

PERSPECTIVE AND COMMUNICATION THEORY

Muhammad Irfan Perdana^{*}, Sila Nirmala

STISIPOL Candradimuka

Jl. Swadaya Sekip Ujung No.20 Ilir II, Talang Aman, Kec. Kemuning, Kota Palembang, Sumatera Selatan,
Indonesia

Email: mhdirfan1906@gmail.com

Abstract

Communication is an essential element of human existence. As social beings, humans cannot live without communication, as it enables them to interact, share meaning, and fulfill their social needs. This study employs a qualitative literature review approach to explore various communication theories and perspectives. The findings reveal that communication plays a fundamental role in human life as it facilitates the continuous exchange of messages and information among individuals. Moreover, communication can be understood through several theoretical perspectives, including the mechanistic, psychological, interactionist, and pragmatic perspectives. This study contributes to a deeper understanding of how communication theories explain human interactions across both social and digital contexts.

Keywords: Communication Theory, Communication Perspective, Types of Communication, Communication Functions

INTRODUCTION

As social beings, human life cannot be separated from communication. Communication is a fundamental aspect that supports the continuity of human existence. Through communication, people interact, build social relationships, cooperate, and create a harmonious society. Communication not only functions as a means of conveying messages but also plays an essential role in shaping identity, managing relationships, and maintaining social balance within communities (Mulyana, 2019).

Humans, as living beings, have various needs economic, social, and biological. To fulfill these needs, humans cannot live in isolation. They require the assistance and interaction of others, which are realized through the process of communication. Therefore, communication plays a crucial role in forming reciprocal relationships among individuals in various aspects of life. It also serves as the primary tool for understanding the environment, adapting to social contexts, and achieving shared goals within society (Liliweri, 2021).

According to Sari (2024), communication is a process of exchanging information, ideas, thoughts, and emotions between parties, either orally or in writing. Faridah (2023) adds that the human need for communication arises from the desire to control and adapt to the surrounding environment. In every interaction, communication serves as a means of delivering information and understanding the meaning behind messages. Furthermore, communication

occurs within various contexts social, cultural, economic, and political because it is fundamentally a basic human activity (Pandalek, 2020).

The rapid development of information and communication technology has significantly transformed the way humans interact. The communication patterns that were once dominated by face-to-face interactions have now shifted toward digital communication through online platforms and social media. According to Data Reportal (2024), at the beginning of 2024, Indonesia had approximately 185.3 million internet users, representing 66.5% of the total population. In the same period, there were around 139 million active social media identities, or 49.9% of Indonesia's population. The average internet usage time was 7 hours and 38 minutes per day, while the average social media usage time reached 3 hours and 11 minutes per day (Hootsuite, 2024).

Moreover, social media platform penetration in Indonesia is remarkably high, with WhatsApp used by 90.9% of internet users, Instagram by 85.3%, Facebook by 81.6%, and TikTok by 73.5%. These statistics demonstrate that human communication is no longer confined to physical spaces but has expanded into digital environments that are global, instantaneous, and interactive (Hootsuite, 2024). This transformation alters the social and cultural dynamics of communication and requires a renewed understanding of communication theories and perspectives relevant to the digital age (Nasrullah, 2023).

Based on the above explanation, it can be concluded that communication holds a central role in the increasingly complex and dynamic life of modern society. Therefore, this study aims to review various perspectives and theories of communication through a literature study approach, in order to provide a more comprehensive understanding of how communication concepts and theories explain human interaction in both social and digital contexts (Mulyana, 2019; Liliweri, 2021).

IMPLEMENTATION METHOD

This study uses a qualitative approach with a literature study method. A literature study is a research method that involves collecting data and information from various sources such as books, articles, scientific journals, and other relevant materials in both digital and non-digital forms that are related to the research topic. This is supported by Nazir (2015), who explains that a literature study is a method of data collection conducted by reviewing information obtained from books, literature, journals, articles, and reports related to the research problem. This statement is also supported by Indra and Cahyaningrum (2019), who state that a literature study involves reading, collecting, recording, sorting, and managing information related to the topic being studied.

RESULTS AND DISCUSSION

A. Definition of Communication

Communication is one of the most essential aspects of human needs. As social beings, humans cannot live without communication, because by nature, humans depend on one another. According to Mukarom (2020), communication is an activity of exchanging symbols that carry meaning, through which people share, send, and receive messages. Meanwhile, Pandaleke (2020) defines communication as the process of delivering information, ideas, and emotions through the use of symbols such as words, images, numbers, and others. Furthermore, Juwita (2024) explains that communication is the process of creating meaning by sending and receiving verbal and nonverbal symbols and signs, which are influenced by various contexts. Based on these perspectives, it can be concluded that communication is a fundamental aspect of human life as social beings, where individuals continuously send and receive messages and information in order to interact with one another.

B. Types of Communication

According to Mukarom (2020), communication is divided into two main categories: verbal communication and nonverbal communication:

1. Verbal Communication

Verbal communication is a type of communication that conveys messages to others in the form of spoken or written language. Examples include talking directly with other people or through media, reading newspapers, listening to the radio, and watching television. This type of communication allows individuals to express ideas, exchange information, and build mutual understanding efficiently (Mukarom, 2020).

2. Nonverbal Communication

Nonverbal communication refers to communication that is less structured, making it more difficult to study and interpret. Differences in background, environment, region, and education may lead to variations in how messages are understood. Therefore, understanding verbal and nonverbal cues is crucial in maintaining effective communication (Pandaleke, 2020).

The importance of nonverbal communication includes the following aspects:

- a. Message delivery feels more natural because it involves emotions and feelings.
- b. It helps in detecting a person's honesty by observing nonverbal signals.
- c. It tends to be more efficient in conveying emotional or contextual meaning.

According to Pandaleke (2020), communication can also be categorized into several other types as follows:

a. Direct and Indirect Communication

Direct communication, often referred to as face-to-face communication, involves two or more people interacting directly without the use of any intermediary medium. Meanwhile, indirect communication occurs between two or more individuals using a medium or technology as an intermediary, so that physical presence is not required.

b. One-Way Communication and Two-Way Communication

One-way communication occurs when the sender transmits information to the receiver

without receiving any response or feedback. In contrast, two-way communication involves mutual exchange of responses between the sender and the receiver, creating interaction and feedback.

c. Informal and Functional Communication

Informal communication is a free and unstructured form of communication based on social culture and community norms, such as daily conversations among friends or neighbors. On the other hand, functional communication is formal and bound by established rules, such as communication between superiors and subordinates that must follow organizational protocols (Pandaleke, 2020).

3. Individual and Mass Communication

Individual communication refers to communication that occurs between two individuals who know each other personally. Meanwhile, mass communication is communication directed toward a large audience and is generally one-directional in nature, such as television broadcasts or online news delivery.

Furthermore, Juwita (2024) classifies communication into five main types:

1. Intrapersonal Communication

Intrapersonal communication refers to the internal dialogue that occurs within an individual's mind. It involves reflective thinking and responses to both internal and external stimuli.

2. Interpersonal Communication

Interpersonal communication occurs between two or more individuals with the purpose of exchanging information verbally or nonverbally to establish and maintain relationships.

3. Group Communication

Group communication involves interaction among three or more individuals aimed at sharing information, discussing issues, and solving problems collectively.

4. Public Communication

Public communication aims to deliver messages, ideas, and opinions to a broad audience, usually conducted directly. It tends to be formal, consistent, and goal-oriented.

5. Mass Communication

Unlike public communication, mass communication utilizes various media platforms to deliver messages or information to a large number of people. Common media used for mass communication include television, mobile phones, radio, newspapers, magazines, and books (Juwita, 2024).

C. Functions of Communication

In social life, communication serves several essential functions. According to Pandaleke (2020), the main functions of communication include the following:

a. Obtaining Information

Information plays a crucial role in human life for several reasons:

1. As social beings, humans can progress and develop after acquiring information related to the values and goals they wish to achieve.
2. Not everyone in society possesses the same level of knowledge about certain issues; therefore, communication among individuals is necessary to share and exchange information.
3. Every individual has the right and responsibility to obtain and convey information that contributes to their personal and social well-being.

Communication, therefore, functions as a means to distribute knowledge and insights that help individuals understand their surroundings and make informed decisions (Pandaleke, 2020).

b. Providing Guidance, Both Directly and Indirectly

Communication also functions as a medium for offering guidance and direction within society. Such guidance can be conveyed through messages or advice that aim to build, direct, educate, or encourage individuals to take appropriate actions. Through communication, people can express constructive feedback, provide moral support, and guide others toward better decision-making and behavior (Pandaleke, 2020).

D. Communication Perspectives

According to Sikumbang (2017), a perspective refers to a person's viewpoint toward a particular event or phenomenon. Similarly, T. Faizin (2015) defines perspective as an understanding or a way of viewing, assessing, and interpreting something based on individual perception. In the context of communication, perspectives help explain how individuals interpret and engage in the communication process within various contexts (Faizin, 2015; Sikumbang, 2017).

There are several communication perspectives that can be observed. According to Sikumbang (2017), these perspectives include the following:

1. Mechanistic Perspective

The mechanistic perspective views human communication as a linear, one-way process, similar to a conveyor belt. In this view, communication occurs only in a single direction without feedback between the sender and the receiver. The focus is on the transmission of messages through specific channels or media, emphasizing the technical delivery of information rather than interaction (Sikumbang, 2017).

2. Psychological Perspective

The psychological perspective focuses on how individuals perceive, interpret, and process incoming information from various sources. Even when people receive the same information, their interpretations can differ depending on personal experiences, beliefs, and cognitive frameworks. These variations lead to differences in opinions, perceptions, and ideas among individuals (Sikumbang, 2017).

3. Interactionist Perspective

The interactionist perspective emphasizes the role of social interaction and individual behavior in communication. Through communication, individuals are able to understand one another and establish meaningful social relationships. This perspective views communication as a dynamic process that occurs within interpersonal and societal interactions, shaping social harmony and mutual understanding (Sikumbang, 2017).

4. Pragmatic Perspective

The pragmatic perspective focuses on observable behavior in communication. It suggests that an individual's communicative actions can influence and determine the responses of others. In this view, communication is understood as a form of behavior exchange, where the actions of one individual elicit corresponding reactions from others within a social context (Sikumbang, 2017).

CONCLUSION

As social beings, human life is inseparable from communication. Communication serves as a fundamental aspect of human existence, allowing individuals to exchange messages and information for social interaction and mutual understanding. Based on the literature review, communication can be categorized into several forms, such as direct, indirect, one-way, two-way, group, public, and mass communication. Each form reflects different processes and contexts of human interaction. Furthermore, the study highlights that communication can be analyzed through four main perspectives mechanistic, psychological, interactionist, and pragmatic each offering distinct insights into how humans create and interpret meaning. Understanding these perspectives provides a comprehensive foundation for analyzing communication practices in both traditional and digital environments.

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