

Socialization of Good Communication Strategies in Creating Good Service Quality on Campus

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ABSTRACT

Penulis melakukan kegiatan penjangkauan selama tujuh hari di beberapa kampus, termasuk Politeknik Energi dan Mineral Akamigas, Politeknik APP Jakarta, dan Universitas Pembangunan Nasional Veteran. Penulis menyampaikan rasa terima kasih yang sebesar-besarnya kepada semua pihak yang terlibat, mulai dari kegiatan penjangkauan hingga penerbitan artikel ini. Ucapan terima kasih khususnya disampaikan kepada dosen pembimbing, rekan dosen, teman-teman yang berpartisipasi dalam kegiatan penjangkauan, para pendidik, mahasiswa, dan lainnya. Penulis berharap kita dapat berkomunikasi secara efektif dan mencapai visi serta misi kita.

The author conducted outreach activities over a seven-day period at several campuses, including the Akamigas Energy and Mineral Polytechnic, the APP Jakarta Polytechnic, and the Veteran National Development University. The author expresses his deepest gratitude to all parties involved, from the outreach activities to the publication of this article. He especially extends his thanks to his supervisor, fellow lecturers, friends who participated in the outreach activities, educators, students, and others. He hopes we can communicate effectively and achieve our vision and mission.



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INTRODUCTION

The word or term communication (from English "Communication"), etymologically or according to its origin is from the Latin *Communicare* and this word is derived from the word *Communis*. The word *Communis* has the meaning of 'sharing' or 'belonging together', namely an effort that has the goal of togetherness or similarity of meaning. Communication is the process of conveying a message by one person to another to inform or to change attitudes, opinions of others to inform or to change attitudes, opinions or behavior, either directly (verbally) or indirectly (through media) the process of conveying forms of interaction of ideas to others and the process of creating meaning for the ideas or ideas conveyed, whether intentionally or unintentionally (Hermawan 2012).

According to (Daryanto 2020), communication is the process of conveying ideas, hopes, and messages conveyed through certain symbols and containing meaning, carried out by the sender of the message aimed at the recipient of the message. In line with Theodore Herbert, communication is a process in which the meaning of knowledge is transferred from one person to another, usually with the intention of achieving some specific goals. As for the definition of communication according to several experts. Shanon and Weaver, they say that "Communication is a form of human interaction that influences each other, intentionally or unintentionally or unlimitedly." Carl I Hovland, also said that

"Communication is a process that allows someone (communicator) by conveying stimuli to change the behavior of others." Meanwhile, Anwar Arifin, he said that "Communication is a concept with multiple meanings. The meaning of communication can be distinguished based on communication as a social process. Where social scientists conduct research using a communication approach that generally focuses on human activities and is related to behavioral messages.

Based on the definitions of communication above, it is clear that communication has several characteristics (Hidayat 2021): a. Communication is a process, meaning that communication is a series of actions or events that occur sequentially (there are stages or sequences) and are related to each other within a certain period of time. b. Communication is a deliberate and purposeful effort. This means that communication is carried out consciously, intentionally and in accordance with the goals or desires of the perpetrators. c. Communication requires participation and cooperation from the actors involved in communication activities and will take place well if the communicating parties (two or more people) are equally involved and have attention to the topic being conveyed. d. Communication is symbolic, basically carried out by using symbols and the most commonly used in communication between humans is verbal language in the form of sentences, numbers or other signs. e. Communication is transactional, basically communication requires two actions, namely giving and receiving. These two actions are certainly carried out in a balanced or personal manner. f. Communication transcends time and factors, meaning that the participants or actors involved in communication do not have to be present at the same time and place with the existence of various communication technology products such as telephones, the internet, and others. Space and time factors are no longer a problem in communication.

The definition of communication by experts According to Louis Forsdale quoted by Edi Harapan and Syarwani Akhmad in a book entitled *Interpersonal Communication: Human Behavior in Educational Organizations* states that communication is a process of providing signals according to certain rules so that in this way the system can be arranged, maintained and changed. Meanwhile, according to William J. Seller quoted by Irma Sari M in a book entitled *Communication*, communication is a process in which verbal and non-verbal symbols are sent and received and given meaning. It can be concluded that communication is the process of conveying information in the form of messages, ideas or ideas conveyed to others. Usually this communication activity is carried out verbally or orally so that it makes it easier for both parties to understand each other (Muhtar 2023).

There are many types of communication, one of which is interpersonal communication. According to experts, the definition of interpersonal communication is Baskin and Aronoff, as quoted by Yosol Iriantara in a book entitled *interpersonal communication*, stating that interpersonal communication is the exchange of messages between individuals aimed at building a common meaning. Meanwhile, according to Joseph DeVito, quoted by Edi Harapan and Syarwani Akhmad in a book entitled *interpersonal communication: human behavior in educational organizations*, it states that, interpreting interpersonal communication is the process of sending and receiving messages between two people, or in a small group of people with some effect or immediate feedback. Interpersonal communication by understanding the two words that form the term, namely communication and interpersonal. Communication can simply be interpreted as the process of exchanging messages between communicators and communicants to achieve certain goals. While interpersonal can be interpreted as relating to or involving personal or social relationships that develop shared expectation systems, emotional attachment patterns and ways of social adjustment. Interpersonal communication can be understood as a process of exchanging messages between communicators and communicants to develop a shared system of expectations, emotional attachment patterns and ways of social adjustment (Natasari 2024).

Based on this, the author believes that communication is crucial for improving the quality of service. By communication, of course, I mean good communication. This article will summarize some of the outreach materials and activities the author conducted during outreach at several campuses in Indonesia. A more complete explanation is provided below.

METHOD

Penulis melakukan sosialisasi dalam kurun waktu tujuh hari terhadap beberapa kampus antara lain sebagai berikut: Politeknik Energi dan Mineral Akamigas, Politeknik APP Jakarta, dan Universitas

Pembangunan Nasional Veteran Asalm muasal sosialisai ini melalui tahapan penemuan masalah dan soluiisi antara lain sebagai berikut:

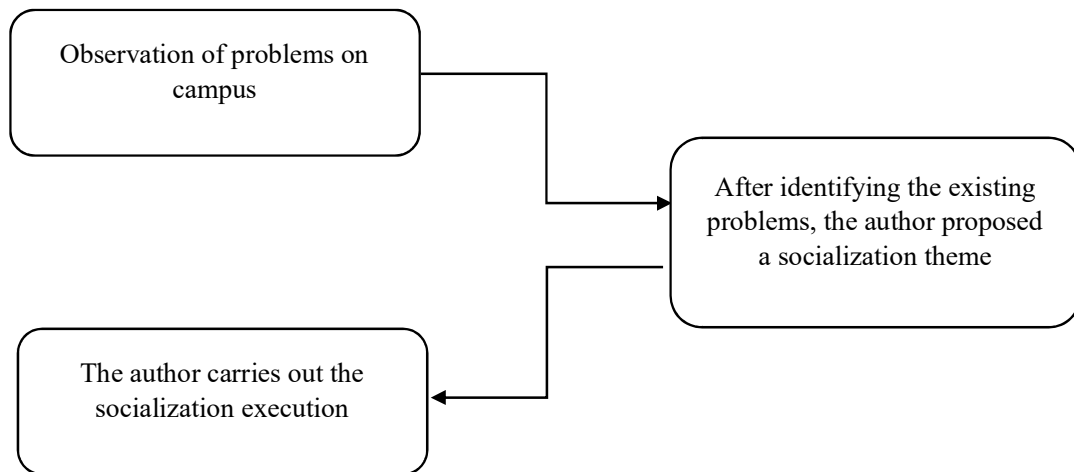


Figure 1. Problem Finding and Solution

RESULTS AND DISCUSSION

Communication

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Service Quality

Lewis and Booms 1983 in (Indartini and Rachma 2023). "Service quality is a measure of how well the service level delivered matches customer expectations. Delivering quality service means conforming to customer expectations on a consistent basis." From this statement, it can be concluded that service quality is a measure of how well the level of service provided meets customer expectations. Customer satisfaction is a customer response to the discrepancy between the previous level of interest and the actual performance perceived after use (Rangkuti 2002) in (Hapriyanto 2024). Service quality is the level of expected excellence and control over that level of excellence to meet customer desires. In this case, there are two main factors that influence service quality, namely expected service and perceived service. If the service received or felt (perceived service) is in accordance with expectations, then the service quality is perceived as good or satisfactory. If the service received exceeds customer expectations, then the service quality is perceived as ideal quality, conversely, if the service quality received is lower than expected, then the service quality is perceived as poor (Tjiptono 2008).

Tjiptono (2005:262) states that the popular service quality model and is still widely used as a reference in marketing research is the ServQual model (short for service quality) developed by Parasuraman, Zeithaml, and Berry. ServQual (Service Quality) is built on the comparison of two main factors: customer perception received (perceived service) with the actual service expected or desired (expected service). Zeithaml and Bitner (2000) and Gronroos (2001) in (Irianti 2017) put forward five dimensions of ServQual to indicate service quality.

These five dimensions reflect customer perceptions of specific service dimensions (Tjiptono 2016): 1) Tangible, which is a company's ability to demonstrate its physical presence to external parties. The appearance and suitability of the company's physical facilities and infrastructure, as well as the

surrounding environment, are tangible evidence of the service provided by the service provider. This includes physical facilities (buildings, warehouses, and so on), the equipment and tools used (technology), and the appearance of its employees. 2) Reliability, which is the company's ability to provide services as promised accurately and reliably. Performance must meet customer expectations, meaning timely service. Equal service for all customers, without errors, with a sympathetic attitude, and with high accuracy. 3) Responsiveness, which is the service provider's ability to assist and provide prompt and accurate service to customers, conveying clear information. Keeping customers waiting without a clear reason leads to a negative perception of service quality. 4) Assurance (guarantee or certainty) is the knowledge, politeness, and ability of company employees to foster customer trust in the company. It consists of several components, including communication, credibility, security, competence, and courtesy. 5) Empathy (empathy) is giving sincere and personal or individual attention to customers by trying to understand the desires and difficulties of customers. Where a company is expected to have understanding and knowledge about customers, understand customer needs specifically, and have a comfortable operating time for customers.

Socialization of Good Communication Strategies in Creating Good Service Quality on Campus

Campus is the main building area of a higher education institution (university, academy) where all teaching and learning activities and administration take place. Literally, a campus is a place to develop education. Education is divided into 2 (two) fields, namely academic education and non-academic education where both have the same element, namely a teaching and learning activity. Academic education is a teaching and learning activity that refers to scientific matters, while non-academic education is a teaching and learning activity that refers to the development of potential and talents outside of scientific matters. A good campus is a campus that can create a conducive environment, good facilities, and good relations with the outside world (institutions or other universities). Many negative assessments from the community regarding the anarchic actions of students in public such as holding excessive demonstrations and other activities that disturb the community make the image of students bad in the eyes of the community. This has an impact on the university or campus which is a learning facility.

A campus should have good communication with all elements on campus, including bureaucrats and regular lecturers, educators and lecturers, bureaucrats and students, lecturers and educators, educators and students, students and lecturers, fellow bureaucrats, fellow lecturers, fellow educators, security guards, and so on within the campus environment. The ways to communicate well, which are also the main material for the author in the socialization, are shown in the image below.

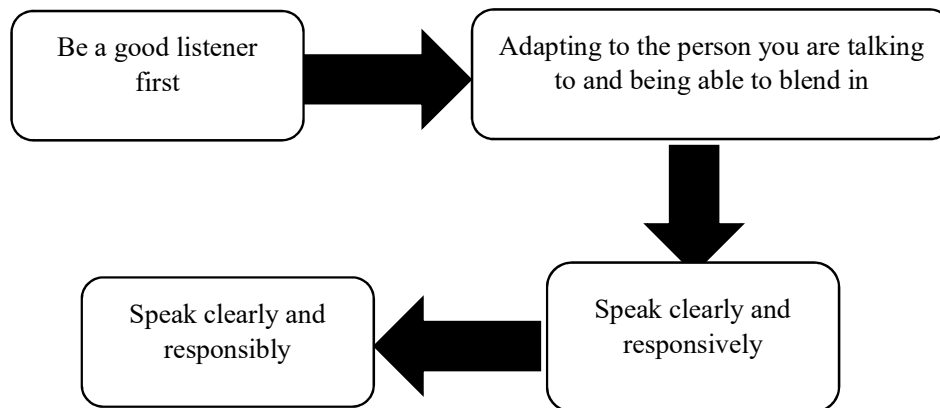


Figure 2. How to Communicate Well

According to the author, these four methods are key to good communication between bureaucrats and regular lecturers, educators and lecturers, bureaucrats and students, lecturers and educators, educators and students, students and lecturers, fellow bureaucrats, fellow lecturers, fellow educators, security guards, and others within the campus environment. Good communication can ultimately improve the quality of service on campus. With this, the vision and mission of the campus, superiors, individual lecturers, and students can also be easily achieved.

CONCLUSION

Campus is the main building area of a higher education institution (university, academy) where all teaching and learning activities and administration take place. Literally, a campus is a place to develop education. Education is divided into 2 (two) fields, namely academic education and non-academic education where both have the same element, namely a teaching and learning activity. Academic education is a teaching and learning activity that refers to scientific matters, while non-academic education is a teaching and learning activity that refers to the development of potential and talents outside of scientific matters. A good campus is a campus that can create a conducive environment, good facilities, and good relations with the outside world (institutions or other universities). Many negative assessments from the community regarding the anarchic actions of students in public such as holding excessive demonstrations and other activities that disturb the community make the image of students bad in the eyes of the community. This has an impact on the university or campus which is a learning facility.

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ACKNOWLEDGMENTS

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