



# KOMUNIKASI DI ERA DIGITAL

---

# Mastering the Tools for Success in the Twenty-First-Century Workplace



ou may wonder what kind of workplace you will enter when you graduate and which skills you will need to be successful in it. Expect a fast-moving, competitive, and information-driven digital environment. Communication technology provides unmatched mobility and connects individuals anytime and anywhere in the world

# Solid Communicaton Skills: Your Pass to Success



Your ability to communicate is a powerful career sifter. Strong communication skills will make you marketable even in a tough economic climate. When jobs are few and competition is fierce, superior communication skills will give you an edge over other job applicants. Recruiters rank communication high on their wish lists.

# The Digital Revolution: Why Writing Skills Matter More Than Ever

---

## OFFICE INSIDER

*"Communicating clearly and effectively has NEVER been more important than it is today. Whether it's fair or not, life-changing critical judgments about you are being made based solely on your writing ability."*

—Victor Urbach, management consultant





# Businesslike, Professional E-Mail Message



**To:** Customer Service Improvement Team  
**From:** Ron P. Hernandez <ron.hernandez@lumitech-resources.com>  
**Subject:** Social Media Strategy Meeting: Wednesday, February 11  
**Cc:**  
**Bcc:**

Hi, Team,

As recommended at our last meeting, I have scheduled an e-marketing and social media specialist to speak to us about improving our social media responses. Social media consultant Patricia Adams, founder of Optima Marketing Solutions, has agreed to discuss ways to turn our social media presence into a competitive advantage. Mark your calendars for the following:

- **Social Media Strategy Meeting**  
Wednesday, February 11, 11 a.m. to 3 p.m.  
Conference Room

In previous meetings our team acknowledged that customers are increasingly turning to our website, blogs, and Facebook pages to locate information, seek support, and connect with us. However, we are experiencing problems in responding quickly and effectively. Ms. Adams promises to address these concerns. She will also tell us whether we need to establish a presence in additional social media networks. Ms. Adams will help us decide whether we should hire an in-house social media manager or pay for an external service. To make this meeting most productive, she asks that each team member submit at least three questions or problem areas for discussion.

**Action Requests:**

Uses precise subject line to convey key information quickly

Announces most important idea first with minimal background information

Provides details about meeting with transition to action requests

Starts with casual greeting to express friendliness

Sets off meeting information for easy recognition and retrieval



Bullets action requests and places them near message end where readers expect to find them

- Please send three discussion questions to Jeff (jeff.yang@lumitech-resources.com) by February 9 at 5 p.m. so that he can relay them to Ms. Adams.
- Because we will be ordering box lunches for this meeting, please make your selection on the intranet before February 9.

If you have any questions, drop by my office or send a note. Thanks for your continued efforts to improve our customer service!

Ron

Closes by telling where to find additional information; also expresses appreciation

Provides contact information similar to that in business letterheads

Ron P. Hernandez  
Director, Customer Service, Lumitech Resources, Inc.  
E-mail: ron.hernandez@lumitech-resources.com  
Phone: (213) 468-3290  
Cell: (420) 329-5581



# What Employers Want: Professionalism



Your future employer will expect you to show professionalism and possess what are often referred to as “soft skills” in addition to your technical knowledge. Soft skills are essential career attributes that include the ability to communicate, work well with others, solve problems, make ethical decisions, and appreciate diversity.<sup>16</sup> Sometimes called employability skills or key competencies, these soft skills are desirable in all business sectors and job positions.<sup>17</sup>



# How Your Education Drives Your Income

Unprofessional		Professional
<p><i>Uptalk</i>, a singsong speech pattern, making sentences sound like questions; <i>like</i> used as a filler; <i>go for said</i>; slang; poor grammar and profanity.</p>	Speech habits	Recognizing that your credibility can be seriously damaged by sounding uneducated, crude, or adolescent.
<p>Messages with incomplete sentences, misspelled words, exclamation points, IM slang, and mindless chatter; sloppy messages signal that you don't care, don't know, or aren't smart enough to know what is correct.</p>	E-mail	Messages with subjects, verbs, and punctuation marks. Employers dislike IM abbreviations. They value conciseness and correct spelling, even in brief e-mail messages and texts.
<p>E-mail addresses such as <i>hotbabe@outlook.com</i>, <i>supasnugglykitty@yahoo.com</i>, or <i>buffedguy@gmail.com</i>.</p>	Internet	E-mail addresses should include a name or a positive, businesslike expression; they should not sound cute or like a chat room nickname.
<p>An outgoing message with strident background music, weird sounds, or a joke message.</p>	Voice mail	An outgoing message that states your name or phone number and provides instructions for leaving a message.
<p>Soap operas, thunderous music, or a TV football game playing noisily in the background when you answer the phone.</p>	Telephone presence	A quiet background when you answer the telephone, especially if you are expecting a prospective employer's call.



Using electronics during business meetings for unrelated purposes or during conversations with fellow employees; raising your voice (cell yell); forcing others to overhear your calls.

## Cell phones, tablets

Turning off phone and message notification, both audible and vibrate, during meetings; using your smart devices only for meeting-related purposes.

Sending and receiving text messages during meetings, allowing texting to interrupt face-to-face conversations, or texting when driving.

## Texting

Sending appropriate business text messages only when necessary (perhaps when a cell phone call would disturb others).



Education	Median Weekly Earnings	Unemployment Rate
High school dropout	\$ 471	12.4%
High school diploma	652	8.3%
Some college, no degree	727	7.7%
Associate's degree	785	6.2%
Bachelor's degree or higher	1,367	4.5%

Source: U.S. Bureau of Labor Statistics. (2013, February 5). Labor force statistics from the current population survey; and U.S. Bureau of Labor Statistics (2013, May 22). Employment Projections: Earnings and unemployment rates by educational attainment.



# Developing Listening Skills

---

In an age that thrives on information and communication technology, listening is an important skill. However, by all accounts most of us are not very good listeners. Do you ever pretend to be listening when you are not? Do you know how to look attentive in class when your mind wanders far away? How about “tuning out” people when their ideas are boring or complex? Do you find it hard to focus on ideas when a speaker’s clothing or mannerisms are unusual?



# Overcoming Barriers to Effective Listening



As you have seen, bad habits and distractions can interfere with effective listening. Have any of the following barriers and distractions prevented you from hearing what has been said?

- **Physical barriers.** You cannot listen if you cannot hear what is being said. Physical impediments include hearing disabilities, poor acoustics, and noisy surroundings. It is also difficult to listen if you are ill, tired, or uncomfortable.
- **Psychological barriers.** Everyone brings to the communication process a unique set of cultural, ethical, and personal values. Each of us has an idea of what is right and what is important. If other ideas run counter to our preconceived thoughts, we tend to “tune out” speakers and thus fail to receive their messages.
- **Language problems.** Unfamiliar words can destroy the communication process because they lack meaning for the receiver. In addition, emotion-laden, or “charged,” words can adversely affect listening. If the mention of words such as *bankruptcy* or *real estate meltdown* has an intense emotional impact, a listener may be unable to focus on the words that follow.



- **Nonverbal distractions.** Many of us find it hard to listen if a speaker is different from what we view as normal. Unusual clothing or speech mannerisms, body twitches, or a radical hairstyle can cause enough distraction to prevent us from hearing what the speaker has to say.
- **Thought speed.** Because we can process thoughts at least three times faster than speakers can say them, we can become bored and allow our minds to wander.
- **Faking attention.** Most of us have learned to look as if we are listening even when we are not. Such behavior was perhaps necessary as part of our socialization. Faked attention, however, seriously threatens effective listening because it encourages the mind to engage in flights of unchecked fancy. Those who fake attention often find it hard to concentrate even when they want to.
- **Grandstanding.** Would you rather talk or listen? Naturally, most of us would rather talk. Because our own experiences and thoughts are most important to us, we grab the limelight in conversations. We sometimes fail to listen carefully because we are just waiting politely for the next pause so that we can have our turn to speak.



# Building Powerful Listening Skills

You can reverse the harmful effects of poor habits by making a conscious effort to become an active listener. This means becoming involved. You can't sit back and hear whatever a lazy mind happens to receive. The following keys will help you become an active and effective listener:

- **Stop talking.** The first step to becoming a good listener is to stop talking. Let others explain their views. Learn to concentrate on what the speaker is saying, not on what your next comment will be.
- **Control your surroundings.** Whenever possible, remove competing sounds. Close windows or doors, turn off TVs and smartphones, and move away from loud people, noisy appliances, or engines. Choose a quiet time and place for listening.
- **Establish a receptive mind-set.** Expect to learn something by listening. Strive for a positive and receptive frame of mind. If the message is complex, think of it as mental gymnastics. It is hard work but good exercise to stretch and expand the limits of your mind.
- **Keep an open mind.** We all sift through and filter information based on our own biases and values. For improved listening, discipline yourself to listen objectively. Be fair to the speaker. Hear what is really being said, not what you want to hear.



- **Listen for main points.** Heighten your concentration and satisfaction by looking for the speaker's central themes. Congratulate yourself when you find them!
- **Capitalize on lag time.** Make use of the quickness of your mind by reviewing the speaker's points. Anticipate what is coming next. Evaluate evidence the speaker has presented. Don't allow yourself to daydream. Try to guess what the speaker's next point will be.
- **Listen between the lines.** Focus both on what is spoken and what is unspoken. Listen for feelings as well as for facts.
- **Judge ideas, not appearances.** Concentrate on the content of the message, not on its delivery. Avoid being distracted by the speaker's looks, voice, or mannerisms.
- **Hold your fire.** Force yourself to listen to the speaker's entire argument or message before responding. Such restraint may enable you to understand the speaker's reasons and logic before you jump to false conclusions.
- **Take selective notes.** In some situations thoughtful notetaking may be necessary to record important facts that must be recalled later. Select only the most important points so that the notetaking process does not interfere with your concentration on the speaker's total message.

# Learning Nonverbal Communication Skills



**What Is Nonverbal Communication?** Nonverbal communication includes all unwritten and unspoken messages, whether intended or not. These silent signals have a strong effect on receivers. However, understanding them is not simple. Does a downward glance indicate modesty? Fatigue? Does a constant stare reflect



# Your Body Sends Silent Messages

Psychologist and philosopher Paul Watzlawick claimed that we cannot not communicate.<sup>28</sup> In other words, it's impossible to not communicate. This means that every behavior is sending a message even if we don't use words. The eyes, face, and body convey meaning without a single syllable being spoken.

**Eye Contact.** The eyes have been called the windows to the soul. Even if they don't reveal the soul, the eyes are often the best predictor of a speaker's true feelings. Most of us cannot look another person straight in the eyes and lie. As a result, in North American culture we tend to believe people who look directly at us. Sustained eye contact suggests trust and admiration; brief eye contact signals fear or stress. Good eye contact enables the message sender to see whether a receiver is paying attention, showing respect, responding favorably, or feeling distress. From the receiver's viewpoint, good eye contact, in North American culture, reveals the speaker's sincerity, confidence, and truthfulness.



**Facial Expression.** The expression on a person's face can be almost as revealing of emotion as the eyes. Experts estimate that the human face can display over 250,000 expressions.<sup>29</sup> To hide their feelings, some people can control these expressions and maintain "poker faces." Most of us, however, display our emotions openly. Raising or lowering the eyebrows, squinting the eyes, swallowing nervously, clenching the jaw, smiling broadly—these voluntary and involuntary facial expressions can add to or entirely replace verbal messages.

**Posture and Gestures.** A person's posture can convey anything from high status and self-confidence to shyness and submissiveness. Leaning toward a speaker suggests attentiveness and interest; pulling away or shrinking back denotes fear, distrust, anxiety, or disgust. Similarly, gestures can communicate entire thoughts via simple movements. However, the meanings of some of these movements differ in other cultures. Unless you know local customs, they can get you into trouble. In the United States and Canada, for example, forming the thumb and forefinger in a circle means everything is OK. But in parts of South America, the OK sign is obscene.



Figure **1.5** Four Space Zones for Social Interaction



Intimate Zone  
(1 to 1½ feet)



Personal Zone  
(1½ to 4 feet)



Social Zone  
(4 to 12 feet)



Public Zone  
(12 or more feet)





## REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



That's all. Thank you! 😊

Any Questions?