Ethics in Organizational Communication

Muhammad Alfikri, S.Sos, M.Si  
Lecturer at Ushuluddin Faculty, State Islamic University (UINSU/IAIN), Medan, Indonesia

Abstract:- Organization is the social entity which is consciously coordinated with a relatively identifiable boundaries, and works on a relatively continuous basis to achieve a common goal. Social entity, it means that, the unity made up by people or groups of people interacting each other. Communication is something that must be used in organizations, institutions and companies. The aim of communication within the company invites all members of the company cares for interaction with other members outsiders.

Keywords: ethics; organizational communication; top management

I. INTRODUCTION

The importance of communication for humans cannot be denied, as well as an organization. By using a good communication, an organization could walk smoothly and successfully and vice versa. Lack or absence of communication, organizations can raise many problems. Effective communication is essential for all organizations. The organization's leaders and communicators in the organization need to understand and enhance their communication skills. Therefore, communication and organizational success are closely related, repair organizational communication means improving the organization. An ideal organization is formed from universal elements which can be found and used to transform an organization. The main goal in studying the communication is to improve the organization.

Organization is the social entity which is consciously coordinated with a relatively identifiable boundaries, and works on a relatively continuous basis to achieve a common goal. Social entity, it means that, the unity made up by people or groups of people interacting each other. Communication is something that must be used in organizations, institutions and companies. The aim of communication within the company invites all members of the company cares for interaction with other members outsiders. Therefore, communication activity has an important role in expediting the performance of the company's activities, internally or externally, to achieve goal effectively and efficiently.

II. METHODOLOGY

Definition of Ethics

In the modern society life, even in this postmodern era, each individual member of the community in his social interaction with another community or environment, seems likely to getfree, flexible, and open. It does not mean there is no restriction at all, because when someone makes a mistake of offending or violate to another person, then such person will face legal sanctions based on the demands of the people. It is of course different from the situation in the past, which tends to be rigid and closed, because daily life at the past is limited by various normative or various restrictions that must be obeyed by custom.

It shows that in everyday life, every member of society will be faced with the limitations values of normative, which applies to any given situation and tends to change from time to time. The boundaries of normative values when interacting with society and the environment is referred to ethical values. In everyday life, it is common to use the words of ethics and morals.

These terms are often considered the same meaning, so sometimes they are used overlapping and ambiguous. It is always happen because basically these terms are equally related to human actions and
assessment of these actions, such as good or bad. But actually, these terms have a different point of view in human actions.

This term viewed from language, is derived from the Greek, ethos (singular), which means a place to stay, meadows, cage, habits, customs, character, feelings, attitudes and ways of thinking. Plural of the word ethosis ta etha, which means customs. In this case, the meaning of the word ethics is samewith morals. Moral is derived from Latin word, mores (singular), or mores (plural) which means customs, habits, character, temperament, character and way of life. So in this case, ethics is a pattern of behavior or habits which are good and can be received by many people or specific organizations.

According to K. Bertens, there are three approaches that can be done in understanding the context of ethics, namely descriptive ethics, normative ethics and meta-ethics:

1. Descriptive Ethics

Descriptive ethics is a morality contained in a certain person in certain culture and in a certain period of history, and so on. Because, descriptive ethics is only a portrayal, which does not give an assessment.

2. Normative Ethics

Normative ethics is an important part of ethics and the most interesting moral issues. Normative ethics determines whether good or not the behavior or moral assumptions. Normative ethics aims to formulate ethical principles that can be accounted for in a rational way and can be used in practice.

3. Meta-ethics

Meta-ethics studies the specific logic of ethical. Meta-ethics focuses its attention to the specific meaning of the ethical language. British philosopher, George Moore (1873-1958), in his book, writes meta-ethics with highlights for comparing one sentence with other sentences.

According to Ricky W. Griffin and Ronald J. Ebert, ethics is the action of right and wrong, orgood and bad, affecting other things. The valueof individual and personal moral as well as social context determines whether specific behavior is regarded as conduct that is ethical or unethical. Ethical behavioris the appropriate behavior to social norms accepted in connection with the actions of right and good. It determines the quality of the individual. While unethical behavioris the contrary behavior to the norm in society.

Based on the above explanation, it can be understood that ethics is a reference which is always used by individuals or groups as a guide to carry out daily activities, so that activities do not harm another person. Thus, ethics and morals are very closely in terms of meaning. But in practice, the term of ethics is used for reviewing people’s action.

Based on Islamic point of view, ethics is known as morals that is characters, temperament or behavior. In daily interactions, moral needs to be considered and taken care of, because it will makesomething organized. As affirmed by IbnMiskawayh, the goal of morals is to reach al-Sa‘ adah which means happiness, prosperity, success, perfection and pleasure.

AlQur’an orders someone to begentle and polite when he talks to other people. Furthermore, AlQur’an requires to someone to be polite in every way when speaking. God commands to Muslims to always be gentle and it contains in Surah Ali Imran verse 159. Meaning:

"Then due to the grace of God to Whom you apply gentle towards them. If you were to get tough again be rude, they would distance themselves from the round about. Therefore forgive them and ask forgiveness for them and discuss the probe with them. Then if you have been determined, then put thy trust upon Allah. For Allah loves those who put their trust upon Him."

The ethic of the organization can be used to set and as a benchmark in describing anything that is ethical to be done and it is not ethical in the organization. Hunt et.al also claimed that the value of ethical organization is a degree of understanding of how the organization behave and act in the face of ethical issues. This latter includes the perceived level:
a. How the management in assessing workers act against ethical issues within the organization.
b. How works consider that the management pays attention to ethical issues in organization and
c. How workers judge that ethical behavior (or unethical) will be given a reward (penalty) in organization.

Trust is the main capital in doing business. Therefore, some companies develop and disseminate standards and ethical values of employees. With the understanding and application of business ethics, it is expected to increasing the professionalism of all levels of their employees. Generally, grains core code of conduct several organizations, among others:

a. Compliance, ie the observance of laws and regulations apply.
b. Integrity, that is not abuse of office and authority for personal or family interests, maintain the good name of the organization and security and so on.
c. Ethical, that no misconduct/speculative action.
d. Harmonization in working environment, is to maintain and foster harmony environment and fair competition.
e. Competence means constantly improve the knowledge and insight to follow the development of modern organization.

Most companies have its own ethical code to encourage employees behave ethically. But the code of conduct is not enough so that the company's owners and managers must set high ethical standards in order to create an effective control environment and efficient.

According to Griffin and Ebert, there are two most common approaches to forming top management commitment to ethical business practices, namely:

a. Implement a written code of conduct. Many companies write code of conduct formally expressed their desire to do business with ethical behavior. The number of companies increased rapidly within the last three decades, and now almost all large corporations have a written code of conduct.
b. Enforce ethics program. Many examples suggest that ethical response can be learned by experience.

Some efforts to avoid a violation of the ethics in organization, then according to Alvin A. Arens, there are several ethical principlemust be maintained for every member of the organization:

a. Responsibilities

In carrying out the responsibilities as professionals, members organizations should implement professional judgment and moral sensitive in all their activities.

b. Public Interest

The members of the organization must accept the obligation to act in such a way so as to serve the public interest, as well as showing commitment and professionalism.

c. Integrity

To maintain and broaden public confidence, the members of the organization must carry out all their professional responsibilities with a high degree of integrity.

d. Objectivity and Independence

Each member organization shall maintain objectivity and free of conflict of interest in carrying out their professional responsibilities.

e. Scrupulosity

Members of the organization must maintain a technical and ethical standards of the profession, continue to strive to improve the competence and quality of services that it provides, as well as carrying out a professional responsibility and in accordance with his best ability.

f. Scope and Nature of Services
Members of the organization who practiced for the public should pay attention the principles of the code of professional conduct in determining the scope and nature of the services to be provided.

III. DISCUSSION

Strengthening Basic Principles of Ethical Organizations

Building organizational ethics is certainly not easy, because it must be supported by all parties in an organization or institution. The success of the development of an ethical behavior and organizational culture will effectively support the implementation of cultural values. Some factors to encourage the creation of good ethics or ethical behavior in organization namely:

Firstly, the influence of cultural organization. Organizational culture is a system of shared meaning held by members that distinguishes the organization from other organizations.

Secondly, the political conditions. The political situation is a series of right principles, state, street, way or tool to be used to achieve the goal.

The achievement is influenced by the behaviors of individuals or groups contained within a single organization. Third, the global economy, as it pertains behavior and human action to meet the needs of life to vary and evolve with existing resources through the choices of production, consumption. In addition to these three factors, it can be identified that strengthening ethics organization which can be done in some ways, namely:

1. Commitment of Top Management Organization

   Top managers should certainly provide role models and a strong will to build a strong culture within the organization he leads. The role of moral/character of a leader and his commitment.

   In an organizational unit, especially a large organizational units, from management is needed two things: the moral commitment and openness in communication. Both of these can bring hope emergence. Strong ethical behavior, because many employees who do not like the act of leaders which have less moral and less open communication.

2. Conducive Environment Organization

   Many research results provide an indication of wrongdoing such as corruption within an organization due to lack of positive awareness of employees against the wrongdoings. The low awareness and low moral will fertilize cheating measures that will eventually break even can destroy the organization. Factors such indifference caused by:

   a. Top management is less concerned about the penalties and rewards.
   b. Negative feedback is perceived by unscrupulous employees or a good mentality and placement unfair or does not match the capabilities of employees.
   c. The growing sense of indifference would in the organization
   d. Leaders more authoritarian and less appreciated employees.
   e. The low loyalty and a sense of organization.
   f. Irrational budget and coercion achievement of targets irrational.
   g. Lack of employee training and lack of promotion opportunities.
   h. Unclear accountability organizations.
   i. The lack of communication and methods in organization.

   The personnel in organization should assist in creating instruments that lead to the culture of the organization and supportive environment. Unit manager of Human Resources has a responsibility for the implementation of the program, initiative and consistent with management strategy.

3. Recruitment and Promotion Officer

   Each member in organization would have the values of honesty, integrity and personal ethics code. Therefore, in prevention of fraud, then the organization must have effective policies in recruitment and promotion of employees. With pay attention to the process of recruitment and good promotion, then an organization
will be able to recruit members who have a high level of honesty, particularly for positions that require the highest level.

4. Good Climate Organizational Communication

Communication is a matter that cannot be avoided by humans. Communication is at the core of all social relations. If someone has hold a permanent relationship, then the communication system they do will determine whether the system is tightened or unite them.

5. Training Management of Sustainable Organizations

New employees should be trained in the organization's values and implementation of the standards at the time of recruitment. Training should be an explicit which can adopt the expectations of all employees. Included in this concerns the question of how to communicate the issues facing members of the organization. There should be certainty of senior management the expectations of employees and responsibilities of the communication.

Commitment to ongoing education and awareness for employees on issues relating to ethics and anti-corruption pushes the establishment of a reliable organization. Therefore, sustainable education and training programs must be made for the benefit of the organization and relevant with the wishes of employees.

6. Enforcement Discipline

Discipline is an important key in getting succeed. Discipline must be upheld together by all elements of the organization. Because if it is only done by a group of people, then sooner or later, the others will also be affected.

IV. EFFECT OF ORGANIZATIONAL COMMUNICATION ETHICS

Redding and Sanborn, as quoted Muhammad Ami, said that communication organization is sending and receiving information in complex organizations; internal communication, internal, human relations, union relations manager, downward communication, communication from superiors to subordinates, upward communication or communication of subordinates to superiors, horizontal communication or communication of those who have same level/levels within the organization, communication skills and speaking, listening, writing and communication evaluation program.

V. CONCLUSION

Ethics is a procedure of moral in doing good, especially in organization. The ethical values in an organization set forth in rules or provisions of the law, written or unwritten. This rule is arranged so that everyone is able to act or behave well when interact with others in the organization. Ethics serve as code of conduct or pattern of behavior on any individual or member of an organization. In the organization, ethics has the most important role and has a high value. This is to monitor the state's inside organizations in order to create the atmosphere of the organization that is disciplined, decisive and professional and harmony in the organization with all members.
REFERENCES