because without communication everything will definitely not go well and communication is also the main tool for members of the organization to be able to work together in carrying out management activities, namely to achieve previously set organizational goals (Sari & Basit, 2018). One example is an organization in the village government, namely the village head.

In every organization, whether a company or government, there is a leader, and in rural areas there is a village head as a leader. In the Village Regulation on the Village

Government Work Plan, it is stated that a village is a legal community unit that has territorial boundaries that are authorized to regulate and manage government affairs, local community interests based on community initiatives, original rights, and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia. While the village government is the Village Head or another name assisted by village officials as elements of the village government administration.

The village head is responsible for being able to serve the community or be able to realize good public services in accordance with his formal duties and functions as a village apparatus. This is also a special concern for the Sikunang village government in terms of improving services for the village community which in this case is the responsibility of a village head. In accordance with the mission of Sikunang Village, namely improving village performance wholeheartedly, being transparent in administrative bureaucracy, and budget, and carrying out appropriate village development.

Many academics have conducted research on organizational communication in village government. (Sari & Basit, 2018) examined how organizational communication implemented by village heads can build public awareness of village development. The results of their study showed that good communication between village heads and the community contributed to increasing citizen participation in development. However, this study has not specifically discussed the role of organizational communication in improving the quality of public services in villages.

Another study by Gori & Simamora (2020) examined the organizational communication patterns implemented by village heads in improving the effectiveness of village government work. This study found that effective communication can improve coordination between village officials and have an impact on service performance to the community. However, this study has not highlighted the leadership aspects used by village heads in carrying out organizational communication that have a direct impact on improving the quality of public services.

Based on these studies, this study has a major difference, namely by examining more specifically how the servant leadership style implemented by the Head of Sikunang Village influences organizational communication patterns in efforts to improve public services to the village community. This approach provides a new perspective in seeing how organizational communication can be more effective when combined with a leadership style that emphasizes service to the community.

This study aims to explain and analyze how organizational communication is carried out by the Sikunang Village government, Wonosobo Regency, Central Java in an effort to improve services to the community. From the background that the author has explained, the author plans to conduct a study entitled "Organizational communication style carried out by the Sikunang Village Government, Wonosobo Regency, Central Java in an effort to improve services to the community".

## METHOD

To get a complete and comprehensive picture, the research approach used by the researcher is a descriptive qualitative approach that aims to analyze how organizational communication is carried out by the Sikunang Village government, Wonosobo Regency, Central Java in an effort to improve services to the community.

The descriptive qualitative approach is used by researchers to connect subjects with research objects so that they can be studied empirically, non-empirically, and theoretically. The descriptive qualitative method aims to provide explanations and descriptions of the data categories used (Pradhana, 2021). The descriptive qualitative research approach also aims to then create a description, picture or painting that is formed systematically, accurately, and factually regarding all existing facts.

Data will be taken from the results of observation transcripts and conducting interviews with the Village Head and the Pamegarsari Village government so that the data is more valid. The data produced is descriptive and data analysis is carried out inductively, namely from observations of the research object.

According to Noeng Muhadjir, data analysis is an effort to systematically search for and organize records of observations, interviews, and others to increase the researcher's understanding of the case being studied and present them as findings for others. Meanwhile, to improve this understanding, the analysis needs to be continued by trying to find meaning (Rijali, 2019). After the data the researcher needs is collected, the researcher then analyzes the data using the theories and concepts that the researcher has explained in this study. By conducting data analysis, it is hoped that the problems contained in this study can finally be answered.

## RESULT AND DISCUSSION

Communication is an important basis in conveying information within an organization. According to Wursanto, communication is a process of transferring or delivering news, news, or information that contains a meaning from one party (a person or place) to another party (a person or place) in an effort to gain mutual understanding. (Oktavia, 2016) Terminologically, communication is the process of conveying a statement from one person to another. This understanding gives us an understanding that communication involves a number of people or humans, so that communication like this is called Human Communication. While the paradigmatic understanding, although many definitions have been put forward by experts, from all of these definitions it can be concluded that communication is the process of conveying a message by one person to another to inform or change attitudes, opinions, and behavior, either directly (face-to-face communication) or indirectly (communication through media). From this definition it can be concluded that the purpose of communication in the paradigmatic sense is to get a certain effect on the communicant. (Nurhadi & Kurniawan, 2017)

Communication also plays an important role in an organization, in this case it is called organizational communication. Organizational communication is a communication that occurs in a particular organization. In organizations, there are formal and informal

structures. So in organizational communication it is also very important to put forward as the main element of the continuum, namely interpersonal communication. Communication in organizations also includes conveying messages accurately from one person to one or more other people. In addition to these factors, the structure, authority, design of organizational work, and others are unique factors that also influence the effectiveness of communication. In essence, organizations are needed to make humans communicate. (Sari & Basit, 2018)

Organizational communication helps in completing tasks related to the specific roles and responsibilities of sales, service, and production; organizational communication also adapts to change through the creativity and adaptation of individuals and organizations; then can complete tasks through maintaining policies, procedures, or regulations that support daily and ongoing operations; in addition, it can also develop relationships where "human messages are directed at people in the organization-their attitudes, morale, satisfaction, and fulfillment", and can coordinate, plan, and control organizational operations through management. Organizational communication is how organizations represent, present, and shape their organizational climate and culture through the attitudes, values, and goals that characterize the organization and its members. (Atmaja & Dewi, 2018)

Referring to the opinion above, it can be concluded that communication in an organization is an important thing in conveying information, where communication in an organization can also help in completing tasks related to roles and responsibilities. When associated with the discussion in this study, communication in an organization, in this case the Sikunang Village Government, can help efforts to improve public services to its community. In accordance with the duties and functions of the village government, which include serving the community and carrying out obligations and authorities solely for the benefit of the village community (Irawan, 2019). This is also done by the Sikunang Village Government to improve public services to its community. In the success of communication within an organization, there are several factors, and one of them is the leadership factor of the leader of the organization. Leadership is a very important factor and how someone leads to be able to bring the work group towards maximum success. How someone's leadership in an organization can affect group communication and the performance of its members in the organization itself. (Erwhani et al., 2014)

Servant leadership style is a new leadership style that has enthusiasm for the attitude of providing services to others. The provision of services is carried out by synergizing with employees, then a sense of togetherness is introduced to employees so that they can share with each other when decisions are made in an organization. This leadership style focuses on service and is very suitable for use by public organizations where the organization has a vision and mission to provide services to the community. (Ferdinandito & Haryani, 2021)

This leadership style emphasizes the relationship of togetherness between leaders and employees in decision making. Because it focuses on service, this leadership style is very suitable to be applied in public organizations that aim to provide services to the community, in accordance with its vision and mission. This is also in line with what was

done by the Sikunang Village government which showed sincere and enthusiastic service to the residents of Sikunang Village by actively visiting, listening to, and summarizing the aspirations and complaints of the residents of Sikunang Village. The services provided create a sense of togetherness between the Sikunang Village Government and the Residents of Sikunang Village, so that they can work together in making decisions for the common good. In addition, the village government also involves residents in preparing strategic plans for the welfare of Sikunang Village by actively involving all parties.

Barbuto and Wheeler describe that there are 8 (eight) main characteristics of a servant leadership (Akbar & Mulyana, 2014), including: 1. Altruistic calling, describes a strong desire from a leader to make a positive difference in the lives of others and put the interests of others above his own interests and will work hard to meet the needs of his subordinates. 2. Emotional healing, describes a leader's commitment and skills to improve and restore the spirit of subordinates from trauma or suffering. 3. Wisdom, describes a leader who is easy to catch signs in his environment, so that he understands the situation and understands the implications of the situation. 4. Persuasive mapping, describes the extent to which a leader has the skills to map problems and conceptualize the highest possibility for it to occur and urge someone to do something when articulating opportunities. 5. Organizational stewardships, describes the extent to which a leader prepares the organization to make a positive contribution to its environment through community service programs and community development and encourages higher education as a community. 6. Humility, describes the leader's humility, and places and values the achievements of others more than his own achievements. 7. Vision, describes the extent to which the leader seeks the commitment of an organization's members to the common side by inviting members to determine the future direction of the organization and write a shared vision. 8. Service, describes the extent to which service is seen as the core of leadership and the leader demonstrates his service behavior to subordinates. describes the extent to which service is seen as the core of leadership and the leader demonstrates his service behavior to subordinates.

Referring to the above opinion, it can be concluded that the 8 leadership characters are ideal forms of leadership and have qualities that focus on serving and prioritizing the interests and needs of others. Leaders with altruistic calling characters will strive to make a positive difference for others, while emotional healing characters in leaders will show a strong commitment from leaders to support or embrace their subordinates. The wisdom character reflects a leader's intelligence in understanding situations and their impacts, while the persuasive mapping character describes the ability to map problems and encourage appropriate action.

Leaders must also be organizational stewards, who strive to make positive contributions through community development, as well as humility, which places appreciation on the achievements of others. The Vision character directs leaders to involve members of the organization in formulating a shared future direction, and service emphasizes that service is the core of effective leadership, where leaders not only talk about service, but also demonstrate it through real actions.

From the results of the research conducted, these characteristics are in line with the leadership of the Head of Sikunang Village. The Head of Sikunang Village shows a desire to make a positive difference for his people, by placing the interests of the community above his personal interests. This can be seen from his efforts in formulating a village vision and mission that directly involves residents. In addition, the village government is committed to supporting and strengthening the spirit of the residents by listening to and summarizing their complaints and aspirations, which ultimately creates a sense of togetherness in the decision-making process.

The village head also shows wisdom in understanding the potential of Sikunang Village, both in the agricultural and tourism sectors, and how these opportunities can be developed to improve village welfare. In terms of planning, the Village Head has the ability to map problems and formulate the best strategies, such as through village deliberations and brainstorming. The communication process carried out directly and through social media reflects the way the Sikunang Village Head articulates village development opportunities effectively and convincingly.

Leadership in Sikunang Village also shows responsibility in managing the organization. The village government seeks to encourage positive contributions from residents by involving them in village development planning and development. In addition, the Sikunang Village Head also shows humility by giving awards to residents who participate in the development process, placing their role as the center of decision-making.

The vision held by the Village Head to make Sikunang Village more prosperous, independent, and dignified was formulated together with residents through a deliberation process. This shows that he has a clear vision and involves residents in formulating the future direction of the village. This shows that the village government prioritizes service as the core of leadership. This commitment is reflected in real actions, such as visiting residents directly and planning the construction of a village hall to support better deliberations, so that residents' aspirations can be accommodated more effectively.

## **CONCLUSION**

Communication in organizations plays a very important role in conveying information, facilitating decision-making, and improving service effectiveness. Based on this study, communication in Sikunang Village runs well through various means, both directly and through social media, which reflects open leadership and is oriented towards public service. The leadership of the Sikunang Village Head based on the concept of servant leadership shows that this sincere and serving leadership style is very suitable to be applied in public organizations, especially in creating citizen involvement in the village development planning process. The Sikunang Village Head shows a strong commitment to serving the community, listening to their aspirations, and jointly seeking solutions and strategies to improve village welfare. This leadership style also supports an effective

organizational communication process, where togetherness and collaboration are key in decision-making and implementing village programs.

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