



HUMAN RELATIONS AND THE USE OF NEW MEDIA TECHNOLOGY IN ORGANIZATIONAL COMMUNICATION AT PT. LANTERA SEJAHTERA INDONESIA

By

Barra P. Pradja¹, Mirza Ronda², Jamalullail³

^{1,2,3}Sahid University Postgraduate School Jakarta, Indonesia

Email: ¹barrapadja@gmail.com, ²pt.pabbicara@gmail.com, ³lail_2122@gmail.com

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ABSTRACT

This research was conducted to see the influence of Human Relations and the Use of New Media Technology in Organizational communication at PT. Lantera Sejahtera Indonesia. The research method used a census method with a population of 65 people. Data collection techniques using questionnaires and questionnaires consisting of 82 questions divided into 3 parts, namely human relations, the use of new media and organizational communication. Data analysis in this study used the SEM method. Hypothesis testing shows that human relations have a significant effect on organizational communication. This indicates that good human relations will contribute well to organizational communication. The use of new media in organizations has a significant effect on organizational communication. Furthermore, from the results of the hypothesis test, it can be seen that human relations and the use of new media together can affect organizational communication at PT Lantera Sejahtera Indonesia. From the results of this study, researchers provide several suggestions to improve organizational communication at PT Lantera Sejahtera Indonesia to be able to improve human relations for the better so that organizational communication becomes better. Furthermore, the use of new media can increase the effectiveness of communication built at PT. Lantera Sejahtera Indonesia

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Corresponding Author:

Barra Purnama Pradja

Sahid University Postgraduate School Jakarta, Indonesia,

Sahid Sudirman Residence, Jl. Jenderal Sudirman No.86 Lt.5, RT.10/RW.11, Karet Tengsin, Kecamatan Tanah Abang, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10220

Email: barrapradja@gmail.com

1. INTRODUCTION

Communication is a series of processes of conveying and exchanging information, where information can be facts, feelings, thoughts or ideas, data or information, from one person to another. This process is designed to influence others. In human daily activities, whether in individuals, between individuals, in individual interactions and in groups, or in organizations that bring together many individuals, communication activities are always used in daily human activities. Therefore, humans are called social creatures because it is impossible to escape the need for others, in this case communication is a tool used to build relationships, interact and understand each other to achieve certain goals.

Pace, Peterson, and Burnett [1] stated that the main purpose of communication activities is to ensure the communicant understands the meaning of the message received (to secure understanding), continues to maintain and maintain the acceptance (to establish acceptance), and motivates the communicant to carry out an activity (to motive action). Organizations often need help in achieving their goals, which is due to ineffective communication factors [2].

It is important to distinguish between small group communication and organizational communication. Organizational communication is concerned with communication within and between the wider environment. This communication varies greatly in organizational communication that it always requires interpersonal meetings (supervisor-subordinate conversations), public speaking opportunities (presentations by company executives), small group situations (task groups that prepare reports), and mediated experiences (internal memos, emails, and teleconferences). Organizations, then, are groups of groups. Organizational communication theory is generally concerned with the functionality of an organization, including its climate, rules, and personnel.

Organizational communication is communication between people in positions (positions) who are in the organization. Communication is the lifeline of any organization, this is because good communication and clear dissemination of information within the organization strengthen mutual relationships among stakeholders [3]. Communication in organizations has become one of the most dominant activities, and therefore the need for better communication is ubiquitous [4]. Effective communication has a positive impact on organizational performance [5]. Organizational performance improves after the organization's communication system works well [6].

From a survey conducted by TinyPulse to workers in the Asia Pacific region it is known that one-third of employees in Asia Pacific who like their jobs and the rest experience anxiety and unhappiness in the work environment, the biggest problem experienced is internal communication problems between each employee that are not well established [7].

Therefore, communication between employees is very necessary because if this communication fails to be established properly, it will reduce morale, performance inefficiencies between employees. Communication between employees carried out in the organization should be done by including or containing persuasive elements, this is the task of human relations as a form of interaction that contains persuasion techniques. One part of organizational communication is interpersonal communication. Interpersonal communication is a win-win process of sending, receiving, and adapting verbal and nonverbal messages with others to create and transform images in both our minds.

Human relations has a big role in determining success in organizations. Human relations will be a strong basis in generating and shaping work motivation for every human resource in the organization. Strong motivation will further form human resource personnel who are able to carry out their duties and responsibilities optimally [8]. Human relations have a positive and significant effect on job satisfaction in an organization. This means that an increase in human relations will be followed by a significant increase in job satisfaction. Simultaneously, human relations and workload have a significant effect on job satisfaction. This means that human relations and workload both have a real or noticeable influence on job satisfaction [9]. This opinion is supported by [10] through the results of research states that good human relations will improve work ethic in an organization, and organizational communication will be well established.

Research conducted by Herlina and friends states that human relations and communication have a positive and significant effect on employee performance in an organization [11]. Good human relations can improve the work ability of employees in the organization [12].

Good human relationships between employees and superiors and between employees create positive feelings in employees. Thus, in carrying out the tasks that have been given will be carried out with a feeling of pleasure and enthusiasm in working and working, and the resulting performance will be maximum [13].

Communication is inseparable from the name media, the media is an intermediary that channels information between information makers and information recipients. Although communication is basically formed directly, there is no media intermediary, because the interaction distance between people is not too far, because some people interact directly at first, it is enough. However, as time goes by and the development of human life, humans today are more and more, all over the world, and communication with the media needs to be carried out. In today's digital era, with the rapid development of information and communication technology, the direction of its spread has changed, which was previously only limited to certain areas, but with the connection of digital media to the internet, everyone can communicate with others.

Computer-mediated communication or CMC may be good for task-related purposes such as information processing, news dissemination, and remote conferencing. Email is one of CMC. In organizations, email is used to share information both formally and informally. CMC is the preferred communication method needed to improve upward, downward and lateral communication and especially the use of technology in general in organizations.

The CMC pattern has a lot of influence on a person's interpersonal communication where interpersonal communication is communication carried out by two or more people who exchange messages or personal information, there is physical closeness between communicators and communicants. Technological developments, especially CMC communication technology such as in the use of the web, have changed the nature of human interaction physically and psychologically, into meetings in the cyber or virtual world [14].



PT. Lantera Sejahtera Indonesia is engaged in Quantity Surveyor or Cost Estimate, which is often in contact with outside parties, such as owners and contractors. In addition to external needs in the use of email, within the company itself there is an intranet, or internal network within the company that contains company information. The internal information can be seen on the company's intranet page, the intranet page is updated by bringing up the latest company information. In addition to the company's intranet page, other important information is conveyed directly to each employee. This internal information is sometimes a lot of important information that employees ignore. As if it doesn't matter to the employee. This can be seen from ignoring an activity that employees should do within a predetermined deadline.

What is expected from this study is to find out how human relations within organizations and the use of new media technologies affect organizational communication within companies

2. RESEARCH METHOD

The paradigm used in this study uses a positivistic paradigm. This paradigm uses deductive logic and empirical observation to find causal relationships between two or more variables to predict general patterns of phenomena or propagation of phenomena. Positivism sees social science as an organized methodology that combines deductive logic with empirical testing of individual behavior to discover and confirm a possible set of causal laws that can be used to predict general patterns of human activity.

The research method used in this study is quantitative method with census research. By coming up with research hypotheses. Furthermore, research instruments were prepared as a data collection tool, in the form of questionnaires / questionnaires and interview or observation guidelines. Before the instrument is used, it is first tested for validity and reliability. Data collection is carried out on certain objects to all populations. After the data is collected, the data is then analyzed to answer the problem statement and test the hypothesis proposed. Data analysis techniques with descriptive statistics, inferential statistics and using Structural Equation Modeling (SEM).

3. RESULTS AND ANALYSIS

3.1. Respondent Profile

The profiles of respondents who filled out the census in this study based on Age, Gender, Last Education, Length of work in the current company and Current Position/Position, are presented as follows:

Based on age, respondents aged 21 - 30 years are 34.90% which is 22 people, respondents aged 31 - 40 years are 38.10% which is 24 people, respondents aged 41 - 50 years are 15.90% which is as many as 10 people, and respondents aged over 50 years are 9.50% which is as many as 7 people.

Based on Gender, Male respondents were 44.4%, namely 28 people, and Female respondents were 55.6%, which was 35 people.

Based on the Last Education, respondents with the Last High School Education were 9.5%, namely as many as 6 people, respondents with the Last Education S1 were 74.6%, namely as many as 47 people, respondents with the Last Education S2 were 4.80%, which was as many as 3 people, and respondents who were not willing to answer were 4.8%, which was as many as 7 people.

Based on the length of work, respondents with a working period of less than 1 year are 6.3%, namely as many as 4 people, respondents with a length of work of 1-5 years are 31.8%, which is as many as 20 people, respondents with a length of work of 6-10 years are 30.2% which is as many as 19 people, respondents with a working period of 11-15 years are 12.7% which is as many as 8 people, Respondents with a working period of 16-20 years were 12.7%, namely 8 people and respondents over 20 years 6.3%, which was 4 people.

Based on position or work position, respondents who are Top Management are 1.6%, namely as many as 1 person, Middle Management respondents are 14.3%, which is 9 people, and respondents as Staff are 84.1%, which is as many as 63 people.

3.2. Data Description

Question items for Human Relations variables consist of 30 questions grouped into 5 indicators, namely openness, empathy, supportive attitude, positive attitude and equality. The theoretical score of this question is between 30 – 150. The lowest score with a score of 30 is the multiplication between the STS answer score (1) and the number of question items, while the score of 150 indicates the multiplication between the SS answer score (5) agree with the question item (30).

Table 1. Respondents' Perceptions on Human Relation Variables

Question	STS	TS	N	S	SS
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	F	%	F	%	F	%	F	%	F	%
HR1	0	0.00	1	1.54	1	1.54	23	35.38	40	61.54
HR2	0	0.00	0	0.00	2	3.08	20	30.77	43	66.15
HR3	16	24.62	36	55.38	10	15.38	2	3.08	1	1.54
HR4	0	0.00	0	0.00	9	13.85	37	56.92	19	29.23
MRP	0	0.00	2	3.08	13	20.00	38	58.46	12	18.46
MRS	0	0.00	0	0.00	0	0.00	24	36.92	41	63.08
HR7	0	0.00	0	0.00	5	7.69	38	58.46	22	33.85
HR8	2	3.08	21	32.31	30	46.15	10	15.38	2	3.08
HR9	2	3.08	10	15.38	25	38.46	21	32.31	7	10.77
HR10	0	0.00	1	1.54	2	3.08	39	60.00	23	35.38
HR11	1	1.54	0	0.00	0	0.00	22	33.85	42	64.62
HR12	0	0.00	0	0.00	4	6.15	35	53.85	26	40.00
HR13	0	0.00	1	1.54	10	15.38	39	60.00	15	23.08
HR14	1	1.54	1	1.54	27	41.54	32	49.23	4	6.15
HR15	0	0.00	0	0.00	7	10.77	42	64.62	16	24.62
HR16	0	0.00	2	3.08	25	38.46	35	53.85	3	4.62
HR17	0	0.00	0	0.00	21	32.31	39	60.00	5	7.69
HR18	0	0.00	3	4.62	5	7.69	38	58.46	19	29.23
HR19	0	0.00	1	1.54	3	4.62	35	53.85	26	40.00
HR20	0	0.00	0	0.00	4	6.15	34	52.31	27	41.54
HR21	0	0.00	0	0.00	1	1.54	27	41.54	37	56.92
HR22	0	0.00	0	0.00	1	1.54	37	56.92	27	41.54
HR23	0	0.00	2	3.08	12	18.46	29	44.62	22	33.85
HR24	0	0.00	0	0.00	4	6.15	35	53.85	26	40.00
HR25	0	0.00	0	0.00	5	7.69	40	61.54	20	30.77
HR26	0	0.00	7	10.77	13	20.00	33	50.77	12	18.46
HR27	0	0.00	0	0.00	2	3.08	32	49.23	31	47.69
HR28	0	0.00	1	1.54	1	1.54	28	43.08	35	53.85
HR29	0	0.00	6	9.23	8	12.31	31	47.69	20	30.77
HR30	0	0.00	4	6.15	19	29.23	29	44.62	13	20.00

The questionnaire question items for new media are 30 questions. Theoretical scores for new media questions are between 30 – 150. The lowest score is 30 which is obtained from multiplying the question items with the STS answer (1). As for the score of 150 obtained from the result of multiplication between the question item and the SS answer (5). The following is a distribution of respondents' answers to new media.

Table 2. Respondents' perceptions for new media variables

Indicators	STS		TS		N		S		SS	
	F	%	F	%	F	%	F	%	F	%
MB1	0	0.00	0	0.00	4	6.15	39	60.00	22	33.85
MB2	0	0.00	0	0.00	4	6.15	40	61.54	21	32.31
MB3	0	0.00	0	0.00	5	7.69	40	61.54	20	30.77
MB4	0	0.00	1	1.54	3	4.62	40	61.54	21	32.31
MB5	0	0.00	2	3.08	5	7.69	37	56.92	21	32.31
MB6	1	1.54	0	0.00	8	12.31	39	60.00	17	26.15
MB7	1	1.54	1	1.54	3	4.62	41	63.08	19	29.23
MB8	1	1.54	8	12.31	25	38.46	27	41.54	4	6.15
MB9	2	3.08	0	0.00	8	12.31	44	67.69	11	16.92
MB10	1	1.54	0	0.00	12	18.46	43	66.15	9	13.85
MB11	1	1.54	0	0.00	11	16.92	40	61.54	13	20.00
MB12	0	0.00	0	0.00	4	6.15	49	75.38	12	18.46

MB13	0	0.00	0	0.00	12	18.46	43	66.15	10	15.38
MB14	5	7.69	32	49.23	21	32.31	5	7.69	2	3.08
MB15	0	0.00	1	1.54	13	20.00	43	66.15	8	12.31
MB16	0	0.00	1	1.54	11	16.92	45	69.23	8	12.31
MB17	1	1.54	4	6.15	11	16.92	39	60.00	10	15.38
MB18	1	1.54	10	15.38	38	58.46	12	18.46	4	6.15
MB19	1	1.54	4	6.15	5	7.69	40	61.54	15	23.08
MB20	1	1.54	0	0.00	6	9.23	41	63.08	17	26.15
MB21	0	0.00	0	0.00	2	3.08	41	63.08	22	33.85
MB22	0	0.00	4	6.15	8	12.31	36	55.38	17	26.15
MB23	1	1.54	7	10.77	10	15.38	28	43.08	19	29.23
MB24	0	0.00	2	3.08	9	13.85	41	63.08	13	20.00
MB25	0	0.00	0	0.00	9	13.85	41	63.08	15	23.08
MB26	0	0.00	0	0.00	4	6.15	36	55.38	25	38.46
MB27	0	0.00	4	6.15	19	29.23	32	49.23	10	15.38
MB28	0	0.00	1	1.54	18	27.69	40	61.54	6	9.23
MB29	0	0.00	2	3.08	15	23.08	41	63.08	7	10.77
MB30	1	1.54	3	4.62	14	21.54	39	60.00	8	12.31

Question items for the Organizational Communication variable consist of 22 questions grouped into 6 indicators, namely communication climate, communication satisfaction, information load, information dissemination, accuracy of information and organizational culture. The theoretical score of the organizational communication variable 22 – 110. The lowest score is the multiplication of the question item multiplied by the STS answer (1). A maximum score of 110 is obtained by multiplying the question items by the SS answer (5). The following is the perception of respondents' answers to organizational communication variables

Table 3. Respondents' perceptions of organizational communication variables

Question	STS		TS		N		S		SS	
	F	%	F	%	F	%	F	%	F	%
KO1	0	0.00	0	0.00	6	9.23	41	63.08	18	27.69
KO2	0	0.00	1	1.54	8	12.31	40	61.54	16	24.62
KO3	0	0.00	0	0.00	21	32.31	35	53.85	9	13.85
KO4	0	0.00	1	1.54	11	16.92	38	58.46	15	23.08
KO5	2	3.08	18	27.69	30	46.15	12	18.46	3	4.62
KO6	1	1.54	1	1.54	9	13.85	42	64.62	12	18.46
KO7	0	0.00	1	1.54	5	7.69	50	76.92	9	13.85
KO8	0	0.00	1	1.54	12	18.46	45	69.23	7	10.77
KO9	1	1.54	3	4.62	26	40.00	28	43.08	7	10.77
KO10	0	0.00	1	1.54	11	16.92	47	72.31	6	9.23
KO11	0	0.00	0	0.00	18	27.69	40	61.54	7	10.77
KO12	1	1.54	1	1.54	11	16.92	46	70.77	6	9.23
KO13	0	0.00	2	3.08	10	15.38	44	67.69	9	13.85
KO14	0	0.00	0	0.00	18	27.69	40	61.54	7	10.77
KO15	0	0.00	1	1.54	11	16.92	47	72.31	6	9.23
KO16	2	3.08	18	27.69	33	50.77	10	15.38	2	3.08
KO17	0	0.00	3	4.62	13	20.00	43	66.15	6	9.23
KO18	4	6.15	32	49.23	22	33.85	6	9.23	1	1.54
KO19	9	13.85	18	27.69	30	46.15	6	9.23	2	3.08
KO20	0	0.00	2	3.08	13	20.00	43	66.15	7	10.77
KO21	10	15.38	31	47.69	23	35.38	1	1.54	0	0.00
KO22	0	0.00	0	0.00	8	12.31	37	56.92	20	30.77

3.3. Analytical Requirements Testing

Inferential statistical analysis to test research hypotheses using SEM formulas requires testing analysis requirements through normality tests, multicollinearity tests, linearity tests and regression significance tests.

For normality test if H_0 received normally distributed data, and if H_1 received then the data is not normally distributed. For the test criterion is that if the value of the Kolmogorov Smirnov sig > from 0.05 then the data is normally distributed.

Table 4. Test of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistics	Df	Sig.	Statistics	Df	Sig.
HR	.156	62	.001	.961	62	0.49
MB	.185	62	.000	.894	62	.000
KO	.111	62	.058	.952	62	.016

Multicollinearity test to find out whether there is a correlation between independent variables. A good model should have no correlation between independent variables. If the independent variables are correlated with each other then these variables are not orthogonal. To see whether or not there is a multicollinear, you can see the following table:

Table 5. Correlations

		KO	HR	MB
Pearson Correlation	KO	1.000	.504	.530
	HR	.504	1.000	.684
	MB	.530	.684	1.000
Sig. (1-tailed)	KO	.	.000	.000
	HR	.000	.	.000
	MB	.000	.000	.
N	KO	65	65	65
	HR	65	65	65
	MB	65	65	65

Table 5 shows that the results of multicollinearity analysis between independent variables can be seen in pearson correlation, which is the value of pearson correlation $r = 0.684$, 0.8 , then it can be concluded that the symptom of multicollinearity between independent variables is not detected. Furthermore, the multicollinearity can be seen in the following table:

Table 6. Coefficients

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	31.744	8.974		3.537	.001		
HR	.171	.093	.265	1.844	.070	.532	1.879
MB	.231	.095	.349	2.425	.018	.532	1.879

In table 6 can be seen the std section. Error which is the STD value. error for Human relations and new media variables of 0.093 and 0.095 where the value is smaller than one so that it can be ascertained that multicollinearity between two independent variables is not detected.

The results of significant tests and regression linearity for each influence of Human relations variables and new media on organizational communication will be described as follows: 1) Significant test and linearity of Human relation regression on Organizational Communication. For significant test results and linearity of human relations on organizational communication can be seen in the following table:

Table 7. Significant Test and linearity
ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Organizational Communication * Human Relations	Between Groups	(Combined)	1784.270	28	63.724	2.270	.011
		Linearity	708.660	1	708.660	25.241	.000
		Deviation from Linearity	1075.610	27	39.837	1.419	.162
	Within Groups		1010.714	36	28.075		
	Total		2794.985	64			

Based on table 7 it is known that the sig deviation from linearity value is $0.162 > 0.05$, so it can be concluded that there is a significant linear relationship between Human relations and organizational communication. 2) Significant test and linearity of new Media regression on Organizational Communication. For significant test results and linearity of New Media on Organizational Communication can be seen in the following table:

Table 8. Significant Test and Liniearity
ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Organizational Communication * New Media	Between Groups	(Combined)	1650.018	28	58.929	1.853	.041
		Linearity	784.860	1	784.860	24.678	.000
		Deviation from Linearity	865.158	27	32.043	1.007	.485
	Within Groups		1144.967	36	31.805		
	Total		2794.985	64			

Based on table 8, it is known that the sig deviation from linearity value is $0.485 > 0.05$ so it can be concluded that there is a significant linear relationship between new media and organizational communication.

3.4. Test the Outer Model

The outer model test aims to specify the relationship between latent variables and indicators. The analysis phase of the outer model is measured using validity and reliability testing. In determining reliability can use Cronbach Alpha. The minimum value of Cronbach alpha is 0.4 while the idela value is 0.7 to 0.9. In the outer model there is a loading factor, the value of the loading factor shows the correlation between the indicator and its construct variable. The expected loading factor is > 0.7 .

The test results for Human Relations variables are presented as follows:

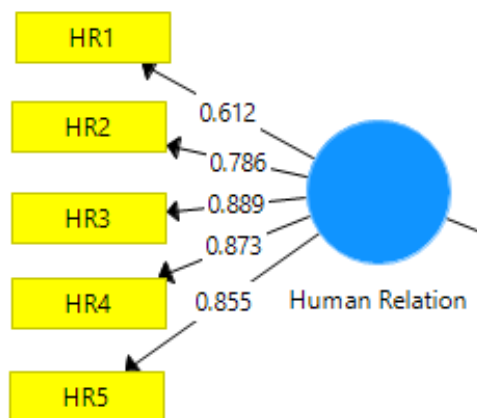


Figure 1. Human Relation Variables

From the test results, it is known that all values of indicator values against Human Relation construct variables are in the range of 0.6 – 0.9, which values are already in the ideal criteria. The HR1 indicator value is 0.612, the HR2

indicator is 0.786, the HR3 indicator is 0.889, the HR4 indicator is 0.873, and the HR5 value is 0.855. so that these results show that the five indicators have good validity for measuring Human Relation variables.

To see the reliability used composite reliability, can be seen in the following table:

Table 9. Composite reliability value

No	Variable	Composite Reliability
1	Human Relations	0.903

Based on table 9 it is known that the reliability of the composite is 0.903, where the composite value obtained is > 0.6 which means that the indicator of the Human relations variable has good reliability for independent measurement.

The test results for the New Media variable can be seen in the following figure:

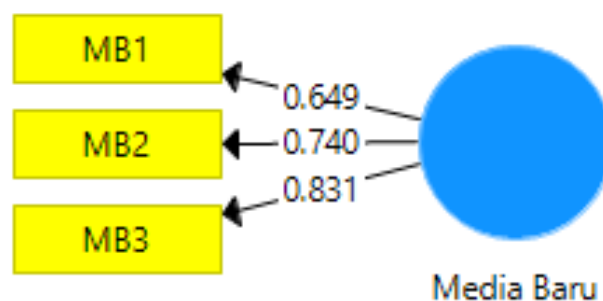


Figure 2. New Media Variables

From the results of the tests carried out, it is known that the loading factor value of the indicator for the construct variable is, the value of MB1 is 0.649, the value for MB2 is 0.740, the value for MB2 is 0.831. Where the value of all indicators is in the range of 0.6 – 0.9 which means that the indicator shows good validity for measuring new media variables.

To see the reliability used composite reliability, can be seen in the following table:

Table 10. Composite reliability value

No	Variable	Composite Reliability
1	New media	0.786

Based on table 10 it is known that the reliability of the composite is 0.903, where the composite value obtained is > 0.6 which means that the indicator of the Human relations variable has good reliability for independent measurement.

The test results for the Organizational Communication variable can be seen in the following figure:

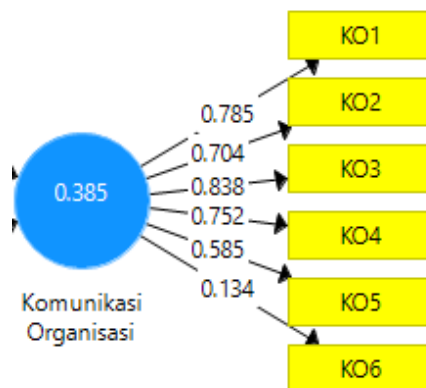


Figure 3. Organizational Communication Variables

From figure 3 it is known that the loading factor value for indicators of organizational communication variables, for indicators KO1 is 0.785, KO2 is 0.704, KO3 is 0.838, KO4 is 0.752, KO5 is 0.585, and KO6 is

0.134. From these calculations, 5 of the organizational communication indicators meet the valid criteria while the 6th indicator does not meet the valid criteria because the loading factor value is smaller than 0.4.

To see the reliability value of loading factor can be used the results of calculating the value of composite reliability, the following are the results of the analysis of the value of composite reliability.

Table 11. The Value of Composite Reliability of Organizational Communication

No	Variable	Composite Relianility
1	Organizational Communication	0.816

Based on table 11 it is known that the reliability of the composite is 0.816, where the composite value obtained is > 0.6 which means that the indicators of organizational communication variables have good reliability.

3.5. Hypothesis Testing

Here is a statistical calculation of hypothesis testing. The hypothesis to be tested in this study is the influence of human relations and the use of new media technology on organizational communication at PT. Lantera Sejahtera Indonesia. Hypothesis testing is carried out with SEM which is processed using the SmartPLS program. The result is presented in the form of a path coefficient model as follows:

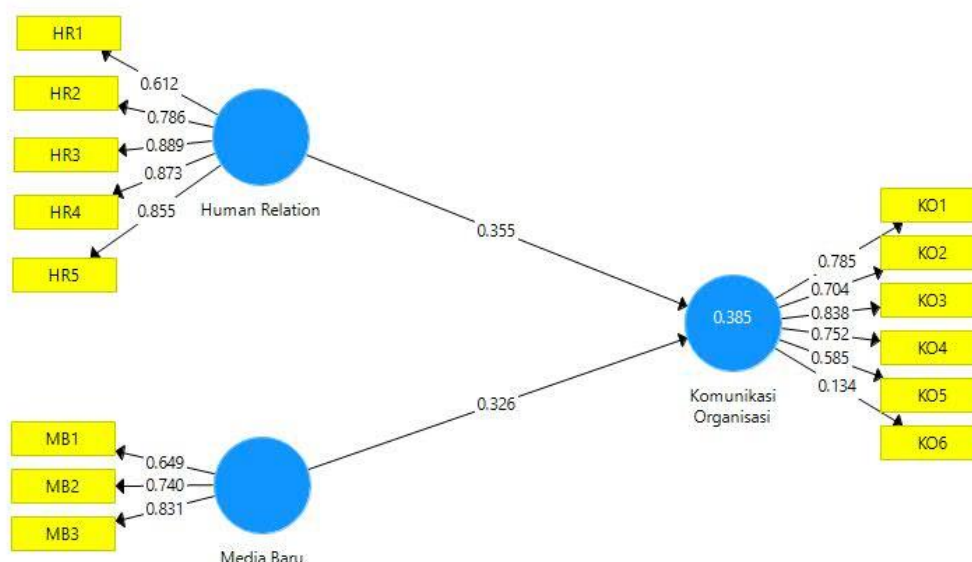


Figure 4. Coefficient of influence path Human relations and the use of new media on organizational communication

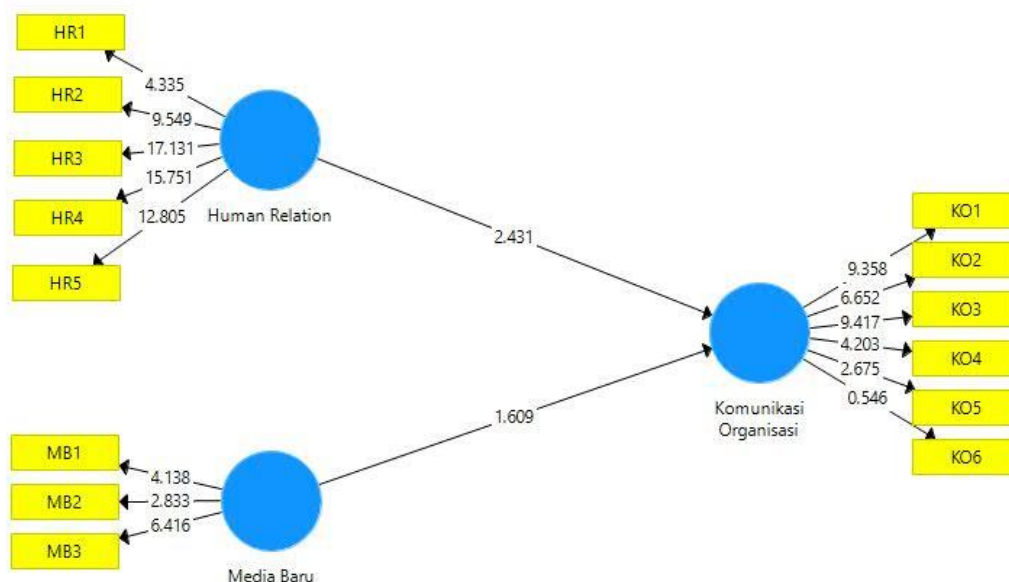


Figure 5. T-Value The influence of Human relations and the use of new media on organizational communication at PT. Lantera Sejahtera Indonesia

To find out whether the theoretical model of the influence of human relations and the use of new media on organizational communication with empirical models obtained from research data can be seen from the criteria set. Many index criteria are met by a model, so it shows that the degree of conformity and compatibility with empirical data sourced from research samples. To the degree of significance of the influence of the independent variable on the dependent variable can be presented in the following table:

Table 12. Path Coefficient and

Flow	Path Coefficient	Value	Significant
Human Relations Organizational Communication	0.355	2.431	0.006 Significant
New Media Organizational Communication	0.326	1.609	0.052 Significant

*significant path coefficient

Based on table 12 it is known that all hypotheses are significant. The explanation of each hypothesis is presented as follows:

The influence of Human Relations on organizational communication. The first hypothesis tested in this study is that there is an influence of human relations on organizational communication in PT. Lantera Sejahtera Indonesia obtained a path coefficient value of 0.355 and a value of $t_{hitung} = 2.431 > t_{tabel} = 1.29$. So it can be concluded that there is a positive and significant influence of human relations on organizational communication. Human relations is a communication technique used in an organization which aims to improve or achieve the goals of the organization [15]. Human relations is one of the factors that can help the tasks in an organization can be completed properly, if there is a failure in human relations between each individual, effective communication will not be able to run in the organizational structure [16]. Thus, it can be concluded that in an organization, especially communication established in an organization, human relations has an important role, so that if human relations can be built properly, organizational communication will be able to run effectively. This is in accordance with research conducted by Rosalina and Apiska that human relations have a positive influence on organizational communication structures [17]. It can be concluded that human relations has an important role in an organization so that organizational communication can be built properly so that the goals of the organization can be achieved.



The Effect of the Use of New Media on Organizational Communication. The second hypothesis tested in this study is the influence of the use of new media on organizational communication in PT. Lantera Sejahtera Indonesia. A path coefficient value of 0.326 and a value of 0.326 were obtained $t_{hitung} = 1.609 > t_{tabel} = 1.29$, so that it can be concluded that the use of new media for organizational communication at PT. Lantera Sejahtera Indonesia. New media can support the establishment of organizational communication well, the use of asynchronous new media is one of the factors of organizational communication in an organization can run, this is because new media can be accessed anytime and anywhere. The use of new media facilitates information dissemination activities in an organization to be easier [18]. The use of media in organizational communication in national and multinational companies is a necessity [19]. In line with research [20] the use of new media in information and communication technology in organizational communication provides advantages in internal communication within a company.

Human relations is a person's needs which include wants, job satisfaction, environmental atmosphere and relationships with various individuals. Human relations are very important in an organization so that human relations can shape the interactions of each individual in the organization [21]. Organizations can run effectively if human relations can be built well. Human relations can be interpreted as relationships or interactions that occur between individuals in a relationship. Human relations can occur anywhere, including in an organizational structure. Human relations has three important goals, namely working together, to produce and get job satisfaction. The establishment of human relations in an organization will be able to increase productivity and good relations between every worker in the organization. Based on the results of analysis and hypothesis tests that have been carried out, it is known that human relations has a very significant influence on organizational communication. This means that if human relations can be built well in an organization, effective and good organizational communication will be built well as well. In addition, the application of good human relations in organizational communication will build the principles of mutual openness, open communication, individual participation and decisions taken jointly [22]. Therefore, if human relations at PT. Lantera Sejahtera Indonesia can be built well, it will have a positive and significant influence on organizational communication and increase work motivation between employees at PT. Lantera Sejahtera Indonesia.

The results of the hypothesis analysis of this study also show that the use of new media has a significant positive influence on organizational communication at PT. Lantera Sejahtera Indonesia. This means that the use of good new media can improve or improve the quality of organizational communication. This condition can be carried out because new media help organizational communication in interactions and activities built between each division or individual. New media can control the communication that is built or occurs between individuals. As well as the asynchronous nature of new media can facilitate organizational communication at PT. Lantera Sejahtera Indonesia. This new medium can serve as communication between each division or of each individual. The new media used in organizational communication allow for the integration of all organizational communication needs. It is shown that there is a positive relationship between communication satisfaction and job satisfaction in environments that use new media [23].

4. CONCLUSION

Human relation berpengaruh signifikan terhadap komunikasi organisasi. Hal ini mengindikasikan bahwa human relations yang baik akan memberikan kontribusi yang baik terhadap komunikasi organisasi. Sehingga perbaikan human relation dapat meningkatkan perbaikan komunikasi organisasi. Penggunaan media baru dalam organisasi berpengaruh signifikan terhadap komunikasi organisasi. Hal ini dapat disimpulkan bahwa penggunaan media baru yang baik dapat meningkatkan komunikasi yang baik dalam suatu organisasi. Dari paparan di atas human relation dan penggunaan media baru secara bersama berpengaruh signifikan terhadap komunikasi organisasi, sehingga dapat disimpulkan bahwa human relation dan media baru dapat meningkatkan komunikasi organisasi dengan baik.

Human relation dan penggunaan media pembelajaran berpengaruh signifikan terhadap komunikasi organisasi, sehingga memberikan implikasi komunikasi organisasi di PT. Lantera Sejahtera Indonesia perlu diperbaiki dengan menerapkan human relation yang baik serta penggunaan media baru yang lebih efektif. Sehingga dalam perjalanannya iklim komunikasi yang terbentuk dapat mendukung tercapainya tujuan dan target dari Perusahaan. Implikasi Teoritis dari penelitian ini dapat dijadikan sebagai bahan diskusi kalangan akademisi dan peneliti untuk dijadikan bahan tindak lanjut dalam penelitian sejenis berikutnya, sehingga hasil penelitian saat ini mendapatkan validasi yang lebih baik untuk memperkaya pengetahuan terkait human relation, media baru serta komunikasi organisasi.

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