



Komunikasi Cerdas (Indonesian Edition)

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Sinopsis: Apakah yang dimaksud dengan komunikasi? Lima definisi dari lima narasumber menyatakannya sebagai berikut: • Komunikasi berasal dari bahasa Latin (comunicare) yang berarti “to share (berbagi)” dan merupakan sebuah aktivitas penyampaian informasi melalui pertukaran pikiran, pesan atau informasi dengan ucapan, visual, sinyal, tulisan atau perilaku. Ini adalah pertukaran informasi yang bermakna di antara dua atau lebih makhluk hidup. • Komunikasi adalah pengiriman dan penerimaan pesan atau berita antara dua orang atau lebih, sehingga pesan yang dimaksud dapat dipahami. • Komunikasi adalah sebuah proses sistemik, di mana orang-orang berinteraksi dengan dan melalui simbol-simbol untuk menciptakan dan menginterpretasikan makna. • Komunikasi adalah proses di mana kita menciptakan dan bertukar pesan. • Komunikasi adalah proses dua arah untuk mencapai saling pengertian, di mana para partisipan tidak hanya bertukar (konversi - interpretasi) informasi, berita, gagasan dan perasaan, tetapi juga menciptakan dan berbagi makna. Secara umum, komunikasi adalah sarana penghubung orang atau tempat. Di dalam bisnis, komunikasi adalah sebuah fungsi kunci manajemen. Sebuah organisasi tidak dapat beroperasi, tanpa komunikasi antar , tingkat manajemen, antardepartemen, dan antarkaryawan. Kelima definisi di atas menghasilkan beberapa kata-kata kunci yang kemudian akan digunakan untuk mendefinisikan apakah berkomunikasi cerdas itu. Kata-kata tersebut adalah proses, pertukaran, informasi, pesan, dua arah, dua orang atau lebih, sarana penghubung, menciptakan, makna, dan pemahaman. Dengan meramu kata-kata kunci di atas, maka yang dimaksud dengan Komunikasi Cerdas adalah sebuah proses dua arah antara individu dan individu, individu dan kelompok, atau kelompok dan kelompok, untuk mencapai saling pengertian atau pemahaman yang sama. Kedua belah pihak bukan hanya sekedar bertukar informasi, berita, pengetahuan, pikiran, ide, gagasan atau perasaan, tetapi menciptakan dan berbagi makna, sehingga makna tersebut menjadi milik bersama. Jadi, dapat dikatakan bahwa komunikasi adalah sarana penghubung yang menyamakan persepsi kedua belah pihak yang berkomunikasi.

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