



## Al-Muhajirin International Conference

### Group communication

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#### **Abstract**

Group communication is a crucial aspect of social interaction across organizational, educational, and community settings. This study aims to explore the dynamics of group communication and the factors influencing its effectiveness. Using a qualitative approach, this research examines the role of both verbal and non-verbal communication in fostering relationships among group members. The findings indicate that open and collaborative communication tends to enhance group performance, while hindered or unclear communication can lead to misunderstandings and conflict. These results underscore the importance of effective communication in achieving group goals and fostering cooperation among individuals.

**Keywords:** group communication; communication dynamics; group effectiveness

### INTRODUCTION

In contemporary organizational settings, group communication serves as a vital component in promoting team efficiency and achieving strategic goals. Groups form the basic structural units within organizations, manifesting as work teams, cross-functional project groups, or informal collectives. Effective communication within these groups facilitates the exchange of ideas, dissemination of information, and collaborative decision-making, all of which are crucial in navigating today's dynamic and complex business environments (Julianto & Carnarez, 2021).

Nevertheless, group communication is often hindered by the diversity of members' backgrounds, personalities, and perspectives. Such differences can give rise to various communication challenges, including misunderstandings, conflict, and ineffective decision-making processes (Alfathan & Saleh, 2018). As organizational success increasingly hinges on teamwork and collaboration, a deeper understanding of group communication dynamics becomes essential.

The advent of digital communication technologies has further reshaped group interaction patterns. Virtual teams, digital collaboration tools, and remote working arrangements are now integral to modern organizational operations. While these

innovations offer greater flexibility, they also pose new challenges in maintaining group cohesion and ensuring clear communication across time zones and cultural boundaries (Ihsani & Febriyanti, 2021).

This study aims to explore the nature and role of group communication in organizational contexts. It discusses different group types, communication processes, the roles individuals play within groups, and strategies to enhance communication effectiveness. By grasping these concepts, practitioners and scholars alike can better apply communication principles to foster organizational success.

## RESEARCH METHOD

This study employed a qualitative research approach. Qualitative research is a method used to examine subjects in their natural settings and to interpret phenomena based on the meanings people bring to them. It emphasizes holistic understanding and is often utilized to explore historical developments, community life, social behavior, and economic activities. The results of qualitative research are typically presented in written, oral, or observed behavioral forms (Heriyanto, Hamidah, & Manalullaili, 2024).

In this study, the research relied on a literature review method to explore the impact of communication dynamics on group effectiveness. Primary data sources consisted of academic literature and previous research relevant to the topic. The qualitative data were gathered from library studies, with a focus on scholarly publications that provide theoretical and empirical insights into group communication processes and leadership roles in team settings.

This methodological approach enables a comprehensive understanding of communication patterns within various organizational group types. By analyzing secondary data, the study aims to identify key factors influencing effective group communication and its role in enhancing organizational performance.

## RESULT AND DISCUSSION

### *Definition and Basic Concepts of Group Communication*

Group communication refers to the process of conveying information, ideas, or messages among members within a group to achieve mutual understanding, solve problems, or make collective decisions. This form of communication can take various forms, both formal and informal, including group discussions, team meetings, or casual conversations among members. Through such communication, group members are able to exchange viewpoints, clarify objectives, and create synergy in pursuing shared goals (Padang, 2023).

Group communication possesses distinct characteristics that differentiate it from individual communication. One key feature is the opportunity for each member to express opinions, ask questions, or respond to others' inputs. Moreover, it is inherently goal-oriented, with each participant focusing on achieving collectively determined outcomes, such as problem-solving or decision-making (Seftina et al., 2024).

Interdependence is also central to group communication; information and ideas shared by one member can significantly impact others. This interconnectedness makes group communication more complex than one-on-one interaction, as it involves diverse perspectives, backgrounds, and cognitive styles. Such complexity often necessitates deliberate communication management to maintain clarity and efficiency.

Furthermore, group dynamics play a pivotal role in shaping communication processes. Elements such as member roles, leadership, and interpersonal relationships influence how information is exchanged within the group. Effective group communication forms the foundation for productive collaboration and enhances organizational performance. It facilitates information sharing, encourages diverse input, and fosters cohesion among team members (Arsyadana, 2019).

Good communication within groups also supports effective decision-making. Group decisions are often the result of inclusive discussions involving multiple viewpoints. Open dialogue enables more balanced and well-informed decisions that align with collective objectives. This process leads to higher quality outcomes and promotes team accountability.

In addition, group communication contributes significantly to problem-solving. When issues arise, effective communication allows members to share perspectives and insights, often resulting in more comprehensive and creative solutions. Enhanced communication also improves work efficiency, as well-informed team members are less likely to miscommunicate and are more aligned in their responsibilities (Taqwaddin & SE, 2019).

Lastly, engaging communication fosters member participation and commitment. When individuals feel heard and valued during group interactions, they are more likely to be emotionally invested and committed to the group's goals. This strengthens team spirit and contributes to a positive organizational culture.

### ***Types of Groups in Organizations***

Groups within organizations can be broadly categorized into formal and informal groups. Each type has distinct structures, purposes, and communication dynamics that influence group effectiveness.

#### ***Formal and Informal Groups***

Formal groups are officially established by organizations to achieve specific objectives. These groups are integrated into the organizational structure, with clearly defined roles, responsibilities, and procedures. Examples include marketing departments, project development teams, and finance units. Such groups typically operate under hierarchical leadership, where authority is distributed according to organizational rank (Julianto & Carnarez, 2021). The formal nature of these groups often facilitates accountability and task orientation, but may also impose rigid communication channels.

In contrast, informal groups form spontaneously based on personal relationships or shared interests among members. These groups are not structured by the organization and do not necessarily align with formal goals or reporting lines. They often emerge from social interactions, such as co-workers who frequently converse during breaks or those who share similar hobbies. Despite their informal nature, these groups can significantly influence organizational culture and serve as vital channels for informal communication, morale support, and innovation (Siregar, 2012).

#### ***Work Groups and Cross-Functional Teams***

Beyond the formal-informal dichotomy, organizations also establish groups based on functional purposes, such as work groups and cross-functional teams.

Work groups are assembled to complete specific tasks or projects. These groups tend to have narrowly defined objectives and are often temporary. Members typically possess similar expertise and collaborate intensively to meet deadlines or deliver outputs. For instance, a group assigned to conduct data analysis or implement a marketing campaign exemplifies this category (Prasanti, 2017).

Cross-functional teams consist of members from different departments or areas of expertise who are brought together to address complex problems or projects requiring interdisciplinary knowledge. Such teams are particularly effective for product development, strategic planning, or innovation initiatives. By leveraging diverse perspectives, cross-functional groups are better equipped to produce comprehensive and creative solutions (El Eroy, 2020).

### *Virtual Groups in the Digital Age*

With the advancement of digital technologies, virtual groups have become increasingly prevalent. Virtual groups comprise members who are geographically dispersed and communicate primarily through digital platforms, such as email, instant messaging, video conferencing, or collaborative software. These groups offer high flexibility, allowing organizations to tap into talent across time zones and regions (Ihsani & Febriyanti, 2021).

However, virtual communication presents unique challenges, such as the lack of face-to-face interaction, time zone discrepancies, and potential barriers to relationship-building. As a result, clear communication protocols, active engagement strategies, and appropriate digital tools are critical to ensuring virtual team effectiveness.

### ***Group Dynamics and Their Influence on Communication***

Group dynamics refer to the behavioral and psychological processes that occur within a group and influence how members interact and communicate. Several factors—such as leadership style, interaction patterns, group norms, cohesion, and conflict—play significant roles in shaping group communication.

### *Leadership and Its Role in Group Communication*

Leadership is a key determinant of how communication unfolds within a group. A group leader not only serves as a decision-maker but also as a facilitator who ensures the smooth flow of information among members. Effective leadership fosters an environment of openness and collaboration, where members feel encouraged to participate, contribute ideas, and engage in constructive dialogue. Democratic or participative leadership styles, in particular, have been shown to enhance member engagement and communication effectiveness (Alfathan & Saleh, 2018). In contrast, authoritarian or ineffective leadership may suppress communication, create tension, and reduce trust among members.

### *Interaction Patterns and Interpersonal Relationships*

The quality of relationships and the frequency of interaction among group members significantly affect communication dynamics. Positive interpersonal relationships typically lead to open and efficient communication. When members trust and respect one another, they are more likely to share relevant information and actively engage in decision-making. Conversely, strained relationships can lead to misunderstandings, withheld information, and ineffective communication (Seftina et al., 2024).

Cultural backgrounds, personal values, and communication styles also influence interaction patterns. In diverse groups, members may encounter challenges in aligning their styles of communication, which can impede mutual understanding. To ensure inclusivity and clarity, it is crucial for groups to cultivate respectful and adaptable communication practices.

### *Norms, Cohesion, and Conflict in Group Communication*

Group norms—unwritten rules that govern member behavior—provide structure to interactions and guide communication practices. Clear and positive norms promote respectful dialogue, equal participation, and mutual accountability. However, ambiguous or restrictive norms can limit expression, suppress minority voices, and hinder effective information exchange (Chatab, 2007).

Group cohesion, the sense of solidarity and connectedness among members, enhances communication by fostering a trusting and cooperative atmosphere. Highly cohesive groups are more likely to share ideas openly and work collaboratively toward common goals. In contrast, low cohesion may result in disengagement, reduced communication, and decreased group performance (Sundari, 2017).

While often perceived negatively, conflict within groups can serve a constructive function when managed properly. Conflicts may arise from differences in opinions, values, or priorities. If unresolved, they can create communication barriers and disrupt group harmony. However, when addressed openly and constructively, conflict can stimulate critical thinking, innovation, and improved problem-solving (Hutami, Sadarjoen, & Nugraha, 2022). Establishing mechanisms for conflict resolution is therefore essential for maintaining effective group communication.

## **CONCLUSION**

Group communication is a critical component in establishing an effective and productive organizational environment. It comprises several interrelated stages, from message delivery to feedback, all of which must function cohesively to ensure clarity and shared understanding among members. Despite its importance, group communication often encounters various barriers—physical, psychological, or perceptual—that can obstruct the flow of information. These challenges necessitate strategic interventions, such as fostering a supportive communication climate and using clear and inclusive language (Siregar, 2012).

To overcome communication obstacles, effective strategies must be implemented, including building mutual trust, practicing active listening, and clearly defining group goals. In addition, leadership plays a pivotal role in shaping communication dynamics. A leader who promotes openness, clarity, and inclusiveness can significantly improve group interactions. Similarly, healthy interaction patterns, clearly established norms, strong group cohesion, and productive conflict management are essential to fostering a collaborative and communicative team environment (Alawiyah, 2024; Hutami, Sadarjoen, & Nugraha, 2022).

In today's increasingly digital workplace, virtual teams have emerged as a common structure in organizations. These teams, enabled by technology, allow for flexible collaboration across geographic and temporal boundaries. However, to function effectively, virtual groups must adopt deliberate communication strategies and make use of appropriate technological tools to maintain connectivity, cohesion, and clarity of communication (Ihsani & Febriyanti, 2021).

Ultimately, the success of group communication is contingent upon the individual competencies of its members, the management of group dynamics, and the adoption of appropriate strategies and tools. By prioritizing effective communication practices, organizations can achieve their goals more efficiently and cultivate strong interpersonal relationships within their teams.

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