

The Analysis of the Three Levels of Communication in Mata Najwa Talk Show

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Abstrak

Komunikasi adalah aktivitas penting dalam kehidupan seseorang. Entah manusia atau hewan, semua orang ingin berbagi perasaan, emosi, pikiran, gagasan dan karenanya mengembangkan satu atau lain cara untuk berkomunikasi. Ini adalah hak dasar manusia dan penting bagi kualitas hidup kita sebagai spesies sosial. Dalam kehidupan sehari-hari kita menemukan berbagai bentuk komunikasi. Kami berkomunikasi satu sama lain pada tingkat yang berbeda, karena kami tidak memiliki akses langsung ke pikiran dan perasaan orang lain. Kita harus mengandalkan komunikasi untuk menyampaikan pesan ke yang lain. Ada lebih banyak komunikasi daripada hanya menggunakan bahasa untuk berbicara satu sama lain. Komunikasi ada pada sejumlah level dan dalam berbagai bentuk.

Kata kunci: Komunikasi dan pesan

Abstract

Communication is an important activity in one's life. Whether humans or animals, everyone wants to share feelings, emotions, thought, ideas and hence develops one way or the other to communicate. It is a basic human right and essential to our quality of life as a social species. In everyday day life we come across various forms of communication. We communicate with one another on may different levels, because we do not have direct access to the thoughts and feelings of another people. We must rely on communication to convey messages to another. There is more to communication than simply using language to speak to one another. Communication exists on a number of levels and in a variety of forms.

Key words: Communication and messages

Introduction

Communication is simply the act of transferring information from one place to another. Although this is a simple definition, when we think about how we may communicate the subject becomes a lot more complex. There are various categories of communication and more than one may occur at any time.

In communication process, there are three levels of communication, namely vocabulary, voice inflection and non-verbal communication (Mehrabian: 1967). Between parties, communication content includes acts that declare knowledge and experiences, give advice and commands, and ask questions. These acts may take many forms, including

gestures (nonverbal communication, sign language and body language), writing and speech. The form depends on the symbol systems used. Together, communication content and form make messages that are sent towards a destination. The target can be oneself, another person or another entity (such as a corporation or group).

But nowadays, one of the biggest problems in modern day society is miscommunication. Failure to communicate with another individual can happen on many levels, which may include linguistic and non-verbal behaviour. In getting the target of effective communication, the three elements must occurred in the communication process. It can be proved in the first observation of the researchers took, in video of Mata Najwa Talk Show that has been downloaded from the internet. As a host, Najwa Shihab has good ability in conveying her messages to the host or speakers. For example, in the opening session, she said that *yah pemirsa akhirnya setiap orang harus memilih atas pertimbangan rekam jejak. Visi-misi barangkali juga untung-rugi. Mengapa memilih Prabowo Subianto! Mata Najwa mengundang dua tokoh yang sudah menjatuhkan pilihan masing-masing. Muhammad Mahfud MD sebagai pendukung Prabowo dan Anies Baswedan yang menetapkan pilihan pada Joko Widodo.* In communicating process, she used non-verbal communication such as using her eyes contact, facial expression, and gestures. Besides that, there are voice inflection that arise.

Based on the phenomenon above, the researchers attract to do a mini research under the title “*The Analysis of the Three Levels of Communication in Mata Najwa Talk Show*”.

Then, the problem of this research is “What is the dominant elements of the three elements of communication?”

So, the objective of this research is to find out the dominant element of communication.

In this research, the researchers limit the problem on analysis the three levels of communication in the video of Mata Najwa Talk Show in the episode of “Jokowi vs Prabowo” May, 28th 2017 edition.

From the resarch, it is expected that the finding of study will be beneficially and give contributions theoretically and practically. Theoretically, the findings will be the additional resources not only for lecturers in having additional teaching resources but also for learners to know about three levels of communication. While practically, the findings are expected to be

the guideness for those who are interested to have further research about the analysis of the three levels of communication

Wood (2004) stated that communication is a systemic process in which individuals interact with and through symbols to create and interpret meanings. By the definition, it is down into its constituent parts:

1. Communication is a process, which means it is ongoing and always changing.
2. Communication is systemic; that is it occurs within systems of interrelated and interacting parts.
3. Communication is symbolic. Symbols are the basis of language, much nonverbal behavior, and human thought. They can be arbitrary, ambiguous, abstract representations of other phenomena.
4. Communication involves meanings, which are the significance humans bestow on phenomena.

Stefanelli (2005) also saw communication as a process of understanding and sharing sent and received messages which influence the behavior of the individuals involved, thus corroborating that people are constantly involved in an interactional field. Thus, it can be said that communication is the social interaction through the messages. Furthermore,

Each definition, being more or less theoretical, focuses on certain aspects, elements and factors and it is accompanied. However, when talking about communication, it should keep in mind the process of sending and receiving information through the form of messages, considering both the verbal and nonverbal components of communication.

I. The Process of Communication

The communication process is the guide toward realizing effective communication. Effective communication is the most critical component of total quality management. The manner in which individuals perceive and talk to each other at work about different issues is a major determinant of the success communication. It is through the communication process that the sharing of a common meaning between the sender and the receiver takes place. Individuals that follow the communication process will have the opportunity to become more

productive in every aspect of their profession. Effective communication leads to understanding (Windhal: 1992)

According to Bovee & Thill (1992), the communication process is made up of four key components. Those components include encoding, medium of transmission, decoding, and feedback. There are also two other factors in the process, and those two factors are present in the form of the sender and the receiver. The communication process begins with the sender and ends with the receiver. It can be shown in the following steps:

- a) The first step the sender is faced with involves the encoding process. In order to convey meaning, the sender must begin encoding, which means translating information into a message in the form of symbols that represent ideas or concepts. This process translates the ideas or concepts into the coded message that will be communicated. The symbols can take on numerous forms such as, languages, words, or gestures. These symbols are used to encode ideas into messages that others can understand.
- b) Then, when encoding a message, the sender has to begin by deciding what he/she wants to transmit. This decision by the sender is based on what he/she believes about the receivers' knowledge and assumptions, along with what additional information he/she wants the receiver to have. It is important for the sender to use symbols that are familiar to the intended receiver. A good way for the sender to improve encoding their message, is to mentally visualize the communication from the receiver's point of view.
- c) Next, to begin transmitting the message, the sender uses some kind of channel (also called a medium). The channel is the means used to convey the message. Most channels are either oral or written, but currently visual channels are becoming more common as technology expands. Common channels include the telephone and a variety of written forms such as memos, letters, and reports. The effectiveness of the various channels fluctuates depending on the characteristics of the communication. For example, when immediate feedback is necessary, oral communication channels are more effective because any uncertainties can be cleared up on the spot. In a situation where the message must be delivered to more than a small group of people,

written channels are often more effective. Although in many cases, both oral and written channels should be used because one supplements the other.

- d) After the appropriate channel or channels are selected, the message enters the decoding stage of the communication process. Decoding is conducted by the receiver. Once the message is received and examined, the stimulus is sent to the brain for interpreting, in order to assign some type of meaning to it. It is this processing stage that constitutes decoding. The receiver begins to interpret the symbols sent by the sender, translating the message to their own set of experiences in order to make the symbols meaningful. Successful communication takes place when the receiver correctly interprets the sender's message.
- e) The receiver is the individual or individuals to whom the message is directed. The extent to which this person comprehends the message will depend on a number of factors, which include the following: how much the individual or individuals know about the topic, their receptivity to the message, and the relationship and trust that exists between sender and receiver. All interpretations by the receiver are influenced by their experiences, attitudes, knowledge, skills, perceptions, and culture. It is similar to the sender's relationship with encoding.
- f) Lastly, feedback is the final link in the chain of the communication process. After receiving a message, the receiver responds in some way and signals that response to the sender. The signal may take the form of a spoken comment, a long sigh, a written message, a smile, or some other action. Without feedback, the sender cannot confirm that the receiver has interpreted the message correctly.

The communication process is the perfect guide toward achieving effective communication. When followed properly, the process can usually assure that the sender's message will be understood by the receiver. Although the communication process seems simple, it in essence is not. Certain barriers present themselves throughout the process. Those barriers are factors that have a negative impact on the communication process. Some common barriers include the use of an inappropriate medium (channel), incorrect grammar, inflammatory words, words that conflict with body language, and technical jargon. Noise is also another common barrier. Noise can occur during any stage of the process. Noise essentially is anything that distorts a message by interfering with the communication process.

Noise can take many forms, including a radio playing in the background, another person trying to enter your conversation, and any other distractions that prevent the receiver from paying attention (Keyton: 2011).

II. The Three Elements of Communication

The original research to which **everyone** refers was undertaken in 1971 by Albert Mehrabian (currently Professor Emeritus of Psychology, UCLA). He stated that there are basically three elements in any face-to-face communication:

1. Vocabulary

It accounts for 7% of message pertaining to feelings and attitudes in their words of spoken. The words we choose to use are generally more important than is often assumed. Certainly, when making a presentation we need to pay just as much attention to the words we say as we do to the way in which we will present them. For instance, imagine that a man and a woman are having a blind date. The man asks the woman if she's enjoying herself. The woman isn't enjoying herself at all, but wants to be polite, so she says "yes, I'm having a really nice time". The literal meaning of the words she uses conveys that she is enjoying herself. The tone of voice she uses in conjunction with the words may, however, betray the words she's speaking. Her closed, awkward body language may also express that she's not enjoying herself. So the two non-verbal communication elements

2. Voice inflection

It accounts for 38% of message pertaining to feelings and attitudes is paralinguistic (the way that the words are said). It is "change in the pitch or tone of the voice". A voice with inflection is captivating and motivating. It commands attention and makes people want to hear more. A voice without inflection is flat, a monotone. An uninteresting voice bores, annoys and confuses those having to endure it. Varying your tone throughout the speech – raising your voice slightly to indicate a question, lowering it to end a declarative sentence, speaking louder to indicate excitement or softer to express sadness.

There are several kinds of inflection:

- a. Upward Inflection:** This is when there is a change in pitch going from a lower to a higher note within the vowel. Most often, this change in pitch indicates questioning, insincerity, surprise or suspense. Examples: Raise the pitch at the end of these words, keeping in mind what they convey with a downward inflection.

1. No!
2. Wow!
3. Really

- b. Downward Inflection:** This is when there is a change in pitch going from a higher to a lower note within the vowel. Most often, this change in pitch indicates confidence, finality, power and certainty. Examples: Lower the pitch at the end of these words. Keeping in mind what they convey with a downward inflection.

1. Done
2. No
3. Go

- c. Level Inflection:** This is when there is no change in pitch within the vowel. Most often, this indicates disinterest and indecision. Examples: Don't vary the pitch in these words.

1. OK
2. Maybe
3. Fine

- d. Double or Circumflex Inflection:** This is when there is a rising and falling, *or* a falling and rising of pitch within the vowel. Most often, this change in pitch indicates confidence, finality, power, and certainty. Examples: Lower the pitch at the end of these words. Keeping in mind what they convey with a downward inflection.

1. Done
2. No
3. Amazing.

3. **Non-verbal communication**

It accounts for 55% of message pertaining to feelings and attitudes is in facial expression. It is any way that is used to express thoughts, feelings, or emotions without speaking. To deliver the full impact of a message, use nonverbal behaviors to raise the channel of interpersonal communication:

1. **Eye contact:** This helps to regulate the flow of communication. It signals interest in others and increases the speaker's credibility. People who make eye contact open the flow of communication and convey interest, concern, warmth, and credibility.
2. **Facial Expressions:** Smiling is a powerful cue that transmits happiness, friendliness, warmth, and liking. So, if you smile frequently you will be perceived as more likable, friendly, warm and approachable. Smiling is often contagious and people will react favorably. They will be more comfortable around you and will want to listen more.
3. **Gestures:** If you fail to gesture while speaking you may be perceived as boring and stiff. A lively speaking style captures the listener's attention, makes the conversation more interesting, and facilitates understanding.
4. **Posture and body orientation:** You communicate numerous messages by the way you talk and move. Standing erect and leaning forward communicates to listeners that you are approachable, receptive and friendly. Interpersonal closeness results when you and the listener face each other. Speaking with your back turned or looking at the floor or ceiling should be avoided as it communicates disinterest.
5. **Proximity:** Cultural norms dictate a comfortable distance for interaction with others. You should look for signals of discomfort caused by invading the other person's space. Some of these are: rocking, leg swinging, tapping, and gaze aversion.
6. **Vocal:** Speaking can signal nonverbal communication when you include such vocal elements as: tone, pitch, rhythm, timbre, loudness, and inflection. For maximum teaching effectiveness, learn to vary these six elements of your voice. One of the major criticisms of many speakers is that they speak in a monotone voice. Listeners perceive this type of speaker as boring and dull.

III. Mata Najwa Talk show

A talk show is a television programming or radio programming genre in which one person (or group of people) discusses various topics put forth by a talk show host. Usually, guests consist of a group of people who are learned or who have great experience in relation to whatever issue is being discussed on the show for that episode. Other times, a single guest discusses their work or area of expertise with a host or co-hosts.

Mata Najwa is a talk show hosted by Najwa Shihab which has the profession as anchor-woman is increasingly becoming one of glorified pretty faces, and talk shows are turning into yet another venue for promoting narcissistic politicians and artists. It is aired every Wednesday at 20:05 until 21:30 pm. While *Mata Najwa* (which means “Najwa’s Eyes” in Indonesian) has maintained its quality journalism since it first aired in 2009. For a program that is highly intellectual in content and low in entertainment aspect, it is encouraging that *Mata Najwa* has aired for almost five years. The topics covered are usually regarding national issues, government, and politics. *Mata Najwa* has won a number of awards at home and abroad.

IV. Type of Research

This study was conducted by using descriptive qualitative or content analysis research design. Descriptive research design simply describes what data shown or what is going on by counting the percentage of what is set source of the data. Bogdan & Biklen (1982) states that the data include interview transcripts, field notes, photographs, records, video, personals document, and news releases. Based on the statement, the utterances of speakers in the episode of “Jokowi vs Prabowo” in *Mata Najwa* talk show are available to be researched.

Furthermore, Bogdan and Biklen (1982:306) also stated that a research is descriptive with the natural setting as the direct source of the data and the researcher is the key instruments. So, the data collection is very dependent on the researcher. The data are collected in the form of words in order to give more understanding the researcher does not reduce the page upon page of narration. The researchers analyze the data with all of the richness as closely as possible to the form.

V. Source of Data

According to Arikunto (2002: 14), data source is the subject from which the data are obtained. There are two data resource, namely primary data and secondary data. Primary data is the data obtained directly by the researcher, whereas secondary data is data that obtained by the second part.

The source of data is internet that has been linked to Youtube on November, 22nd 2017. While the data of this study is the video of Mata Najwa Talk Show in the episode of “Jokowi vs Prabowo” May, 28th 2017 edition. In this episode, there are three speakers, namely: Najwa Sihab as the host, Mahfud M.D as the first speaker and Anies Baswedan as the second speaker.

VI. The Technique of Data Collection

In collecting the data, the stages were as the following:

- a. Choosing the video of Mata Najwa Talk Show as the object of the research.
- b. Downloading the video by browsing from the internet.
- c. Making the transcripts of the talk-show from the video.
- d. Analyzing the three elements of communication from the video

VII. Technique of Data analysis

In analyzing the data, the technique used in a descriptive qualitative analysis in order to draw the three elements of communication. There are some steps down to analyze the data as follows:

1. Converting the selected to readable text.
2. Identifying the three elements of communication in Mata Najwa Talk Show’s video.
3. Finding out the dominant of three levels of communication by calculating the data in percentage based on the following formula (Bungin, 2005: 171)

$$\text{Dominant kinds of communication elements} = \frac{f_x}{N} \times 100\%$$

f_x = individual frequency (one element of communication)

N = number of occurrence (all elements of communication)

VIII. Data Analysis

According to Albert Mehrabian, there are basically three elements in any face-to-face communication. They are vocabulary, voice inflection and non-verbal communication. As stated in the previous chapter, the data of this study was taken from the utterances in Mata Najwa Talk Show (episode of Jokowi or Prabowo) about three levels of communications among those who were involved in the conversation. The researchers accessed the video of Mata Najwa talk-show but only one episode in this program which was on May, 28th 2017.

There are three levels of communication which are founded by the researchers in the utterances of the speakers in Mata Najwa Talk-show.

1. Vocabulary

The vocabulary that the researchers found in the utterances of the speakers in Mata Najwa talk-show can be shown in some pieces of following utterances:

- a) MMS: *E e.. Untuk memilihnya sih tidak sulit, tetapi keyika harus menghadapi pilihan-pilihan dan tidak mampu e menjelaskan secara langsung kepada setiap kawan saya yang berbeda pandangan. Karna banyak yang menyambut baik dengan berbagai argumen, tetapi banyak juga yang menyatakan jangan. Anda beresiko kesitu. Gitu.. Saya tiga hari itu bertanya kepada teman-teman, kepada guru-guru saya semuanya. Sampai pada akhirnya nah saya nih harus mengambil keputusan dalam situasi yang sudah e komunikasi politik terjalin.*

In this case, the utterances of MMS do not have the literal meaning. Actually, his answers to the question from NS have different meaning that is indicated tht “He has many risk to choose Prabowo”. It can be seen by the reasons that he stated, and it is followed by the voice inflection and body language appearance.

- b) NS: *Apakah memilih yang satunya ada beban moral?*

This words of this sentence also don't have the literal meaning. In this case, the NS as the host not only ask the question to MMD, but also he concludes that AB has moral load to Prabowo.

- c) NS: *Tidak ada Cak Imin, jadi saya tidak bisa mengkonfirmasikam hal itu pak Mahfud.*
In this utterance, NS's words don't have the literal meaning too. It can be known that, she is not believed to NS in order she wants to know more from the other person.

2. Voice inflection

The voice inflection arises in the utterances of the speakers in Mata Najwa Talk Show can be shown in the pieces of following utterances:

- a) MMD and AB: *Malam...* (Their voice inflection of the words "malam" is in the level inflection. It means there is no change of the pith and show their disinterest by speak up in flat or monotone style).
- b) MMD: *Haa?* (The voice inflection of the words "Haa" is in the level of up. It shows his surprising by hearing the statements that uttered before).

3. Non-verbal communication

The occurrence of non-verbal communication is almost in the whole utterances from the three speaker. The used the verbal language and it is supported by using non verbal behaviour mostly. It's function is to attract the audiences' attention. It can be seen in the pieces of following utterances:

NS: *Yah pemirsa akhirnya setiap orang harus memilih atas pertimbangan rekam jejak. Visi-misi barangkali juga untung-rugi. Mengapa memilih Prabowo Subianto! Mata Najwa mengundang dua tokoh yang sudah menjatuhkan pilihan masing-masing. Muhammad Mahfud MD sebagai pendukung Prabowo dan Anies Baswedan yang menetapkan pilihan pada Joko Widodo.*

In utterances all the words of the sentences, NS use her non-verbal language like, show his facial expression, eyes contact, using gestures, etc. She has many movements to her body that make the non-verbal communication mostly occur in the utterances. In order the listeners (MMD and AB) attract to listen to her.

IX. Discussion

After analyzing the data of the utterances that used during the Mata Najwa's Talk Show, the three levels of communications (vocabularies, voice inflection, and non-verbal communication used well in the conversation. It can be said that the total occurrence of

vocabularies are 31 in 92 words. It is in the 7,7 % of percentage level. Then, the voice (tone, speed, emotions, pace, volume, etc) inflection is 22 in 153 words with the 12,9% of percentage level. At last, non-verbal communications such as body language, facial expressions, gestures ect, is 1114 from 1180 in the 79,4 % percentage level.

X. Findings

The analysis revealed that the realization of three levels of communication is very important in an effective communication. After determining, identifying and analyzing the categories of the three levels of communication, the researchers found the three types of that, namely vocabularies, voice inflection, and non- verbal communication. From the level of percentage, it can be seen that, non-verbal is the most dominant level in the conversation in Mata Najwa Talk Show. After the non- verbal as the dominant element, voice inflection is in the second dominant elements in the conversation, and vocabularies, as the lowest percentage, is the least dominant elements that occurred in the conversations of Mata Najwa Talk Show.

XI. Conclusion

The conclusion of this study is there are three elements of communication, namely vocabulary, voice inflection and non- verbal communication that are occurred while in the communication process. The most dominant element is Non-verbal communication, after that, voice inflection and the last is vocabulary.

XIII. Suggestions

This research is able to read in all participants. In addition, the comprehending still need further explanation or findings. For this reason, the researchers suggest to:

1. Other researchers to do more research about the three levels of communication.
2. Language and communication as academic participant to know how improve the process of communication to be more effective.

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