Communication Psychology in the Application of Social Values

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ABSTRACT

The application of communication psychology in social values is very important. Because by applying psychology when conveying information to others, it will make information easier to understand and understand so that the communication process runs more effectively and safely. then understanding humans is absolute if we want to be successful/effective in communicating with other humans. A value that is very important and must be possessed by humans, one of which is social value. Social value consists of two words, namely value and social. Value means everything that is broad and complex to identify good and bad behavior, permissible and not permissible, right or bad which is used as a guide for humans in social life as social beings. The important meaning of communication has actually become a widespread awareness in society. This is evidenced by daily life which is always filled with communication activities. However, the level of awareness and implementation of each person is different. Some have high awareness and are supported by a good understanding of communication. There are also those who have low awareness. Communication if done properly will bring results that are in accordance with expectations. Conversely, inappropriate communication can have a negative effect.

Keywords: *Psychology, Communication, Social*

INTRODUCTION

Communication as a multidisciplinary science has many meanings and meanings according to the background of the science that gives understanding. So that communication can be interpreted in the perspective of sociology, psychology, social psychology, anthropology, politics, and so on. However, communication is an essential part for the growth of human personality and communication is very closely related to the behavior and experience of human consciousness. Hence communication has always interested psychologists. The psychology of communication has a very broad meaning, covering all the transmission of energy, sound waves, signs between places, systems or organisms. The word communication itself is used as a process, as a message, as an influence or specifically as a patient message in psychotherapy.

The more generations grow, the people of a nation will experience different growth where the quality of society will be determined by quality experience and learning, and vice versa. One of the indicators that determine the quality of a generation of people is determined by the education and experience it has acquired. Theoretically, the cultivation of social values in society also needs to be included in various environments.

Communication psychology is concerned with how to achieve effective communication in human interaction. For this reason, understanding humans is absolute if we want to be successful/effective in communicating with other humans. A value that is very important and must be possessed by humans, one of which is social value. Social value consists of two words, namely value and social. Value means everything that is broad and complex to identify good or bad behavior, permissible and not permissible, right or bad which is used as a guide for humans in social life as social beings.[1]

Humans as social beings must distinguish between rights and obligations. So, in this case it is necessary to understand the psychological basis of communication to prepare individuals who are critical and appreciative of the social values that develop in society. These social values are values that are inherent in society to be used as a way of life.

Oktavianti et al, stated that social values are divided into two, namely substantive values and procedural values. Substantive value is a belief held by someone who is obtained from learning outcomes and not just conveying information. While procedural values are values that must be taught to deal with individual diversity in order to avoid things that are considered dangerous and deviant.[2]

In the current era of globalization, it can be noticed that culture or social values have begun to fade little by little. This can be seen from the fading spirit of mutual cooperation, religious intolerance, solidarity, the negative influence of social media/technology, lack of courtesy towards someone who is older, and even considering parents as their own friends.

The important meaning of communication has actually become a widespread awareness in society. This is evidenced by daily life which is always filled with communication activities. However, the level of awareness and implementation of each person is different. Some have high awareness and are supported by a good understanding of communication. There are also those who have low awareness.

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[1] Frimayanti,IA Implementation of Values Education in Islamic Religious Education. (Al-Tadzkiyyah: Journal of Islamic Education, 2017. N0. 8(2), 227-247.

[2] Oktaviyanti, I., Sutarto, J., & Atmaja, HT Implementation of Social Values in Shaping Elementary Students' Social Behavior. (Journal of Primary Education, 2016) 5(2), 113-119.

Communication if done properly will bring results that are in accordance with expectations. Conversely, inappropriate communication can have a negative effect.[3]

From the problems above it is very important to note, so one of the ways that can be done to foster social values in a society that has begun to fade is through strengthening communication based on psychology. So, these social values are very important and must be owned by every human being.

RESEARCH METHODS

The study method for discussing the psychology of communication in the application of social values can be done using a qualitative research approach. The following are the steps that can be followed in carrying out this study:

1. Determination of Research Objectives: Define clear and specific research objectives. For example, the aim of this research may be a better understanding of how the psychology of communication influences the application of social values in human interactions.

2. Literature Review: Conduct a literature review on the psychology of communication and social values. Read past research, theories, books, articles, or other reliable sources of information to understand concepts and theories related to this topic.

3. Research Design: Determine a research design that fits the research objectives. In this context, qualitative research approaches involving in-depth interviews or case studies may be more appropriate for gaining an in-depth understanding of the psychology of communication and the application of social values.

4. Selection of Participants: Select research participants according to the research objectives. Maybe you want to involve individuals or groups who interact in a social context, such as in the family, workplace, or community. Consider a variety of participants' backgrounds and experiences to get multiple points of view.

5. Data Collection: Use data collection methods appropriate to the research design. Methods that can be used include in-depth interviews, participant observation, or content analysis from relevant written sources. Try to get information about perceptions, motivations, and communication interactions that occur in the context of social values.

6. Data Analysis: Perform data analysis taking into account the emerging findings from data collection. Identify the main themes related to the psychology of communication and the application of social values. Use appropriate analytical methods, such as thematic analysis or content analysis.

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[3]Ngainun Naim , *Fundamentals of Educational Communication* , (Yogyakarta: ArRuzz Media , 2011) , 7 .

7. Interpretation of Results: Interpret research results by relating findings to relevant theory and literature. Discuss the implications of the findings for understanding how the psychology of communication can influence the application of social values in human interactions.

8. Conclusions and Recommendations: Present the conclusions of the research based on the results of the analysis and interpretation. Provide practical recommendations for improving the adoption of social values through a better understanding of the psychology of communication.

RESULTS AND DISCUSSION
Communication Psychology

Communication is essential for the growth of human personality. Lack of communication will hinder personality development. Communication is closely related to human behavior and conscious experience. Psychology tries to analyze all the components involved in the communication process. In communication itself, psychology provides the characteristics of the communicant as well as the internal and external factors that influence his communication behavior.

As quoted in Rio's blog. F wrote that George A. Miller made a definition of psychology that includes everything: " Psychology is the science that attempts to describe, predict, and control mental and behavioral events". Thus, the psychology of communication is a science that seeks to describe, predict, and control mental and behavioral events in communication. [4]Communication is a social event that occurs when humans interact with other humans. Psychologically social events bring us to social psychology. The social psychology approach is also a communication psychology approach.

According to George A. Miller, communication psychology is a science that seeks to describe, predict, and control mental events and individual communication behavior. Mental events are processes that mediate stimuli and responses (internal mediation of stimuli) that take place as a result of ongoing communication.[5]

Psychology has long attempted to understand the components involved in the communication process, especially communicators and communicants. Psychology examines the characteristics of individuals who become communicants as well as internal and external factors that influence their communication behavior. Psychology also studies the characteristics of individuals who become communicators and seeks to find out what causes the success or failure of one source of communication in influencing others.

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[4] Mutia. Communication Psychology. http: //komunikuaci.blogspot.com/search/label/ Psychology of Communication/ Thursday, 08.12.2022/00:20 WIB

[5] George A Miller, "The Magical Number Seven, plus or Minus Two: Some Limits on Our Capacity for Processing Information," The Psychological Review, 1956 .

The use of communication psychology is intended to produce a successful and effective communication process. Effective communication will lead to understanding (understanding and acceptance), pleasure (familiar and warm relationships), changes in attitudes, good social relations, and action.

In view of Islamic communication, communication can be carried out with five objectives, namely:

a. Communication with yourself

b. Communication with other people, whether in the form of individuals, the public, or the masses

c. Communication with God that is done by someone while carrying out prayers, remembrance or prayer

d. Communication with animals, such as cats, tigers, dogs, chickens and other animals

e. Communication with spirits like jinn that can be done by certain people who get advantages from God.

Meanwhile, according to the general view of communication, communication is usually only done between humans and humans and humans and animals. Every Muslim who is *aqil Baligh* is required to be a communicator even if it's only one sentence, even one good word to convey. However, Islamic communicators should have strong faith, do good deeds, have extensive knowledge, be pious, have noble character, be good at communicating and have charm. So that information about the values of truth can be disseminated to all mankind.[6]

As suggested by Allah SWT contained in the letter Ali-Imran verse 159 as written below:

It means: *So, it is because of the grace of Allah that you are gentle towards them. had you been hard and hard-hearted, they would have distanced themselves from around you. Therefore, forgive them, ask forgiveness for them, and consult with them in this matter. Then when you have made up your mind, then put your trust in Allah. Verily, Allah loves those who put their trust in Him.* (QS Ali-Imran verse 159)[7]

Social Values

a. Definition of Social Values

The definition of value according to Ali and Asrori "value is defined as an order that is used as a guide by individuals to weigh and choose alternative decisions in certain social situations[8]

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[6]Gratitude Kholil, *Islamic Communication* , (Bandung: Ciptapustaka Media, 2007), 2.

[7] Al-Qur'an and its Translation, Surah Ali-Imran verse 159

[8] Mohamad Ali and Mohammad Asrori, *Adolescent Psychology "Student Development "*, (Jakarta: Bumi Aksara, 2011), cet. 7, 134

Social values are values held by a society, regarding what is considered good and what is considered bad by society. [9]for example, people consider helping to have good value, while stealing is bad. Social values are not simply obtained when he is born, but with a value system that is taught by parents to their children with adjustments here and there. Every individual when he is an adult needs a system that regulates or some kind of direction to act in order to develop a good personality in associating and interacting with society.[10]

Social values also function as the final determinant of humans in fulfilling social roles. Social values can motivate someone to realize expectations according to their role. Social values also function as a tool of solidarity among members of community groups. Social values also function as a monitoring tool (control) of human behavior with certain pressure and binding power so that people behave in accordance with the values they adhere to [11].

b. Characteristics of Social Values

There are characteristics of social values as follows:

a) Is the result of social interaction between citizens.

b) Not innate but transmission from others. For example: a child can accept the value of respecting time, because parents teach discipline since childhood. This value is not the innate value of the child.

c) Formed through the learning process (socialization). For example: the value of respecting friendship is learned by children from their socialization with school friends.

d) Is part of the effort to meet human social needs and satisfaction.

e) Varies from one culture to another. For example: in Western countries that time is highly valued so that delays are difficult to accept (tolerate). On the other hand, in Indonesia, delays within a certain period of time are understandable

f) Can affect one's self-development both positively and negatively.

g) Has a different influence between citizens.

h) Tend to be related to one another so as to form patterns and social systems.

i) Can influence individual personality as a member of society. For example: values that prioritize personal interests will give birth to individuals who are selfish and care less about others.[12]

From the characteristics above, we can see that social values are not taken for granted by individuals, it takes a long process to form social values in humans. The

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[9] See http://id.wikipedia.org/wiki/Nilai_social. Retrieved December 7, 2020

[10] Elizabeth K. Nottingham, *Religion and Society* , (Jakarta: PT Raja Grafindo Persada, 1994), 45

[11] http://id.wikipedia.org/wiki/Nilai_social. Retrieved December 7, 2022

[12] http://prestasidischool.blogspot.com/2012/12/Ciri-Ciri-Nilai-Sosial-Dan-MacamMacam-Nilai-Sosial.html. Retrieved December 7, 2020

family and surrounding environment also influences the social values embedded in individuals. However, basically social values grow to become values that regulate and direct all individual actions in socializing with society. The better the social values embedded in an individual, the better his personality will be.

c. Forms of Social Values

Social values consist of [13]: First, love (affection) includes (1). devotion. Always try to love others as loving yourself. His attention is equally great both for himself and for others. What is not appropriate to be treated to himself is also not appropriate to be treated to other parties. Always a member with selfless love and repay the kindness of others with something better just because of love. (2). devotion. *And help you in (doing) virtue and piety, and do not help each other in committing sins and transgressions. And fear Allah, verily Allah is severe in punishment. (QS Al-Maidah: 2)* [14]. In this verse, Allah Ta'ala orders all human beings to help each other in doing good and piety, that is, some of us help others in doing good and piety, and encourage each other for what Allah commands and do good deeds with it. On the other hand, Allah forbids us from helping each other in acts of sin and transgression.

(3). familial. If in your own family members this is indeed easy to get and feel. But when it is outside the scope of the family itself, it will be a little difficult to get it. Family is needed for every individual. With kinship we will feel peace and happiness. (4). Faithfulness. As a Muslim who strives to be obedient and pious, we are always required to do what is right and good in this life. Don't let our words of loyalty and surrender to Allah in every prayer be just lipstick or lip decoration. while our hearts and our deeds in everyday life are contrary to what we say in prayer. (5). Concern. Social concern in Islam is contained in the field of faith and faith, clearly stated in the *shari'ah* and becomes a benchmark in the morals of a believer. The concept of social care in Islam is quite clear and firm. If you pay close attention, it is very easy to find and the problem of social care in Islam is in the field of faith and faith, clearly stated in the *shari'ah* and becomes a benchmark in the morals of a believer.

Second, Responsibility (responsibility) is divided into: (1). Value of Belonging. Value educators make children grow into individuals who know manners, have taste, and are able to respect themselves and others, respect the nobility of human dignity, have oral and spiritual tastes. (2). Discipline. Discipline here means the way we learn social values so that they can be accepted in society. The main goal is to inform and instill understanding in oneself about which behavior is good and which is bad, and to encourage behavior according to this standard (3). Empathy. Empathy is our ability to understand other people's feelings without drowning in them.

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[13] Zubaedi, *Community Based Education* , (Yogyakarta: Student Library, 2006), 13

[14] QS. Al-Maidah verse 2

Empathy is our ability to listen to other people's feelings without getting too carried away. Empathy is our ability to respond to the unspoken wishes of others. This ability is seen as the key to increasing the intensity and depth of our relationships with others.

Religion is not only related to God, but religion is also closely related to human relations with other human beings, and regulates human relations with their environment. But in religion it is only interpreted by worship of the transcendental. So that social problems are often not touched by religious involvement. [15]The function of religion seems invisible in society if religion is only interpreted legally and formally. Faith is not only believing in the existence of the sacred, creating a just and peaceful life according to the divine will is also a manifesto of one's faith .

Communication Psychology in Instilling Social Values

The psychology of communication has a very broad meaning, covering all the transmission of energy, sound waves, signs between places, systems or organisms. The word communication itself is used as a process, as a message, as an influence or specifically as a patient message in psychotherapy. So that it can be understood that communication is a science that seeks to describe, predict and control mental and behavioral events in communication. According to Fisher, mental events are internal mediation of stimuli as a result of ongoing communication. While behavioral events are what appears when people communicate.[16]

In communicating, of course, a communicator must have qualified communication skills so that he can convey the message properly and can be accepted by the communicant according to the intent of the message to be conveyed. Of course, to become a qualified communicator requires mature expertise, both in terms of communication, attitude , performance, supportive social values and so on.

Communication psychology is one of the things that must be understood and practiced by a communicator so that the communication carried out can touch the feelings of the communicant more. Of course, to make this happen, the communicator must first know things about the communicant (audience). Such as culture, habits, customs, background experience, likes and dislikes and so on, where it has a relationship or connection with the psychology of the communicant *(audience).*

From the description above, it can be seen that society is a group of people who have something in common, both blood ties, thoughts, social differences and places of residence. Of course, to be able to communicate effectively with the community, a communicator must know things related to the psychology of the community. For example, a communicator will communicate with people affected by the tsunami natural disaster, so the communicator must really think about the

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[15] Yonky Karman, *The Collapse of Our Concern* , (Jakarta: Kompas, 2010), 2 .
[16] Fisher, Managing Conflict: Skills And Strategies For Action

feelings or the psychological side of the community, so that the communication that is carried out does not add to the hurt or trauma of the community.

In order for communication to work effectively, the following are things that communicators can do by prioritizing the psychological aspects of the community, including; not communicating in a loud/high voice or tone, not blaming any party for the disaster, showing sympathy in moderation, this is feared if the sympathy shown is too excessive it will disturb the community, not forcing people to tell what happened to them, do not use symbols related to disasters that occur when communicating, for example, using the example of the sound of waves and so on. These things are done to protect feelings and emphasize the psychological aspects of society and avoid unwanted events, such as angry people, going berserk, boycotting and so on.

CONCLUSION

Communication psychology is concerned with how to achieve effective communication in human interaction. For this reason, understanding humans is absolute if we want to be successful/effective in communicating with other humans. A value that is very important and must be possessed by humans, one of which is social value. Social value consists of two words, namely value and social. Value means everything that is broad and complex to identify good and bad behavior, permissible and not permissible, right or bad which is used as a guide for humans in social life as social beings.

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