

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The existence of wedding organizer has been proven in order to provide special services personally to people. This business is very helpful to help future brides and grooms and relatives starting from planning until the implementation of the party. Wedding organizer offers the information that related to a wedding party and generate everything needed. The solution which begins with attire, decoration, pre-wedding, venue, catering and photography always be crucial orders in managing the wedding party. The communication between team in wedding organizer also become the most crucial standard.

Human beings could not live and communicate on their own which means requires other people or a group of people to interact. It conveys the communication broadly as a process of social interaction between individuals and other social groups. Interaction process triggered a variety of individual components e.g. between family and relatives, social or community groups, neighbors, organizations interaction among employee and superior with leadership system and more. According to Nordquist (2019), communication is the process of sending and receiving messages through verbal or nonverbal means, including speech, or oral communication; writing and graphical representations (such as infographics, maps, and charts); and signs, signals, and behavior. “The communication involves a systematic and continuous process of telling, listening, and understanding” (Louis

Allen, 2017, p. 17).

In accordance with the thesis, communication serves entire activities take place in every organization, companies and businesses. Those part of business and organization mostly will express communications through the mission of each interest. People use verbal, nonverbal, written and visual communications styles on a daily basis. The communication becomes effective when there has a proficiency to actively listen, observe and empathize which deliver to both parties. The deliver and the receiver must understand the contents of the communication to obtain communication.

The major type of communication in organizations divided into two kind of communications, which are internal communication and external communication. Internal communication in organizations take place within a group of people with the leader, among different group of employees, and individual to others. There is formal or informal, downward or upward, written or oral and audio-visual or visual communication. Kukreja (2020) stated that “Internal communication serves to inform, instruct, educate, develop, motivate, persuade, entertain, direct, control and caution people in organization” (p. 20).

External communication addresses people outside the organization. For instance, it address to the customers, competitors, media, public, press and the government. “External communication can take place in various ways and through different channels” (Kukreja, 2020, p. 21). Refer to this research, the study will only discuss about internal communication based on the title called, “The Influence of Communication on Job Satisfaction at What The Fun wedding organizer”, because

external communication aims to the outsider of the organization.

Job satisfaction is defined as the degree to which a worker deserves self-motivated, pleasure and satisfied with the job. When a worker is having stability by the job, career growth and work life comfort balance, it signed as the job satisfaction is exist. This implies that the worker is having satisfaction which the work meets the expectations at job by the individual. Job satisfaction is important in an organization as the worker aims to deliver the capability to their best.

The importance of job satisfaction could be visible from two perspectives. For employees, the perspective is to increase the communication, earn a good salary, stability in job, increase career growth, claim rewards and new opportunities. For employers, their worker's job satisfaction is very important to obtain the best organization, which contributing more to the company. Employers needs to maintain a good job description to give opportunities to workers to learn and grow.

There are several proven ingredients for job satisfaction, which are communication, leadership, opportunities, culture, security, opportunities, career development and many more. This research is limited to discuss the communication. In retaining the levels of satisfaction, the communication can be extremely crucial for both personal and professional level. It allows worker to be collaborative, open and trustworthy. Lee et al (2016) stated that there are four benefits of making sure employees are satisfied which are effective communication, increased profits, hiher productivity, lower turnover and loyalty.

What The Fun Wedding Organizer was founded on March 14, 2015 in conjunction with the first service production which the client was the member of

the CEO's family. In 2019, What The Fun evolved into both Wedding Planner and Event Organizer which dominantly active at weddings rather than other particular events since the Covid-19 pandemic stricken the general events the year after in every corners of this world. WTF Wedding Organizer located at WTF Wedding Organizer Office Mega Town House C1 Bakti Luhur, Medan, North Sumatera, Indonesia. What The Fun Wedding Organizer was founded by the Founder/Owner/CEO called Muhammad Fauzi Iswandi which been the first man to pioneer the business alongside with both his cousins called Egga Azmi as a General Manager, Maria Napitupulu as a Business Manager and Vira Miranda as a Human Resources Manager.

What The Fun Wedding Organizer requires a leadership system of communication which the CEO regularly communicates with the subordinates to deliver a variety of information and task regarding to the activities and works throughout the company. In order to convey the information and task more clearly, the leader must be able to communicate better than the employee which ultimately have an impact on the effectiveness of the work environment. Accordingly, the subordinates also must understand the content of communications delivered. Communication has a positive impact on job satisfaction among employees. Kaswan (2017) stated that "In gaining communication, communication tends to drive performance and better job satisfaction and feel more involved in the work" (p.325).

There is still a bottleneck of communications run by What The Fun Wedding Organizer Medan. Especially such as assumptions that are not explained by the

leadership and among employees. There are assumptions that is not communicated well which might lead to confusion and loss of goodwill. Then the ability to listen well enough and too quick to judge, for example, many people are talking, but few are listening, and the message expressed less well among fellow employees, for example, a manager who gives orders to his subordinates by using offensive language. Since one of the company's efforts in maintaining the job satisfaction of employees is a way to create a good organization and communication must be effective. When the communication is effective, then the communication would be likely to encourage a better job satisfaction.

The following is the last two semester data about the percentage of Job Satisfaction in general during the conclude of every wedding party held by What The Fun Wedding Organizer year 2020 as follows:

Table 1.1 Percentage of Job Satisfaction Term I 2020

TERM I (2020)	NUMBER OF EMPLOYEES (TERM I)	NUMBER OF WEDDING PARTIES	PERCENTAGE OF JOB SATISFACTION (TERM I)
JANUARY	55	6	72,39%
FEBRUARY	55	4	70,45%
MARCH	55	6	74,98%
APRIL	55	5	69,71%
MAY	55	2	62,77%
JUNE	55	8	80,23%

Source: What The Fun Wedding Organizer (2021)

Table 1.2 Percentage of Job Satisfaction Term II 2020

TERM II (2020)	NUMBER OF EMPLOYEES (TERM II)	NUMBER OF WEDDING PARTIES	PERCENTAGE OF JOB SATISFACTION (TERM I)
JULY	55	7	79,89%
AUGUST	55	7	79,01%
SEPTEMBER	55	6	76,45%
OCTOBER	55	4	75,34%
NOVEMBER	55	6	77,76%
DECEMBER	55	4	75,56%

Source: What The Fun Wedding Organizer (2021)

According to What The Fun Wedding Organizer, the data listed in the table above shows that there are some results that not achieve the target more than 75 % which previously the company has set the target for the satisfaction of the employee. The survey begins in January 2020 (Term I) which the data has been calculated for 72,39 % which means has not reach the target yet stated as a well start. However, the following months until April 2020 shows the percentage decreased for 2,68 % which result to 62,77 %. A quite significant degradation for Job Satisfaction's result also become a crucial problem in a wedding organizer.

The human resource manager stated that there is always a degradation in every first term in the last couple years. The reason is because the number of wedding party also decrease frequently until the becoming of Ramadhan every year (May 2020). The prosperous month for Islam is having some activities that require the community to do those mandatory hustles. A marriage is also a mandatory thing in Islam, but the month of Ramadhan is highly not recommended to do so. The month after Ramadhan which is Sya'ban (June 2020) become the favorite months for Muslim community to have a wedding. The data shows that in June 2020, the percentage of Job Satisfaction has increased to 80,23 % by the additional reason of

the number of wedding parties.

The second semester in year 2020 shows the percentage of Job Satisfaction as a normal result in the following three months after Sya'ban (June 2020). There are a lot of problems in managing Job Satisfaction in What The Fun Wedding Organizer, especially in communications field. The tables above not entirely as a result only for communication, those are the result in general. The manager stated that the Job Satisfaction runs by the business resulted from the internal and external communications, salary, and the feedback by the superior and customers.

One of the business goals is maintaining the job satisfaction of employees in a way to create a good organization and communication to be effective. The degradation of Job Satisfaction above (in communication field) caused by the lack of assumptions that is not communicated well that lead to confusion which well said by the human resource manager. The study which generated by the writer is fully supported by What The Fun Wedding Organizer since the business need to have some updates about the result of Job Satisfaction. Therefore, the writer also feels the need to establish the research that addresses the matters above and to help the business generating one of the goals. The object of this research is What The Fun Wedding Organizer Medan and the writer reasons to do a research is because the Communication come first there, so that the proper title for this study is **“The Influence of Communication on Job Satisfaction at What The Fun Wedding Organizer Medan”**.

1.2 Problem Limitation

This research study focuses on object research for What The Fun Wedding Organizer Medan which about how to influence the “Communication” on “Job Satisfaction” located in Kompleks PLN Permai 152 Medan. There are two variables for this study which are communication as independent variable and Job Satisfaction as dependent variable. Due to limited time and resources, this research study is limited.

In communication, the research is limited to internal communication more rather than external communication. The indicators variable in this wedding organizer is limited to only communication down, communications to the top, horizontal communication and communication between positions and divisions which used to obtain communication. Meanwhile, the Job Satisfaction indicators that would be used is limited in two terms as Job Satisfaction with management and Job Satisfaction with coworkers. The author uses data collecting method which are primary data and questionnaires.

1.3 Problem Formulation

In this research study, the problem that occurs to complete all the process to be examined are:

1. How is the communication condition at What The Fun Wedding Organizer Medan?
2. How is the job satisfaction condition at What The Fun Wedding Organizer Medan?

3. Does communication factor have an influence on job satisfaction at What The Fun Wedding Organizer?

1.4 Objective of the Research

The objectives of the study that the writer expected to aim as a whole process are:

1. To find out communication condition at What The Fun Wedding Organizer Medan.
2. To find out job's satisfaction condition at What The Fun Wedding Organizer Medan.
3. To conclude whether communication has an influence on job's satisfaction at What The Fun Wedding Organizer Medan.

1.5 Benefit of the Study

This research study is expected to provide benefits to various parties, as follows:

1.5.1 Theoretical Benefits

This research study is expected to develop and contribute more about "Communication" in a wedding organizer area and the "Job Satisfaction" itself. This study is also looking forward to be useful for readers in a theoretical way and also other parties who face the same topic of the influence of Communication on Job Satisfaction in every wedding organizers.

1.5.2 Practical Benefit

The practical benefits are expected from this research study as follows:

1. For the company

The author expects that this study of research to be capable to help What The Fun Weeding Organizer Medan in improving Communications to influence Job Satisfaction into a better level to avoid any confusions and loss of goodwill. There is still a matter that having a bottleneck of communications run by What The Fun Wedding Organizer Medan. Especially such as assumptions that are not explained well by the leadership and among employees.

2. For the author

This study of research can be used as a practice to the author to be habitual to any kind of research and methodology skills. It also can be used as an expansion of knowledge about the implementation of Communication towards Job Satisfaction in a company and organization.

3. For further researchers

The author also expects this research study to be able to be used as an additional reference for other people studies which relatable with Communication to influence Job Satisfaction.

1.6 Systems of Writing

The explanation of the contents of each chapter in brief from the whole paper refers to systematic writing. This paper consists of five chapters for systematic writing purposes, as for systematic of writing is as follows:

Chapter 1: Introduction

In this chapter, it contains an overview of the issues raised. Introduction consists of background of the study, problem limitation, problem formulation, objective of the research, significance of the research and system of writing.

Chapter 2: Literature Review

This chapter, the literature review describes the theories used as the main basis for discussing the issues to be studied which including the literature review, research reviews, the theoretical framework and the development of hypothesis.

Chapter 3: Research Methodology

In this chapter, containing the methods and steps undertaken in the study. Research methodology contains research design, research object, population and samples, data collecting method, operational variable definition and variable measurement as well as data analysis method.

Chapter 4: Data Analysis and Discussion

This chapter, the data analysis and discussion consist of the general description of the object of the research, data analysis, descriptive statistic, result of data quality testing, result of hypothesis testing and discussion.

Chapter 5: Conclusions and Recommendation

In this chapter, containing the writer's conclusion, limitations of

research and suggestions that need to be submitted for subsequent research subjects.

