

## THE ROLE OF INFORMATION TECHNOLOGY IN THE EVOLUTION OF ORGANIZATIONAL COMMUNICATION PRACTICES

**Syarifuddin \*<sup>1</sup>**

Universitas Muhammadiyah Papua, Indonesia  
[syarif1572@gmail.com](mailto:syarif1572@gmail.com)

**Indah Sulistiani**

Universitas Muhammadiyah Papua, Indonesia  
[indahsulistiani175@gmail.com](mailto:indahsulistiani175@gmail.com)

**Suroso**

Institut Agama Islam Tarbiyatut Tholabah Lamongan, Indonesia  
[suroso.jos@gmail.com](mailto:suroso.jos@gmail.com)

### Abstract

Organizational communication is a very complicated and complex process of sending and receiving information within an organization. An organization that has an effective communication process will naturally advance and grow, and its members or individuals will actively contribute to the establishment and growth of an organization that is already functioning well in a number of areas, including organizational communication. The role of information technology is needed in the organizational world as a tool in an effort to win the competition that inevitably occurs in the organizational world. The role of information technology in organizations enables every process carried out to be easier and faster. This article's methodology is library research that reveals theories about the issue under study. The definition and concept of organizational communication, the evolution of communication and information technology, the incorporation of technology into organizational communication, and the influence of technology on organizational communication practices are all covered in this study.

**Keywords:** Roles, information technology, organizational communication

### INTRODUCTION

At the moment, technology is developing more quickly toward digital technology. People generally have a new lifestyle that is inextricably linked to electronic devices in this digital age. The majority of human demands can be met by technology. Humans may use technology to make any task or job easier to complete. The digital era has been ushered in by technology's significant

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<sup>1</sup> Correspondence author.

contribution to human civilization. The digital age has resulted in a number of beneficial developments and uses that are both feasible and beneficial. But the digital age also has a lot of drawbacks, which makes it a new challenge for those living in this day and age. The digital age has brought challenges to a number of domains, including politics, economics, social culture, security, defense, and information technology itself. The advent of digital internet networks and computer information technology in particular ushered in the digital era. Because they are network or internet-based in nature, the new media of the digital age can be altered. Because of a cultural shift in how information is delivered, mass media are moving to new media or the internet (Andoh Baidoo, 2016).

The digital era's media capabilities facilitate faster information delivery for consumers. Many in the mass media have changed their course in response to the online media. The world is changing significantly due to today's increasingly sophisticated digital technology, which has given rise to a number of new and more sophisticated forms of technology. Many organizations now have easier access to information via a variety of channels and are able to freely and responsibly utilize the benefits of digital technology. Additionally, it appears as though people's privacy has vanished in the digital age. Internet users can be easily tracked in terms of their surfing habits and hobbies thanks to personal data stored in the computer's brain. The digital age is a result and not something that can be chosen. It is not a question of readiness. Technology will keep evolving in the same way that ocean currents do as long as people live. Therefore, in order to reap the greatest benefits, technology must be effectively and appropriately understood and controlled (David et al, 2014).

It goes without saying that technology and human life are inextricably linked. The most significant aspect of existence will always be technology as long as human civilization persists. One of the most significant developments of this century is information and communication technology, which is currently trending and receiving a lot of attention. It is undeniable that human life and information and communication technologies are inextricably linked. Whether they recognize it or not, everyone is heavily dependent on information and communication technology, from young infants to the elderly, tiny traders to huge entrepreneurs (Baker et al, 2014).

Online and electronic-based activities are among the things that are now trending. Email, e-banking, e-library, e-laboratory, e-learning, and so on are a few examples. These technologically based activities are unquestionably very beneficial for human endeavors. The dimensions of time and space become

irrelevant in light of the aforementioned. Aside from that, the speed and efficiency of data processing are increasing. The public is now familiar with a wide range of electronic devices, including laptops, pagers, PDAs, televisions, smartphones, and palmtop computers. Information and communication technology is developing at an accelerating rate as more advanced tools are discovered.

You can speculate about what might occur in the future based on what is happening today. There won't be any more sense of distance. Realistic three-dimensional holograms will be used for long-distance communication in the future. Automatically operating robots that can learn from their mistakes and repair themselves will eventually replace human workers in most jobs. Additionally, computer technology will advance quickly. Computers in the future will be able to comprehend human language and react to human actions. More advanced still, it's expected that computers of the future will experience emotions just like people (Majeed & Ayub, 2018).

The use of information and communication technology in organizing is necessary in the business world or world of work for actors in each agency as a tool in efforts to carry out organizational structures according to the expectations and targets of organizational actors. The use of communication technology in organizations within a company is carried out in stages before a holistic or comprehensive system is completed, this is adjusted to the strength of the resources owned.

In its implementation, the strategic plan for the use of organizational communication technology is always aligned with the strategic plan of an organization, so that every application of information technology can provide value for the organization. In the organizational world, we cannot deny that the use of communication technology cannot be separated from communication technology because human civilization is now entering the era of the technological world which we often call the digital era and the world of globalization, one of the causes of which is the increasingly rapid development of communication technology. Technological developments are very fast and have an impact on human civilization (Saputra et al, 2023).

Communication technology is very open and enters all aspects of human life activities, especially organizations. The spread of knowledge and various information can no longer be controlled, it can easily spread to all corners of the world, without any limitations of distance, time and space. The development of communication technology includes the presence of the

internet with various applications which marks the realization of world social interaction and communication.

## **RESEARCH METHOD**

This article's methodology makes use of literature study, which is a technique for gathering data that entails comprehending and examining theories from a variety of research-related books. Preparing the required tools, creating a working bibliography, scheduling time, and reading or recording research materials are the four steps of library study in research. The process of gathering data for this study involves looking for and creating sources from a variety of sources, such as books, journals, and previously completed research. A methodical and iterative strategy was used to obtain a complete grasp of subjects linked to the role of information technology in the evolution of organizational communication practices during the literature search for this comprehensive review. Clearly defining the scope of the literature study, identifying key themes including the theoretical framework, optimization techniques, social and cultural variables, and practical implementation recommendations are among the first steps (Paré & Kitsiou, 2015).

## **RESULT AND DISCUSSION**

### **Definition and Concept of Organizational Communication**

In an organization there are definitely various types of people, with different thoughts and characteristics. To create an advanced and developing organization, interaction between each other is needed. This interaction process can also be called organizational communication. Organizational communication is a very complicated and complex process of sending and receiving information within an organization. When the communication process is effective, the organization will automatically progress and develop, and the members or individuals in it will actively participate in building and developing an organization that is already running well from various aspects, one of which is the organizational communication aspect (Aboramadan et al, 2019).

Organizational communication is the delivery and/or exchange of information within an organization, so that it can form a flow of information. The existence of organizational communication can give rise to an information network within the organization. Pace and Faules also argue that organizational communication is a behavior that occurs in an organization and how the people in it are involved in the process and carry out transactions in the form of

exchanging meaning. In order to accomplish specific mutually agreed-upon goals, information and messages must be sent, received, and exchanged within a company. This process is known as organizational communication. The practice of sending, receiving, and exchanging information and messages inside an organization in order to accomplish jointly decided goals is known as organizational communication. As long as the stated objectives are met, the process of sending, receiving, or exchanging messages and information can be done in an official or informal manner (L Lewis, 2019).

Organizational communication is the process of building and exchanging information and messages in a network that depends on each other. Goldhaber also stated that organizational communication has the aim of overcoming an imperfect or constantly changing environment. He divided the idea of organization into multiple concepts, which are described below:

1. Process

Organizational communication patterns are needed to create and exchange messages between members, because organizations are open and dynamic systems. This idea keeps coming up till the objective is accomplished and the organization formulates new objectives.

1. Order

Messages are very important in organizations, members in groups must pay attention to how they send and receive them. So that the message or information obtained can be received well and does not cause misunderstandings.

2. Network

Each network that occupies a certain position in an organization will carry out the functions of each position. In accordance with the definition of organization, namely a network in which there are individuals who form networks both inside and outside the organization (Muhammad Arni, 2015).

### **Development of Information and Communication Technology**

Currently, we are in an era filled with communication and information technology. Technological advances have provided sources of information and communication that are much wider than what humans already have. From a historical standpoint, people have actually been using communication and information technology for hundreds of centuries. Ever since their creation on this planet, people have attempted to communicate through signs and symbols. According to Mao et al. (2015), this represents the beginning of the development of information and communication technology.

Information technology and communication are now developing very quickly. Time and distance don't appear to be barriers to communication these days. People may now interact and even visually exhibit their thoughts across islands and even countries. Online and electronic-based activities are among the things that are now trending. Email, e-banking, e-library, e-laboratory, e-learning, and so on are a few examples. These technologically based activities are unquestionably very beneficial for human endeavors. The dimensions of time and space become irrelevant in light of the aforementioned. Aside from that, the speed and efficiency of data processing are increasing. The public is now familiar with a wide range of electronic devices, including laptops, pagers, PDAs, televisions, smartphones, and palmtop computers. Along with the discovery of more advanced tools, communication and information technology are developing at an ever-increasing rate (Kute & Upadhyay, 2014).

You can speculate about what might occur in the future based on what is happening today. There won't be any more sense of distance. Realistic three-dimensional holograms will be used for long-distance communication in the future. Automatically operating robots that can learn from their mistakes and repair themselves will eventually replace human workers in most jobs. Additionally, computer technology will advance quickly. Computers in the future will be able to comprehend human language and react to human actions. Even more advanced, Andoh-Baidoo (2016) predicts that computers of the future will have emotions just like people.

The development of information and communication technology in Indonesia has quite a long history in its journey. Because technological development in Indonesia began almost a century ago. Indeed, the development of information technology has accompanied human civilization from time to time. The current sophistication of information and communication technology is the result of evolution that will continue into the future.

The following are changing trends in the development of information technology today:

1. Social Gaming

The impact of Facebook's development in 2010 was shown to be even more exciting with various exciting games appearing so that its growth exceeded the growth of popular social media such as Twitter.

2. Body Motion Sensor

Now the game will be even more fun by using movements of body parts such as hands, feet and body. On PCs, there is currently a variety of software that uses camera sensors and body movements.

3. Augmented Reality

Augmented Reality is a game development that combines the world of reality and the world of games in one simulation. It will become even more popular with new platforms such as the iPhone which supports Augmented Reality applications. So far, Augmented Reality has only been popular on PCs, but now it is starting to spread to mobile gadgets.

4. Internet TV

The internet TV trend began to become prominent in 2010 due to the completion of Telkom infrastructure which is currently in the process of development. The issue is that social networks, which require substantial bandwidth usage, nonetheless force content to compete.

5. Mobile Payments

The increasing popularity of Facebook is now starting to trigger the use of mobile payments or online payments via cellphones. Because it makes the transaction process easier for users (Ahmad et al, 2021).

### **Integration of Information Technology in Organizational Communication**

The role of information technology is needed in the organizational world as a tool in an effort to win the competition that inevitably occurs in the organizational world. Plus, we are faced with the fact that currently the world is in an era of very tight competition. The role of information technology in organizations enables every process carried out to be easier and faster. By using information technology, distance constraints and operational costs are no longer major problems. In other words, information technology can meet the information needs of an organization very quickly, on time, relevantly and accurately (Abbas et al, 2014).

Using G.R. Terry's categories, an organization's use of information technology can be understood. Information technology plays five basic roles in organizations, which are as follows:

1. The role of operation. reducing the size of the organizational structure once information technology took over its role. Units associated to information technology management will perform their duties as supporting agencies where information technology is viewed as firm infrastructure due to the nature of its use, which is distributed throughout all organizational activities.

2. Function of Monitoring and Control. This implies that information technology will eventually become an integral component of managerial operations and a core duty of all managers. Therefore, the unit's organizational structure needs to be able to provide a peer connection or span of control that enables productive communication with managers in the associated company.
3. The role of planning and decision-making. Information technology's ability to support organizational activity plans and serve as a knowledge source for leaders who must make numerous crucial decisions on a daily basis has elevated it to a more strategic role.
4. The role of communication. In the modern organizational period, where information technology is positioned as a means or channel for communicating, collaborating, cooperating, and interacting, it is, in theory, included in company infrastructure.
5. The role of interorganization. Because it is prompted by the spirit of globalization, which compels organizations to cooperate or form partnerships with numerous other organizations, this job is highly unique. Information technology's nature and function will have a direct impact on the organizational structure as well as the departments, divisions, and units that deal with information systems, information technology, and information management (Agustina & Pramana, 2019).

Because of the integration of information technology into organizational communication, email serves as the primary channel of contact for staff, vendors, and clients in many businesses. One of the primary forces behind the development of the Internet was email, which offered a low-cost and straightforward method of communication. A growing number of communication tools have been developed over time, including video-conferencing platforms, online meeting tools, and live chat. Smart phones and Voice Over Internet Protocol (VOIP) phones also provide more advanced communication options. Employees inside the firm can make decisions more swiftly and easily because to this technology's convenience (Akturan & Cekmecelio, 2016)

### **The Impact of Information Technology on Organizational Communication Practices**

The first impact of technology in organizational communication is of course as a communication tool in the field of lectures, both in terms of



teaching. Technology will help communication take place more effectively and efficiently in leadership communication. Of course, this proves that the existence of technology in communication has a very positive influence on the progress of communication. It could be that this will later influence the sustainability of an organization (Almazan & Quintero, 2017).

Communication technology is of course able to save time. Because the use of technology will speed up the arrival of information. Moreover, in an organization speed and accuracy are very necessary. So the presence of communication technology in organizations will actually be very beneficial (Anindya Saha, 2017).

Apart from time, the presence of communication technology also affects cost efficiency. In this case, organizations no longer need to spend large promotional costs so that their organization can be known. Simply use social media, which is widely used by people today, to communicate effectively using technology. This approach is thought to be highly efficient in addition to being inexpensive and possibly free.

Communication technology can also influence changes in work culture in organizational communication. How could it not be, because currently many organizations require their members who attend to show their presence through photos. If that's the case, then naturally, the practice of checking in on absences has been superseded by more advanced forms of technology. This will undoubtedly affect how employees behave at work and how they are disciplined within the company (Iriqat & Khalaf, 2017).

Communication technology is also able to influence changes in the behavior of individuals in organizations. This change begins with those who rarely appear at meetings being more disciplined in showing up and coming. Apart from that, this can influence fundamental behavioral changes such as being friendly and speaking more often in discussion forums to avoid causing conflict in communication. Communication patterns can be said that the presence of communication technology will definitely influence the communication patterns used. The success of communication within an organization is attributed to technology's ability to bring individuals closer together. Because their relationship is not only established in the forum. They can exchange information through contact persons, of course there will be no tendency to be passive (Laddha et al, 2022).

Communication technology also has a significant influence on the form of information that is usually provided as an organizational communication pattern. Previously, we used announcement boards if there was information

that the public needed to know. However, now this form of communication seems to be out of date. Organizations will be made easier with Jarkom technology which can be used as a channel for various announcements which can be quickly received by members.

As previously stated, technology is not an obstacle but can actually speed up the process. Communication technology as a facilitator in the communication process. Where information that is urgent or matters related to fast handling will be able to reach members quickly too. So this will certainly have an impact on the accuracy and speed of handling after the information is received.

Communication technology has a quite crucial impact on the organizational communication process. Where it will be simpler for organizational leaders to make prompt and informed judgments if data is presented accurately and swiftly.

Because, in emergency conditions, sometimes we are required to make decisions in a short time. Well, in this case we definitely need accurate supporting data so that we don't make the wrong decision (Mitic & Terek, 2017).

An organization is undoubtedly not a stand-alone entity; most include branches or affiliates that function in a related field but are based outside the area. Naturally, for what exists in organization A to be the same as what exists in subsidiary A's organization, synergistic communication is required. Communication technology is crucial in this situation since it will affect things in the form of an integrated system. In order to facilitate effective information sharing and communication between the two (Park & Fiss, 2017).

Another influence of the presence of communication technology is that it can provide an organization with speed in achieving progress as well as examples of effective communication. If technology is used wisely and in accordance with its function. Naturally, progress will then be made, and an organization's goals will be easily attained. Naturally, in order to advance their organizations, communication technology users must also support this. The effect of using communication technology will be able to save the allocation of funds. Because it turns out technology is able to streamline performance and minimize usage costs. Some costs that can be cut include promotional costs, printing banners and banners, which of course are no longer the era. Promotion through technology will be more effective and attract public interest (Pinar & Tanriverdi, 2014).

In the past, everything was completely manual, now since technology has appeared in communications, everything has become completely

automatic, you can send reports automatically, take attendance automatically, and do various jobs automatically. Of course, this makes it very easy and shortens the processing time. So everything becomes easier (Shockley-Zalabak, 2020).

Apart from producing positive influences, the application of technology in organizations can also have several negative impacts on organizations, such as:

1. The large possibility of misuse of information technology.
2. Reduces the social nature of humans, because they tend to prefer connecting via social media rather than meeting in person.
3. The large possibility of job dissatisfaction, dehumanization and psychological impacts, as well as information anxiety.
4. High possibility of resistance to change problems. This issue needs to be resolved since it may lead to lower output, higher absenteeism, lower motivation, or work stoppages.

(Ben Hassen & Hammami, 2015).

## CONCLUSION

Organizational communication is a very complicated and complex process of sending and receiving information within an organization. When the communication process is effective, the organization will automatically progress and develop, and the members or individuals in it will actively participate in building and developing an organization that is already running well from various aspects, one of which is the organizational communication aspect. Process, message, and network are the three components that make up the concept of organization.

Information technology plays a crucial function in the organizational world as a tool for attempting to prevail in the inevitable rivalry that takes place there. In addition, we must acknowledge that the world is currently experiencing intense competition. Information technology plays a vital role in firms by making all processes easier and faster to complete.

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