

## COMMUNICATION SCIENCE: THE ROLE OF COMMUNICATION TO ENSURE EXISTENCE OF HUMAN

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### ABSTRACT

*This study is aims to know the communication planning in order to get clarity about the importance of the communication, why communication is recommended in designing various cases on social science, especially about social cases in the digital era, with literature search (as minimum), researchers find the complexity of problems related to communication and have the ability to spread in influencing all life situations, the limitation of research in this paper is the lack of resources obtained by researchers, using the research method of literature review (qualitative), the findings of this research is why communication is important, not how to communicate, and human relationships are still needed in the digital age to establish human existence in the world.*

**Keywords:** Individual, family, group-interaction

### INTRODUCTION

Social science generally including the science of psychology, sociology, anthropology, economics and even political science requires a mature and systematic discipline, and it has consequences of learning about science methods, seeking science and discovering phenomena, social science can't easily be applied to all cases (Halloran, 1999), the science traditionally deemed certain and dependable as knowledge. Processing has a long, since the beginning of the nineteenth century has been used for the Advancement of scientific work (fact) that certainty (new) is added to replace of ambiguous opinions (after being tested). Although the realizes that the accuracy of social science can't be proved absolutely, unlike the exact science (e.g. Einstein's theory of relativity). The idea that science is temporary as knowledge. New theories will overthrow the traditional based on science (e.g. Newton), researchers see social science as a reliable and proven knowledge. science can answer why tha things fall, Newton thinks two objects separated by distance can coerce each other without intervention have doubts, through ideas and exercises that are important, this has an influence on the material being tested, it is equivalent to believing that important social issues (Stolker, 2005). Social problems are complicated, meeting and gathering people in a place is complicated, and teaching requires a method that is not simple, especially social science problems such as sociology, anthropology, psychology, and political science. For example, about textbooks devoting a chapter to a research procedure designed to show students how scientific research is achieved. Such coverage is intended to provide the basics; most students have some idea of how social research is conducted. Thus, beginning to collect the scientific wisdom of their science. Students internalize the words and phrases they have associated with science throughout their school. This process is very important; the lack of understanding of what the meaning of social problems becomes complicated to understand let alone to solve

(Keyes, 2010). In communication science there are nine major groups, each of which is social, organizational, enterprise, politics, international, intercultural, development, and communication as them self (Ana Nadya Abrar, 2002)

Communication can be defined as the process of transmitting information and understanding from one person to another (Keyton, 2011). The (word) communication comes from the Latin (communis) meaning general. Due comprehension generally generated from the exchange of information, Two common elements in the exchange of communication is the “sender” and “receiver”. For example: the sender is the person who has the need / desire to convey the idea to others. The recipient is the individual who receipt the message. The sender selects words, symbols or gestures to compose messages. The message is the result of coding, in the form of verbal, non-verbal, or written language. Messages are sent through media / channels (communications carriers). Media in the form of face-to-face conversations, phone-calls, e-mails, or written reports. The recipient translates received messages into meaningful information.

The disturbance is something that can change the message. And makes many perceptions, language barriers, interruptions, emotions, and attitudes are distractions (noise). Feedback occurs when the recipient responds to a message from the sender and returns a message to a different sender. The sender determines the message has been received and understood or not (Lunenburg, 2010). Technology becomes an integral part of how to communicate. it takes of place on social life. the rapid expansion of communication with the use of technology, it makes people afraid that people (maybe) are drowning in the digital world, this is capable of changing reason (no need to be present in the real world). this is a reaction to the replacement of a remarkable communication model (e.g. with video conferencing - presenting time and faces in time and onscreen) can disconnect relatives (family) when applying Internet presence in the work world, possibly also on games via computer or smartphone done continuously, a few months will become a habit and all realize that it has created a new social culture in communicating (Adler, 2013). Many expressed concern about the excessive use of technology, the impact of social communication (face to face) replaced with the use of mobile devices is the reason to ensure human interaction are correctly (Forbes, 2013).

## **LITERATURE REVIEW**

Smith opinion (1994) that there was stress in the family that could have social impacts, namely financial disputes, mutual feelings, sharp differences in goal setting, radio noise, television or tape aloud, families living in too crowded environments, and sister's presence. Other stress in the family such as the loss of a loved child due to disaster, illness or accident, the death of a husband or wife.

Street (2001) tries to analyze the reception study in mass communication, the audience is an active participant in building and interpreting the meaning that they read, hear and see in the context of culture. Media content is understood as a process in which common sense is constructed through readings obtained from images and subtitles. the media is not a transparent feature, but the product of interpretation, can be interpreted that the media is only a channel of information, now he becomes a facilitator, filter and the meaning of information. Media is in charge of bringing his audience into a wider world, not limited to the place and time of the incident.

If you never communicate with humans, and in-believed it can be sure to get the losses, because no chance to organize yourselves in a social environment (Mulyono, 2012). Communication allows individuals to build a frame of reference and use the guidance to interpret the situation at hand. Communication allows teaching and implementing adaptive

strategies to address situations and problems whose never involve yourself in relations, may even will not know how to eat, drink, talk, etc. because these behaviors are learned of family (interpersonal) through communication. So, the basic oquestion is why we communicate, not how to communicate.

As summary of the opinions of some experts on the literature review above, the authors conclude, stress in the family cause social impacts, this develops into a serious problem, the community is an active participant in building and interpreting the meaning of what to heard, to read and seen, especially in social problems that requires communication, humans whose never communicate with others will certainly get lost.

## RESEARCH MODEL

Based on the literature review, the authors propose a model of research in this paper, the model in the intention is a cycle of individuals, families, social, and communication included the involved generally explained in the picture as below:

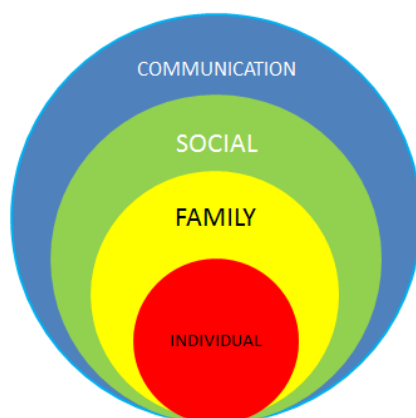


Figure 1: Model to Propose  
Source: Research 2018

## FINDING AND DISCUSSION

The following findings and discussions are meant to explain various scientific studies.

### Individual - Family

The individual comes from the Greek word "individualism" which means "undivided". In the social sciences of the individual, concerning the nature with life and the soul of the plays a role in the interaction of human life. Individuals are a limited unity as personal on human beings rather than as whole human beings. Then can be concluded the person has have a specific role in his personality.

The family is the smallest unit of society; the family has the function to perform its role. The family as a social group consists of many individuals, who have relationships between interpersonal, there are bonds, obligations, responsibilities among the persons. This is called the family function. The family in the from Sanskrit is to call as "Kulawarga"; in a "Race" and part of "citizen" meaning "member" that is an environment where there are some people who still have blood relations. as Humans on social must have some of activity in its life. Social activity is like Individuals interaction (interpersonal) or as community, until between groups. In a human population will be sit as a group. Here explained the connectivity of Individual and Family.

### **Family - Communication**

Communication within the family always takes place mutually and alternately; from parent to child or from child to parent, or from child to child. The occurrence of communication because there is a message to be conveyed. its patterned as "stimulus" this is a communication model that is still visible in family. it like this often happens when parents are babysitting a baby. Where parents are more active and creative provide stimulus, while the baby gives a response (recipient-active). The stimulus and response on communication is different from interactional patterned communication. Interactional patterned communication is the communication between the two parties involved in both active and creative communication than creating meaning to the ideas conveyed through the message, so that communication seems more dynamic and flexible.

### **Communication - Social**

Communication from time to time is always present in aspects of human life or vice versa all aspects of human in interact. Communication will always be found at anytime and anywhere and under any circumstances that always undergo various changes. it is said that communication is an activity in delivering messages, information, ideas, thoughts and others through intermediaries that have meaning to change attitudes and behavior of others. That understanding puts communication as a social control, in the process someone (communicator) conveys various stimuli to change the mindset and patterns of everyday behavior (M. Nasor, 2013).

The consequences of the progress of science and technology bring progress in all aspects of life, including communication and information technology progress. It can be felt in everyday life that the increasingly sophisticated and trusted communication technology has managed to touch the entire potential of natural and human resources. This dimension brings major changes in social, cultural, and other areas. Progress was not only characterized vertical, but also horizontal dimension.

According to Toffler (1990), the world is now being "vibrated" by advances in communication technology the higher quality. Although the farther the distance but easier, more precise, and more reachable audiences to receive, even more competitive for the cost

### **Individual - Social**

Waligito (2004) says, human behavior can't be separated from the individual state itself and the environment in which the individual is located. Social Behavior is the physical and psychological activity of a person against another person or vice versa to satisfy himself or others in accordance with social demands (Hurlock, 2004). Social behavior is the atmosphere of interdependence which is a must to ensure human existence, meaning that human survival takes place in an atmosphere of mutual support in togetherness, (Ibrahim 2001). Social behavior focuses on the interrelationships between individuals and their environment, which consists of a variety of social and non-social objects or dislikes on the obstacle of "difference". A person's social behavior is a relative trait to respond to others in different ways. For example, in cooperation, there are people who do diligently, patiently and always concerned with common interests above his personal interests, but also be find the person with the opposite type on it.

### **Individual - Communication**

Individual behavior is the behavior or interaction done by human or individual in the environment, the behavior of everyone is very different and this is influenced by the environment where the individual are live, different behaviors lead to different needs of

everyone, therefore the need for an organization for the different needs can be fulfilled by cooperating among individuals.

Everyone has difference of emotional and natureley of course. The socio-pathological science has contributed to the practice of interpersonal-communication that seeks to better understand the basis of individual nature. Some researchers conducted research on psychological related to human behavior. This aspect of communication in socio-psychology is to understand how individual (as communicant) think and act in correctly situations. Then Two influential and important theories in intrapersonal communication is the theory of trait, and cognitive theory.

After explained the nature of human (e.g. ourselves) as well as the nature of as communican before, then the next discuss the theory of information processing (information processing theories) how people think, how people organize and store information received and how the process to realize or knowing (cognitive) for helps shape behavior. the author just discusses (focus) to some theories that are in the thinking of socio-psychological tradition are: a) attribution theory (b). Social judgment theory and c). Elaboration theory (elaboration likelihood theory) for take summaries on

### **Social - Family**

The family of adult someone will able to interact as socially as well, may also the lower the aggressive behavior. Conversely, the Youngers (more adolescents) are not able to interact socially well, then the higher the aggressive behavior committed by adolescents. This is consistent with the assertion that adolescents are incapable yet of adapting to social environments, so the adolescents perform a transient escape mechanism practically, mal-adaptive habits, aggression, and violations of social and legal norms (Kartono, 2003) Another statement also mentions that the inability of adolescents in Adjustment to the social environment by having the power of "associate" friends who give negative behavior will cause juvenile delinquency (Willis, 2005 In Soekanto, 2004) also stated that one of the positive benefits in adolescent social interacting with friends or adolescents (especially with the communication well capabilities) was joined by a group of friends who later evolving into larger groups (due "click" on a mission ) will allow teenagers to develop skills in social , allowing them to adapt more easily to the difficult situation next.

### **CONCLUSION**

The researcher concludes that the essence of communication science and social science with approach in scholarship is as follows:

Individuals with the complete character of life and the soul of a plural able to play a role in the family which is a social group of individuals and have relationships between individuals and then gave birth to social activities in life, then interactional communication is necessary, communication both parties involved (both active and creative ) creates meanings, ideas, placing communication as a social control where the communication channel is being vibrated by the advancement of digital technology with high quality so as human exactly is interdependent, it is a necessity in ensuring existence of human in an effort to understand each other's individual nature in social interaction to suppress aggressive behavior (aggressive behavior generally connotes negatively in building relationships between humans).

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