

# ORGANIZATIONAL COMMUNICATION CLIMATE IN IMPROVING THE PERFORMANCE OF EMPLOYEES OF THE REGIONAL DISASTER MANAGEMENT AGENCY (BPBD) OF KARO DISTRICT

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## ABSTRACT

Poor communication is caused by a lack of communication, unclear task formulation, unclear responsibilities in units, which causes complicated procedures and work implementation, and employees are unaware of each other's cooperation. This condition will certainly lead to poor coordination and influence employee performance that is less than optimal. The purpose of this study was to determine the effect of organizational communication climate on employee performance at the Karo Regency Regional Disaster Management Agency (BPBD). This research used the methods of validity testing of research instruments, reliability testing of research instruments, classical assumption testing, descriptive statistical analysis, multiple linear regression analysis, and research hypothesis testing. Linear regression equation  $Y = 7,429 + 7,74 X$ . The results of the t-test of Organizational Communication Climate (X) with the calculated t-value of the Organizational Climate variable is 1.8378 and the t-table value is 1.70814, so the calculated t-value  $> t_{table}$  ( $1.8378 > 1.70814$ ) and the sig value  $< 0.05$  ( $0.000 < 0.05$ ). The results of the R-square coefficient of determination are 932. This shows the understanding that the increase in the Performance of Karo Regency Regional Disaster Management Agency (BPBD) Employees is influenced by 93.2% by the Organizational Communication Climate while the remaining 6.8% is influenced by other factors outside this study such as personal factors, situational factors, leadership style and compensation.

**Keywords :** *Organizational Climate, Employee Performance, BPBD Karo Regency*

## 1. INTRODUCTION

The Indonesian government, through Presidential Decree No. 12 of 2020, declared the COVID-19 pandemic a non-natural national disaster. The COVID - 19 pandemic has spread almost evenly across Indonesia, resulting in millions of casualties, both fatal and recovered.

Karo Regency is one of those experiencing disasters simultaneously, where this regency, apart from feeling the weight of the presence of the Covid-19 Pandemic, is also still faced with natural disasters. The area is characterized by volcanic ash eruptions from Mount Sinabung. Mount Sinabung's activity is

evident from the eruptions and ash it continually spews, making the public remain vigilant.

The government has established a policy regarding disaster management, namely Law No. 24 of 2007. With this law, the position of disaster management institutions and systems can work more effectively when a natural disaster occurs.

Organizational climate is closely related to communication climate, as an organization is heavily influenced by communication activities. Organizational communication climate is a combination of organizational climate, communication culture, and organizational communication.

Furthermore, a positive organizational climate is believed to influence employee performance within the organization (Ristianah et al., 2024).

In collaborative efforts, several problems often arise, such as poor communication, unclear assignments and implementation, and complicated procedures. These obstacles can arise. This condition will certainly lead to poor coordination and impact employee performance, which will ultimately impact the efforts of the Karo Regency BPBD (Regional Disaster Management Agency) in achieving organizational goals, even negatively impacting a positive image in the eyes of stakeholders or service users during uncertain times of disaster. Poor communication is certainly unnecessary during a disaster. This situation requires immediate, appropriate, and effective handling, which can be achieved through communication that fosters mutual understanding, shared understanding, and a spirit of cooperation, mutual assistance, and support with high empathy for the victims.

Based on the phenomenon of the performance of ASN BPBD Karo Regency Government in handling disasters such as the Covid-19 Pandemic and the Eruption disaster The volcanic activity of Mount Sinabung and the significant influence of the organizational communication climate in improving performance, which has been empirically proven by several previous studies, has aroused the author's interest in conducting this research. research with the title: Organizational Communication Climate in Improving the Performance of Employees of the Regional Disaster Management Agency (BPBD) of Karo Regency.

## **2. LITERATURE REVIEW**

Rogers and Kincaid, stated that the process when two or more individuals engage in dialogue or exchange messages and the

result is that the message is understood is what is called communication (Cangara, 2019 :20 ).

Effectiveness in communication occurs when there is a good relationship between the communicator and the communicant, and results in understanding between one and the other. (Mulyana, 2017 :11 ). Where similarity will make goals achieved.

Mulyana ( 2017 :21 ) , the purpose of communication is divided into two categories, namely: 1) To complete tasks for the necessities of life, such as obtaining basic necessities and enjoying life. 2) To establish good relationships with individuals around us.

### **A. Understanding Organizational Communication**

Muhammad (2017 :65 ) defines organizational communication as the flow of information, exchange of information and information that moves, namely organizational communication as a system that always receives information from anywhere and changes it into products for its environment.

According to Muhammad ( 2017 :66-69 ), organizational communication is a way of conveying messages in a relationship where both parties are interdependent in order to solve problems in changing situations (Munir et al., 2025).

### **B. Organizational Climate**

Pace and Faulus (2016 :148 ) state that organizational communication climate is a combination of views on an event in communication, attitudes, reactions among employees, problems, and growth within an organization. Here, there are several elements that can be seen, namely: trust, decision-making, honesty, openness in communication that takes place downwards, seriousness in listening upwards, and attention.

### **Understanding the Performance of State Civil Apparatus (ASN)**

According to Article 1 (a) of Law No. 8 of 1974 concerning the Principles of Civil Service, what is meant by Civil Servants or what is now known as ASN (state civil apparatus) are people who in the applicable laws and regulations are considered to have fulfilled the requirements to be appointed and given duties in civil service and are paid according to the applicable laws and regulations. ASN are civil servant resources who work to carry out public services and work honestly, fairly and equitably.

### Evaluation Performance of State Civil Apparatus (ASN)

Performance assessments need to be carried out to determine the results of the activities carried out or the functioning of products in a program. The assessments carried out are in the private sector or the public sector (Presidential Regulation of the Republic of Indonesia Number 29 of 2014).

Public sector performance measurement according to Mardiasmo (2019 :71 ) is a good benchmark for the ability of organizations and managers in better public service tasks.

## 3. RESEARCH METHODS

This research uses explanatory research characteristics regarding a causal relationship (causal effect) of structured variables . This research is descriptive quantitative in nature.

The population in this study was all ASN BPBD Karo Regency Government, totaling 26 ASN. The sample used in this study was the census sampling method. The entire population was used as the research sample, so the sample size was equal to the population size, namely 26 people.

## 4. RESULTS AND DISCUSSION

### A. Linear Regression Analysis

Table 1 Linear Regression Analysis

| Coefficients <sup>a</sup> |                             |                             |            |                           |             |
|---------------------------|-----------------------------|-----------------------------|------------|---------------------------|-------------|
| Model                     |                             | Unstandardized Coefficients |            | Standardized Coefficients | Sig.        |
|                           |                             | B                           | Std. Error | Beta                      |             |
| 1                         | (Constant)                  | 7.429                       | 3.015      |                           | 2.464 .000  |
|                           | Iklim Komunikasi Organisasi | .774                        | .042       | .966                      | 18.378 .000 |

a. Dependent Variable: Kinerja Pegawai  
Sumber : Data diolah dari hasil penelitian (2023)

From table 1 above, the regression equation can be made as follows:

$$Y = 7.429 + 7.74 X$$

The explanation of the results above is as follows:

#### a. Constant value

The constant value of 7.429 means that the organizational communication climate is able to contribute to influencing the performance of BPBD employees.

#### B. the Organizational Climate variable is 0.774 , meaning that when there is an increase in variable X, employee performance at the Karo Regency BPBD also increases, and this increase is 0.774 and vice versa.

### t-test (Partial Test)

Table 2 t-Test (Partial Test)

| Coefficients <sup>a</sup> |                             |        |      |                         |       |
|---------------------------|-----------------------------|--------|------|-------------------------|-------|
| Model                     |                             | T      | Sig. | Collinearity Statistics |       |
|                           |                             |        |      | Tolerance               | VIF   |
| 1                         | (Constant)                  | 2.464  | .000 |                         |       |
|                           | Iklim Komunikasi Organisasi | 18.378 | .000 | 1.000                   | 1.000 |

a. Dependent Variable: Kinerja Pegawai (Y)  
Sumber : Data diolah dari hasil penelitian (2023)

Based on Table 2 , the partial coefficient values of each variable, namely: Organizational Communication Climate (X) with the calculated t value of the Organizational Climate variable is 18.378 and the t table value is 1.70814 , so the calculated t value > t table ( 18.378 > 1, 70814 ) and the sig value < 0.05 (0.000 < 0.05), so it can be concluded that the Organizational Communication Climate variable partially has a positive and significant effect on the Performance of Employees of the Regional Disaster Management Agency (BPBD) of Karo Regency (Y) .

## **Discussion**

### **A. Organizational Communication Climate Regional Disaster Management Agency (BPBD) of Karo Regency**

The Organizational Communication Climate carried out by BPBD Karo Regency employees, stated that the Organizational Climate of BPBD Karo Regency was included in the very good category with a percentage of 84.5 % . This indicates that the organizational communication climate of BPBD Karo Regency is very good and has been in accordance with the indicators. Based on the questionnaire, high results were also obtained for organizational communication climate, which means that BPBD Karo Regency employees understand how important the organizational communication climate is when working.

The improvement and refinement strategies carried out by the leader will increase employee motivation in working so that it will increase organizational production such as concern, honesty and integrity in carrying out their duties and functions as civil servants.

### **B. Performance of Employees of the Regional Disaster Management Agency (BPBD) of Karo Regency**

Karo Regency BPBD employees stated that the performance of Karo Regency BPBD employees was in the very good category with a percentage of 83%. This shows that Karo Regency BPBD employees have had good performance. In the context of disaster management, Maarif (2017 ; 19 ) said that one of the factors that influences ASN performance in disaster management is communication and communication climate (situation and condition of smooth communication flow or communication facilities and infrastructure) within the organization. Fast and effective disaster management is also supported by external communication outside the organization and

is certainly influenced by internal communication conditions that exist in the communication climate (situation and condition of smooth communication flow or communication facilities and infrastructure).

### **C. The Influence of Organizational Communication Climate on Employee Performance**

Organizational Communication Climate significantly influences employee performance by 93.2 % . The r value of 0.996 indicates a very strong influence. When organizational communication climate support is increased, the performance of the Karo Regency BPBD will also improve. This indicates that there are consistent behaviors and values implemented by employees, resulting in improved performance. This is consistent with the theory of Pace and Faulus (2016), which states that a combination of views and behaviors, reactions, problems, interpersonal relationships, and opportunities for growth within an organization.

## **5. CONCLUSION**

Based on the description above, the following conclusions can be drawn:

1. There is a circular relationship between organizational climate and communication climate , with the sub-variables being trust, shared decision-making, honesty, openness in downward communication, listening in upward communication and attention to high-performance goals.
2. The percentage of 83% shows that the employee performance at the Karo Regency Regional Disaster Management Agency (BPBD) is stated to be good.
3. Communication Climate on Employee Performance Variables at the Regional Disaster Management Agency (BPBD) of Karo Regency is  $0.932 \times 100\% = 93.2\%$  . This shows that employee performance (Y) is influenced by 93.2% by the organizational communication climate

(X) while the remaining 6.8% is influenced by other factors outside this research such as personal factors, situational factors, leadership style and compensation.

### **Suggestion**

1. It is necessary to provide motivation so that employees are enthusiastic about working and have creativity and this will improve employee performance.
2. It is necessary to build a climate and create an open organizational communication climate, as well as attention to performance.
3. It is necessary to give respect to those who have achieved success in developing the company. The awards given are not only in the form of money but can also be in the form of proportional praise.
- 4.

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