

## COMMUNICATION STRATEGY OF THE REGIONAL LEADERSHIP OF THE MUHAMMADIYAH STUDENT ASSOCIATION OF LAMPUNG

**Ahmad Fiqri Baihaqi**

Master of Communication Science, University of Lampung  
[2226031025@students.unila.ac.id](mailto:2226031025@students.unila.ac.id)

**Purwanto Putra**

Master of Communication Science, University of Lampung  
[purwanto.putra@fisip.unila.ac.id](mailto:purwanto.putra@fisip.unila.ac.id)

### **Abstract**

*Rapid developments in the era of globalisation mean that effective communication, both internally and externally, is a very important factor for the success of Islamic organisations in achieving their organisational goals. Communication plays a very significant role in ensuring that all organisational activities continue to run smoothly. In the context of organisations, communication is one of the functions that allows people to get to know each other's personalities, including leaders and members who have different needs. This study aims to improve organisational communication skills at PW IPM Lampung. The research method used is qualitative research with a descriptive approach. Data collection techniques used interviews, observation and documentation. The results of the study show that the leadership's strategy in improving the communication skills of PW IPM Lampung members is in line with the concept of communication. Through the application of this strategic concept, the leadership is able to foster effective relationships between members of the organisation, improve coordination, and provide direction and evaluation to achieve the goals and work programmes of the organisation.*

**Keywords:** Communication Strategy, Leadership Character, Leadership Communication.

### **INTRODUCTION**

In the era of globalisation, every organisation or company, whether private or government-owned, has short-term and long-term goals that it aims to achieve through its activities. In order to achieve these goals, it is necessary to plan and manage human resources as effectively as possible. The term “human resources” refers to the individuals within an organisation who work together to achieve the organisation's goals (Rusnawati, 2020).

Leaders must be able to motivate their employees. A leader's work motivation is closely related to the work ethic of their employees. If leaders are able to motivate their employees to work harder, then their employees will also have a high work ethic and work with enthusiasm and optimism. Employee motivation does not only come from themselves but also from their leaders or other people. The Muhammadiyah

Student Association (IPM) is one of Muhammadiyah's autonomous organisations, which is an Islamic movement promoting good deeds and discouraging bad deeds among students, based on Islamic beliefs and derived from the Qur'an and Sunnah. IPM is based on Islam but is in accordance with the values of Pancasila, the foundation of the Indonesian state (Julio Salas, 2023).

Communication is the process of sharing meaning through verbal and nonverbal behaviour. Any behaviour can be called communication if it involves two or more people. With good communication, information in the office can be shared to achieve mutual understanding among employees (Windah et al., 2022). Instructions and messages from superiors can be well understood by subordinates, and subordinates can convey their opinions and work results to their superiors well, so that the work completion process can be optimised. A leader must be able to carry out their leadership role, which is to influence a group of people or their subordinates to work together to carry out tasks in order to achieve organisational goals. Another condition that can affect employee performance is the presence of encouragement or work motivation (Rusnawati, 2020).

Harmony between leaders and members can be achieved through closeness between the two. To create this harmony, more intensive communication is needed, one of which is through organisational communication. The role of the organisation is very important in determining how individuals develop within the organisation. Organisations and groups depend on effective communication to carry out all their functions, including planning, directing, controlling, decision-making, implementing decisions, and achieving goals. The basic elements of effective communication are clear thinking, speaking clearly, and writing clearly (Seputih & Lampung, 2023).

The theory of communication strategy in this study, communication goal theory, explains that communication has its own objectives. Based on this theory, the majority of communication is carried out to achieve desired goals. Middleton states that communication strategy is the best combination of all communication components, from the communicator, message, channel or media, recipient or communicant, to the effect or influence designed to achieve optimal communication goals (Rahmah et al., 2021).

Leadership communication refers to the skills and application of effective communication that can be utilised by an employee in a leadership position. A leader who demonstrates strong communication skills can not only encourage their team to do their work efficiently, but also foster a trusting work environment that helps their employees feel comfortable sharing their feelings and ideas (Sumarwan et al., 2024). Leaders must continuously improve their abilities, both in terms of interpersonal skills and intrapersonal skills. A leader's communication style is part of their interpersonal skills, which must always be improved (Ayep et al., 2023).

In this study, the target object is the Regional Leadership of the Muhammadiyah Student Association (IPM) in Lampung. The IPM organisational structure is arranged in tiers, from the Central Leadership, Regional Leadership, District Leadership, Branch Leadership, and Branch Level. IPM Lampung Regional Leadership Regional Leadership is a union of regions at the provincial or first-level regional level.

Referring to previous research by Hagi Julio and Marini entitled Leadership Communication Strategies as the Implementation of Attitude Awareness for Muslims in the Muhammadiyah Student Association Branch at Muhammadiyah High School in Pringsewu, the results of the research show that the Leadership Communication Strategies of the Muhammadiyah Student Association Branch in Fostering the Muslim Personality of Students at Muhammadiyah High School in Pring From the process perspective, the leadership communication strategy implemented by the PR IPM to nurture students is effective (Julio Salas, 2023). Previous research by Ilma Hasanah and Mohammad Samson Fajar, entitled 'Leadership Strategies in Improving the Communication Skills of Members of the Regional Leadership of the Muhammadiyah Student Association in Metro City,' concluded that the strategies implemented by the leadership in improving the communication skills of members of the Regional Leadership of the Muhammadiyah Student Association in Metro City during the 2021-2023 period were positive (Seputih & Lampung, 2023).

This success is not solely due to the total dedication and loyalty of the members, but there is another important factor, namely communication and leadership strategies. Good communication and leadership strategies will certainly produce good coaching results. For this reason, the researcher wishes to explore further the strategies and successes of the Muhammadiyah Lampung Student Association's leadership communication in fostering the Muslim personality of students in the Lampung Student Association.

## **RESEARCH METHOD**

In this study, the author used a qualitative approach with a descriptive method. Qualitative research is research that aims to understand phenomena such as behaviour, perceptions, motivations, actions, and others experienced by research subjects historically in the form of words and language in a specific natural context and using natural methods (Sugiyono, 2018).

Qualitative research aims to explain phenomena in depth through the collection of data that is appropriate to the explanation (Creswell, 2018). In this case, the author collected data directly at the research location, namely the Lampung IPM Regional Leadership.

In this study, the data sources used by the researcher were primary and secondary data sources, with the primary data source being the Lampung IPM

Regional Leadership. In this study, the researcher used data collection techniques in the form of interviews, observation, and documentation to collect the results of activities during the process. The steps taken by the researcher in analysing the data were data reduction, data display, and conclusion drawing/verification.

## **RESULT AND DISCUSSION**

First, PW IPM Lampung Leadership Leadership Strategies for Improving Organisational Communication Skills The Regional Leadership of PW Ikatan Pelajar Muhammadiyah Lampung always holds monthly meetings and schedules after the Regional Working Meeting. One of the agendas is to understand the appropriate ways to communicate well within the context of the organisation. This allows members to develop their organisational communication skills (Hasmawati, 2018).

Second, the leadership sets a good example in communication, providing guidance to each field within the organisational structure. In this case, the leadership acts as a role model in effective communication (Gunawan & Toni, 2020).

Third, the leadership utilises communication technology such as WhatsApp instant messaging and social media to facilitate communication between members of the organisation. The use of technology currently makes it easier for all members of the organisation to communicate easily in sharing information, especially for members who are in locations that are difficult to reach (Sumarwan et al., 2021). These findings are in line with research by Sumarwan and colleagues, which explains that the use of social media can increase audience participation in this study by IPW members (Sumarwan et al., 2024).

Fourth, leaders provide transparent communication guidance to every member of the organisation. They provide guidance on how to communicate well, effectively and ethically within the organisation, including how to give good, positive and constructive feedback. This aligns with (Christiane et al., 2024) findings, which confirm that transparent communication with subordinates is highly effective for successful organizational management.

Based on the results of observations, the strategy implemented for the Communication Strategy of the Regional Leadership of the Muhammadiyah Student Association of Lampung in Shaping Leadership Character has had a positive impact. The above strategy has improved communication and participation in the involvement of members and organisational leaders in shaping the leadership character of each member, especially the organisational leaders.

## **CONCLUSION**

The process of communication strategy leadership of the Muhammadiyah Student Association of Lampung Province in shaping the leadership character of each member of the Regional Leadership and Regional Leadership under the auspices of

Lampung Province. The success of the communication strategy developed by the Regional Leadership of Lampung Province in shaping the character of leaders as Muslim individuals and students. IPM Lampung as a pioneer for students in Lampung Province with the principle that students obey religious commands and control their morals and set a good moral example for IPM students throughout Lampung Province.

## REFERENCES

- Ayep, A., Fikri, M., Malik Zulkarnain, A., & Fauzi, A. (2023). Kepemimpinan dan Komunikasi (Suatu Kajian Literatur Review Ilmu Manajemen Sumber Daya Manusia). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 4(1), 315–323. <https://doi.org/10.38035/jmpis.v4i1.1434>
- Christiane, P. P., Putra, P., & Zainal, A. G. (2024). Gaya Komunikasi Pimpinan PT Telkomsel Branch Lampung Dalam Membangun Kedekatan Interaksi Pada Karyawan. *Komunikata57:Jurnal Ilmiah Ilmu Komunikasi*, 5(2). <https://doi.org/https://doi.org/10.55122/kom57.v5i2.1530>
- Creswell, J. W. (2018). *Penelitian Kualitatif & Desain Riset: Memilih Di Antara Lima Pendekatan*. Pustaka Belajar.
- Gunawan, R., & Toni, A. (2020). Manajemen Komunikasi Organisasi Pada Hubungan Masyarakat Dan Protokol Dalam Lembaga Negara Di Era Pandemi Covid-19. *Public Relations Journal*, 1(1), 1–21.
- Hasmawati, F. (2018). Manajemen Dalam Komunikasi. *Al-Idarah*, 5(6), 76–86.
- Julio Salas, H. (2023). *Virtu: Jurnal Kajian Komunikasi, Budaya Dan Islam Strategi Komunikasi Kepemimpinan Sebagai Implementasi Kesadaran Bersikap Bagi Muslim Pada Ranting Ikatan Pelajar Muhammadiyah Di Sma Muhammadiyah Pringsewu*. 3, 82–93. <https://doi.org/10.15408/virtu.vxxx.xxxxx>
- Rahmah, N. I., Komunikasi, S., Middleton, J., & Daerah, B. (2021). Strategi Komunikasi Kantor Bahasa Provinsi Kalimantan Timur Dalam Mempertahankan Bahasa Daerah. *Jurnal Ilmu Komunikasi*, 9(4), 85–98.
- Rusnawati, R. (2020). Strategi Komunikasi Kepemimpinan Dalam Meningkatkan Motivasi Kinerja Pegawai Pada Dinas Perhubungan Gayo Lues. *Jurnal Al-Ijtima'iyyah*, 6(2), 89. <https://doi.org/10.22373/al-ijtima'iyyah.v6i2.7845>
- Seputih, M., & Lampung, B. (2023). \* Corresponding author. *Jl. Ki Hajar Dewantara 116 Iringmulyo, 34112, Kota Metro, Indonesia*. 3(2), 38–46.
- Sugiyono. (2018). *Metode Penelitian Kualitatif*. Alfabeta CV.
- Sumarwan, E., Kartika, T., Fitria, N., Axelfa, A., Aprilia, T., & Indriani, A. N. (2024). *Instagram Sebagai Media Komunikasi Pembangunan Pemerintah : Studi Pemenang Penghargaan Pembangunan Daerah Tahun 2022 Instagram as Government Development Communication Media : A Study of the 2022 Regional Development Award Winners*. 21(02), 124–137.
- Sumarwan, E., Kartika, T., & Saputri, V. A. M. (2021). New Media (Instagram as a Medium For Da'wah in the Postmodern Era. *International Jurnal of Society Reviews*, 32(3), 167–186.
- Windah, A., Maryani, E., & Putra, P. (2022). Strategi Sosial Media, Kecakapan Literasi

Informasi Dan Literasi Digital Start-Up Siger Innovation Hub (@Sigerhub) Sebagai Inkubator Bisnis Umkm Di Provinsi Lampung. *Info Bibliotheca: Jurnal Perpustakaan Dan Ilmu Informasi*, 3(2), 104–122. <https://doi.org/10.24036/ib.v3i2.322>