



ORGANIZATIONAL COMMUNICATION DEVELOPMENT THROUGH COMMUNICATION MEDIA AND INFORMATION DISSEMINATION IN DEVELOPING ATHLETE'S POTENTIAL IN WEST JAVA

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ABSTRACT

Research entitled "Organizational Communication Development Through Communication Media And Information Dissemination In Developing Athlete's Potential In West Java" is a descriptive study on the development of information communication media technology in developing process of organization to improve the achievement of diffable athletes in West Java.

It is hoped that this research will become one of the organizational communication model for institution associated with accomplished diffable athletes. Furthermore, the academic purpose of this research is to develop a scientific reference based on the result of the research, concerning diffable. It is also has a purpose to applied relevant theories into practice and develop them to solve the problem in public, government, and policy related institution.

The approach of this research is qualitative with the use of explorative case study method in single keys case intrinsic characteristic.

The goals of this research are to pinpoint the development process of organization communication through communication media and information dissemination to improve athletes' potential in West Java; the development process by the organization in order to improve the diffable athletes achievement; and to discover the development pattern of diffable athletes to attain a higher achievement.

Keywords: *policy, diffable athletes, organization communication, self-existence development.*

INTRODUCTION

Government Decree No.4/1997 article 1 states that diffable is every person who has physical or mental abnormality, which can impede their normal activities (physical diffable, mental diffable, and both physical and mental diffable).

Those individuals, who have disability, usually have to adapt more mentally than those of normal persons, i.e. the adjustment they have to make in relations to other people's attitude towards them.

Kids tend to see them with compassion, while adults tend to hide their feeling by avoiding contacts¹.

Diffable athletes, who participate in many games, are divided into two categories, one who had the disability since birth and other who had it in their youth years. Environment acceptance from their family and friends, especially with one who had it since birth, is really important for their development. Family and friends encouraging that the condition they had is not a setback but merely just small obstacles, which can be conquered, will definitely put

¹<http://www.sabda.org/publikasi/e-konsel/144>





the people with disability towards a positive development just like people with a normal condition.

Diffable athletes receive discriminative treatment, not only from public, but also from government, mass media, and family. Sri Soemarsih Soedirdja, Head of Indonesian Special Olympics from 2002-2006, states that many parents feel embarrassed and have no self-esteem because of their diffable children, whereas the support for sport activities for them will actually increase their hope and spirit to live.

The disability condition of diffable athletes tend to limit their career and chances to success, but in the contrary, the physical and social barrier do not stop them in achieving accomplished success, which really proving themselves to be a group of people who genuinely could bring their region and country name into a higher level in sports.

The achievement of diffable athletes, which fulfill the needs of sociogenesis, will have a significant impact to self-concept and social identity. It is hoped that this development will have an exceptional contribution towards their motivation to become a useful individual, to have more effective communication, and to interact with their surroundings more positively.

The purpose of this research is to understand how BPOC (Badan Pembina Olahraga Cacat or Diffable Sport Management Body) carry out the development of diffable athletes through organizational communication by using communication and information media. This research is expected to have a scientific contribution to the development of communication science, especially in intrapersonal, interpersonal, group, and cultural communication for the diffable athletes. The result of this research will give an illustration of how the diffable athletes give the formation of meaning and their communication behavior, which becomes a reference to other research concerning the diffable athletes.

This research also unveils the phenomenon of accomplished diffable athletes, which become the model for the future diffable athletes. In order to exempt current stigma and label of disability, accomplished diffable athletes has an important role, as their achievement in sports will reduce that notion. This phenomenon is the one that pull out the interest to do this research in the development of technology

of communication and information media, especially for the diffable athletes in West Java.

PROBLEM FORMULATION

1. What is the perception of diffable athletes towards the quality of information given by NPCI (National Paralympic Committee Indonesia) in West Java?
2. What is the response of diffable athletes towards information given by NPCI to fulfil the needs of information, improving their achievement, and their existence in public?
3. What is the hope of information dissemination to improve their achievement and existence in public?

RESEARCH METHOD

The approach applied in this research is descriptive with qualitative data. Secondary data analysis used in spatial approach and qualitative data is gathered through observation and deep interview. Those data are being processed and analysed by domain analysis, categorical, and componential technique, which outputs are matrix or typology.

Qualitative research is a research to understand a natural phenomenon based on subjects point of views, and interpret those meanings through inductive analysis. This research, based on that notion has a purpose to understand the communication phenomenon in the development of diffable athletes potential to existence and competent equality in public through organizational communication in BOPC of West Java.

DISCUSSION

Data show that parties who encourage diffable athletes to join the diffable athlete's organization are friends, NPCI of West Java, school, coach, and information in mass media (electronic and print). Friend, school, and coach are the socialization agent for the diffable athletes, which considered to be a significant others. Socialization process to an individual consist of two stages as follow (Berger & Luckman, 1967:30):

1. Primary socialization, first socialization experienced by individual in their childhood to the society. On this stage, socialization process is forming the child personality in society with family act as socialization agent.



2. Secondary socialization is the next socialization process, which introduced a socialized individual into the new sector of society's objective world. On this stage, socialization process aims to the development of professionalism with educational institution, peer group, working environment, and wider environment outside the family act as socialization agent.

Media used by the diffable athletes to find information are Internet, newspaper, telephone, media provided by NPCI of West Java, television, and radio. Television and radio are still the main media to seek information, but Internet is taking over lately as Sus Ahmad Joing (2003) in (Yusup & Subekti, 2010: 57-60) suggest that Internet has some advantages such as: easy, fast and accurate, large capacity, secrecy, efficient and effective, and information technology has opened world society into the new world.

Information searched by diffable athletes through those media are: diffable sports, diffable communities, event or sport games, improvement of diffable welfare, NPCI activities. Eastbrook (1977:245) in Yusup (1988:3) suggests that information is a recording of a phenomenon, which can be observed or it can be decisions being made.

NPCI in spreading information uses banner, telephone, short text messages, mail, poster, and local radio station. The content of information are: match schedule, activities, and program, training schedule, bonus related information, budget related information, limit and achievement of members, NPCI related information, meeting invitation, championship calendar, match preparation related information, physical and mental development for members, and related government program.

Media and information is a unity, and part of communication component suggested by Laswell (Wiryanto, 2000:20) in his paradigm of "who says what to whom in which channel with what effect". Media act as channel, and information act as message (what).

The perception of diffable athletes on quality of information given by NPCI through its media, consist of the accuracy of information, the completeness of information, the relevancy of information, and clarity of information, which considered to be the decent information being used

by diffable athletes as member of organization. The content of information disseminated by NPCI, is considered to have credibility, as it has clarity, relevant, and accuracy aspect of information (Curtis, 2005: 266-267). The information given by NPCI is considered to fulfil the needs of information for its members, and to help diffable athletes in improving the achievement, competency, and their existence in public. Diffable athletes fulfilling the needs of information is relevant to information seeking activities as Yusup and Subekti (2010:105) describe as individual activities to seek information needed or wanted with a particular purpose.

Data on hope of recruitment system tend to be an auto critic as the result shows that diffable athletes hopes towards recruitment system are organization management to be more active and work accordingly to their titles in organization, widen the area of recruitment to have more members in city/resident and regional area, involves KONI (Komite Olahraga Nasional Indonesia or Indonesian National Sport Committee), rehabilitate the recruitment system in disability school, managing an official and organized recruitment system in NPCI office, minimalizing recruitment based on a proximity factor without considering the potential and competent factors, developing a standardize procedure and requirements for the future members.

Other data on hope shows a need for regular, sustained, and scheduled recruitment system is needed, the use of promotional media, selective recruitment system considering competitive and neutral stances, prospective athletes should be managed in a more systematically program, accessible facilities for prospective athletes, and the sense of family.

Athlete needs a good environment in order to improve their achievement, including sport organization environment,. A nice friendly environment should be created within NPCI organization as negative environment will impact the athlete and creates a dispirited feeling in the training (Gunarsa, 2008:33).

In conclusion, the hope of the diffable athletes towards information dissemination system to improve achievement and existence in public composed of a transparent and open selection system; expand the training system information, detailed and clear information, more information to public on the existence and achievement of diffable athletes.



Other suggestions are the use of mass media such as: television and radio in reaching the whole segments of public, brochure, pamphlet, intensity of information dissemination, involving government, routine meeting, improving technology related to diffable athletes, more matches in regional area, regional reach of socialization, teacher or family involvement through disability school, organizational bulletin or house journal.

On one hand media has an important role in the information dissemination on disability, which improving the existence of diffable in society. On the other hand the process will have to go through a period of time, which inline with minimalist effect theory suggesting that most media effect has an indirect effect (Vivian, 2008:471).

CONCLUSION AND SUGGESTION

Conclusion

Based on the research it can be concluded that:

1. In connection with the perception of diffable athletes on the information quality disseminated by NPCI through the organizational media communication, including the accuracy of information, the relevance of information, and the clarity of the information, it is considered to fulfil the standard of quality to be used by diffable athletes as members of organization.
2. The information being disseminated by NPCI of West Java is considered to fulfil the needs of information for its members, and also considered to contribute to diffable athlete's achievement, competency, and existence in public.
3. In the hope connected to diffable athletes' recruitment system, which tend to be an auto critic. The result shows that diffable athletes hopes towards recruitment system are organization management to be more active and work accordingly to their titles in organization, widen the area of recruitment to have more members in city/resident and regional area, involves KONI (Komite Olahraga Nasional Indonesia or Indonesian National Sport Committee), rehabilitate the recruitment system in disability school, managing an official and organized recruitment system in NPCI office, minimalizing recruitment based on a proximity factor without considering the potential and competent factors, developing a standardize

procedure and requirements for the future members. Other data on hope shows a need for regular, sustained, and scheduled recruitment system is needed, the use of promotional media, selective recruitment system considering competitive and neutral stances, prospective athletes should be managed in a more systematically program, accessible facilities for prospective athletes, and the sense of family.

4. The final conclusion is that diffable athletes' hope the towards information dissemination system is to improve achievement and existence in public composed of a transparent and open selection system; expand the training system information, detailed and clear information, more information to public on the existence and achievement of diffable athletes. Other suggestions are the use of mass media such as: television and radio in reaching the whole segments of public, brochure, pamphlet, intensity of information dissemination, involving government, routine meeting, improving technology related to diffable athletes, more matches in regional area, regional reach of socialization, teacher or family involvement through disability school, organizational bulletin or house journal.

Suggestion

1. The dissemination information media used by NPCI of West Java should be expanded in numbers and variation, by adding other alternative media such as organizational bulletin, brochure or leaflet given to its members.
2. The quality of information presented by NPCI of West Java has a good standard quality; nevertheless NPCI of West Java should increase the quality of information especially in the information actuality side, in order to reach the member of organization on time.
3. The hope of diffable athletes towards recruitment system shows that NPCI of West Java should be more open to disseminating information, showing the transparency and openness in recruitment system.
4. The role of organizational media in increasing the achievement and existence of diffable athletes, should be in a pro-active way by expanding and increasing the information dissemination towards public, that way the spirit of equality in the public will come into being.



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