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KEMAHIRAN BERKOMUNIKASI

Communication Skill

TAJUK 1 : ASAS KOMUNIKASI

*Topic 1 :
Basic Communication*



OBJEKTIF

Selepas mempelajari topik ini, anda akan dapat:

You will learn:

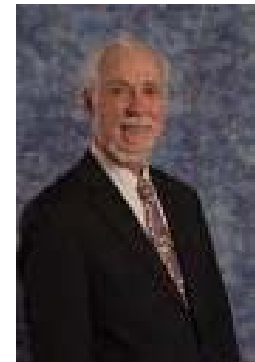
- 1. Menghuraikan definisi komunikasi
Elaborate definition of communication
- 2. Menerangkan elemen dan proses komunikasi
Explain elements and process of communication
- 3. Mengenal pasti bidang-bidang komunikasi
Identify areas of communication
- 4. Membezakan komunikasi lisan dan bukan lisan
Differentiate verbal and non verbal communication





DEFINISI KOMUNIKASI

- James A.F. Stoner & Charles Wankel (1989) komunikasi ialah satu cara manusia berhubung yang melibatkan pengertian atau maksud yang **dikongsi**, dengan syarat mereka perlu **bersetuju** dengan definisi istilah-istilah yang digunakan berdasarkan sesuatu yang **simbolik** seperti isyarat, huruf, nombor, dan perkataan yang melambangkan atau menyerupai idea-idea yang dapat menyampaikan maksud.
- **Communication involves humans to understand and share meanings through mutual agreement via symbols, signals, alphabets, numbers and words that resembles their idea.**





DEFINISI KOMUNIKASI

- S.Bernard Rosenblatt dalam bukunya *Communication in Business* (1983) mendefinisikan komunikasi sebagai **pertukaran idea, pendapat, maklumat**, perhubungan dan sebagainya yang mempunyai tujuan dan dipersembahkan secara peribadi atau tidak peribadi melalui simbol atau isyarat yang bertujuan untuk mencapai matlamat organisasi.
- **Communication is exchanging of ideas, thought, information and social interaction either for personal or non-personal, through symbols or signals towards achieving organization mission.**





DEFINISI KOMUNIKASI

- Emery, Ault dan Agee (dlm. Sulaiman Masri, 1997) **komunikasi ialah seni memindahkan maklumat, idea, dan sikap daripada seseorang kepada seseorang. *Communication is art of transferring ideas and attitude from a person to another.***
- Sulaiman Masri (1997) merumuskan bahawa, komunikasi bermula apabila satu mesej (maklumat) daripada pengirim (penutur, penulis) dipindahkan menerusi alat atau saluran tertentu kepada penerima (pembaca, pendengar) yang kemudiannya memberikan maklum balas (mengekod dan mentafsir) mesej tersebut. *Communication starts with a message from a sender and transferred through a device or medium to a recipient and then being responded (coding and decipher) by message.*





RUMUSAN DEFINISI KOMUNIKASI

- Proses pertukaran idea dan maklumat antara dua individu atau lebih, dengan maksud untuk berkongsi maklumat dan pengalaman bagi mencari persamaan. Pertukaran idea ini boleh berlaku secara lisan atau tulisan ataupun dengan menggunakan pelbagai deria yang ada pada manusia.
- Process of exchanging idea and information between 2 individuals or more towards sharing knowledge, experience and interest.
- Exchange of ideas could be done verbally and non verbally or through different human senses.



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BIDANG-BIDANG KOMUNIKASI

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**INTRAPERSONAL
(DIRI)**

**INTERPERSONAL
(ANTARA INDIVIDU)**

KUMPULAN KECIL
Small Group

AWAM
Public

KOMUNIKASI MASSA
Mass Communication





- Berlaku di dalam diri seseorang. *Happens individually*
- Seseorang yang sedang berfikir tentang sesuatu perkara sebenarnya ia sedang dalam proses berkomunikasi dengan dirinya. *Thinking and talking to yourself*
- Bermonolog dengan diri untuk membuat pilihan, keputusan, memberikan sebab dan akibat. *Self-monolog to make decision and after effects*



KOMUNIKASI INTERPERSONAL

- Komunikasi antara individu. *Between Individuals*
- Proses komunikasi yang melibatkan dua orang atau lebih. *Involves more than 1 person*
- Bersifat terus iaitu bersemuka tanpa menggunakan sebarang perantaraan atau saluran tertentu. *Direct approach through various mediums*
- Juga berlaku dalam keadaan yang tidak formal dan bersahaja. *May be done informally*

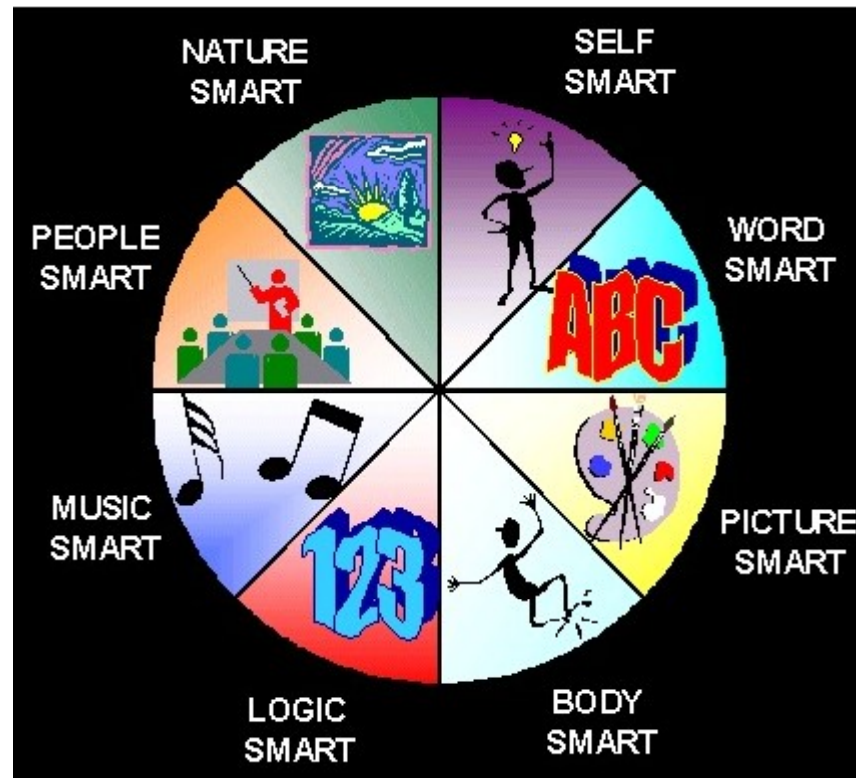




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KOMUNIKASI INTERPERSONAL

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- Berperanan membuat keputusan dan dipatuhi oleh semua ahli. *Towards making a decision and members follow instructions*
- Berlaku dalam bentuk formal dan tidak formal. *Formal or informal*
- Cth : mesyuarat. *Ex. Meetings*





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PENGUCAPAN AWAM

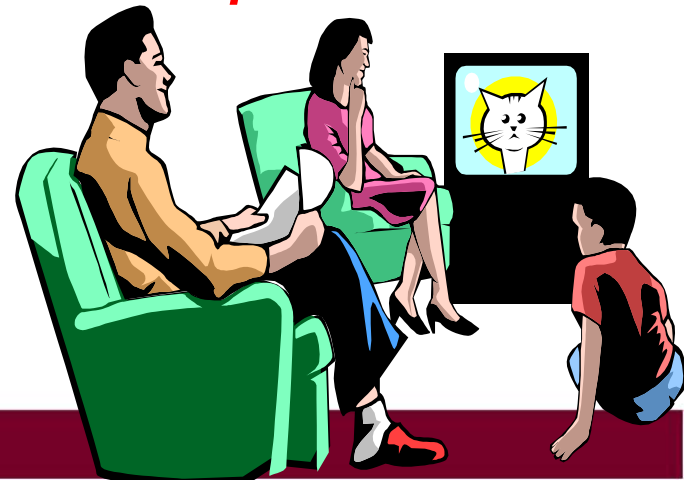
- **Berucap di khalayak ramai** *Speaking in Public*
- **Seorang kepada ramai orang**
Between a speaker to a large audience

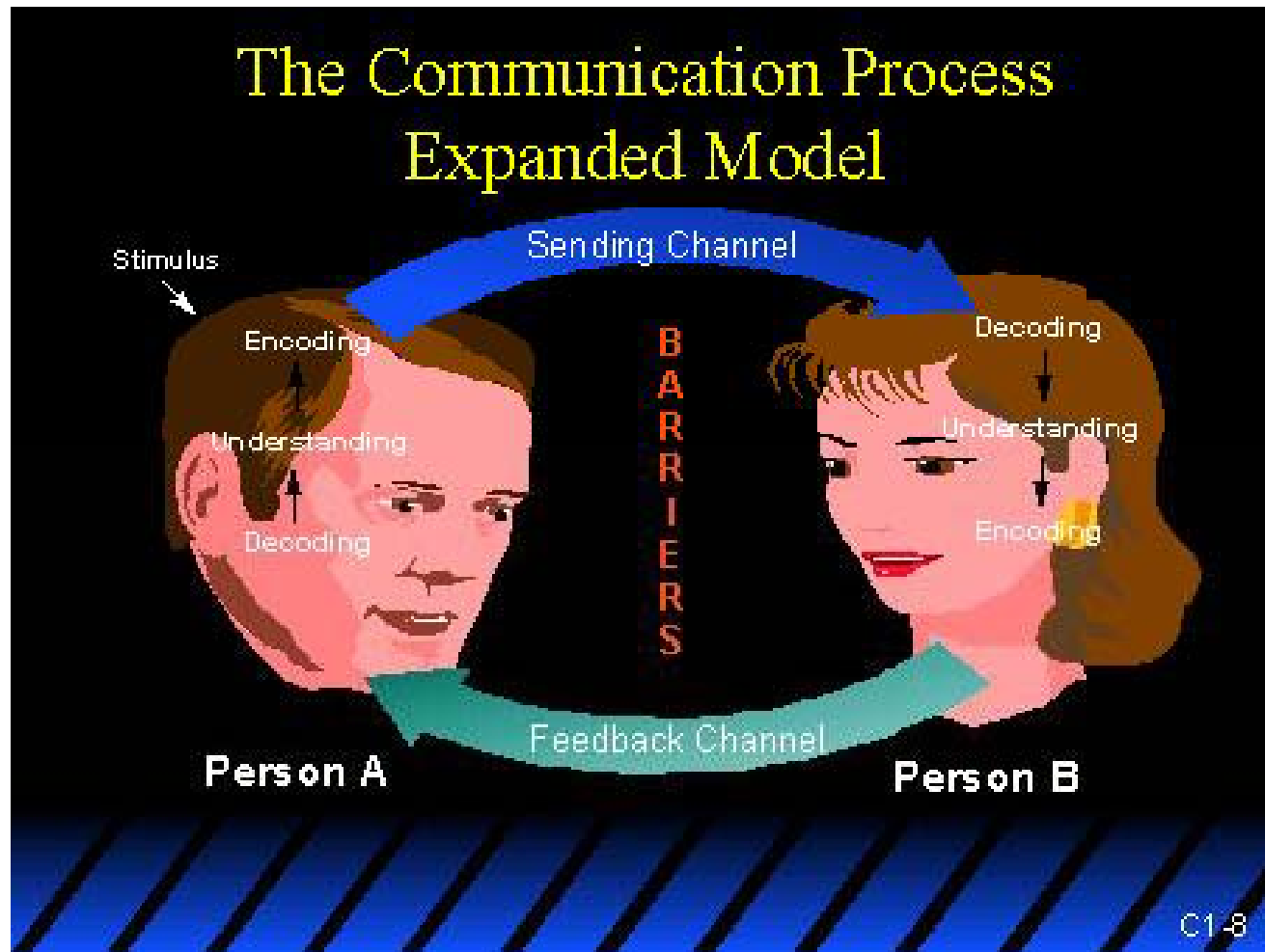




Komunikasi Massa

- Berlaku untuk sebaran umum. *Mass public broadcast*
- Menggunakan alat-alat media massa seperti akhbar, majalah, radio, televisyen, buku dan risalah. *Using newspaper, magazine, radio, tv etc*
- Berbentuk sehalu dan jika berlaku tindakbalas ia mengambil masa dan tidak sepantas interpersonal. *One way communication and would take time to respond*



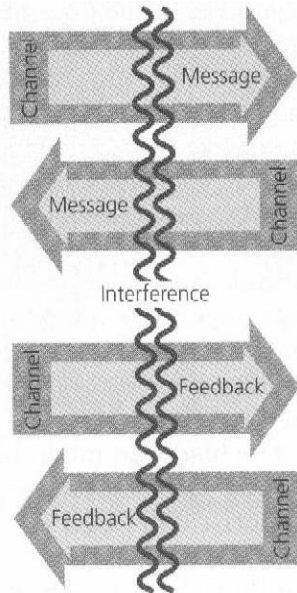


PROSES KOMUNIKASI

Situation



Speaker/Listener



Speaker/Listener

**Proses Komunikasi Secara
Mudah**

- mesej dan tindak balas sentiasa berlaku secara silih berganti. *Takes turn to send message and respond*
- Halangan :
Gangguan yang berlaku pada situasi tersebut seperti bunyi bising, kesibukan, kurang pendengaran, dan sebagainya.

Barriers:

Various interference such as noise, busy street, less hearing capability etc



- **Penyampai *Sender***
 - Individu yang menunjukkan perlakuan berkomunikasi.
 - perlakuan lisan dan bukan lisan ***Verbal or non verbal***
- **Penerima *Receiver***
 - Individu yang memahami maksud yang disampaikan oleh penyampai maklumat ***Understand message meaning***
- **Maklumat / mesej *Message***
 - maksud/ fakta / niat yang difahami oleh penerima maklumat ***Message containing facts, instructions***
- **Maklum balas *Respond***
 - Perlakuan yang ditunjukkan oleh penerima mesaj sebagai tindak balas kepada mesej yang disampaikan oleh penyampai mesej ***Behaviour change***



- **Saluran *Medium***

- Media penyampai maklumat dan pemberi mesej kepada penerima mesej ***Media***
- saluran paling asas: melalui pendengaran dan penglihatan ***Human senses***
- saluran-saluran tambahan : media elektronik, lukisan di kanvas atau bahan cetakan dan sebagainya ***Electronic devices***

- **Konteks *Situation***

Keadaan (situasi) penyampai mesej daripada pemberi ,mesej kepada penerima mesej (contoh: masa, persekitaran fizikal, jumlah peserta dan sebagainya) ***Involves time, physical environment, number of recipients etc***



- Komunikasi lisan berlaku apabila terdapat dua atau tiga komunikator duduk secara bersemuka atau dalam peristiwa bahasa seperti perbualan dalam telefon, atau tele-sidang.
Teleconferencing is the latest medium of communication between more than 1 person.





Confused ?



- **Komunikasi lisan:**

- ~ maksudnya boleh dinyatakan dengan suara dan penggunaan perkataan ***Verbal comm. via voice and words***

- ~ dapat menentukan bila bermula dan berakhir ***Could identify beginning and end of conversation.***

- **Komunikasi bukan lisan:**

- ~ berlaku tanpa menggunakan sebarang perkataan.
Without and words

- ~ kandungan boleh menunjukkan maksud yang tersirat
Hidden agenda or meaning

- ~ sukar untuk dipastikan bila berakhir kerana mungkin tersembunyi. ***Difficult to identify beginning and end of message***

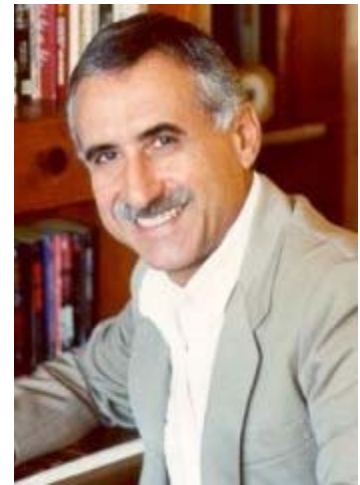


Case Study

- One study at UCLA indicated that:
 - Up to **93 percent** of communication effectiveness is determined by nonverbal cues.
 - Impact of a performance was determined **7 percent** by the words used, **38 percent** by voice quality, and **55 percent** by the nonverbal communication.



- Non-verbal communication relates to the non-verbal aspect of personal interactions. It can be divided into four areas:
 - (a) Physical appearance;
 - (b) Paralinguistic (tone and speed of voice);
 - (c) Kinetic (movements, gestures, facial expression and eye contact);
 - (d) Proxemic (body proximity, orientation and posture).





PROXEMICS

	Distance	Description	Voice
Intimate	Touching to 18 inches	Private situation with people who are emotionally close.	whisper
Personal	18 inches to 4 feet	Handshake distance.	Soft voice
Casual	4 to 12 feet	Distance between Customers and people.	Full voice
Public	12 feet	Teacher in a classroom.	Loud voice



- Lazimnya mesej komunikasi sama ada lisan atau bukan lisan akan timbul serentak.

Contoh:

Come-in !

Smiling face and soft voice

“**Masuklah...!** (dengan wajah wajah manis dan suara yang lembut)

Verbal



lisan



Non-verbal & expression

bukan lisan

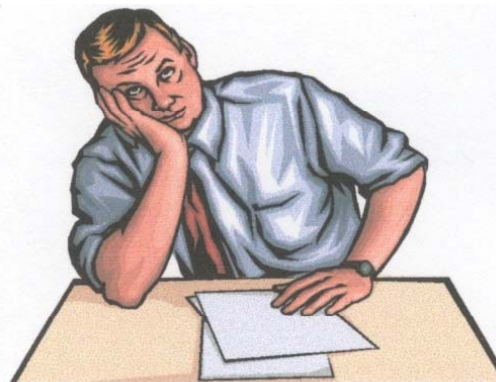
(boleh bermaksud menerima kedatangan dengan senang hati)



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Use of Science

“Silence in Asia has commonly been entirely acceptable whereas in the West silence has generally been considered socially disagreeable.” – Oliver(1971)



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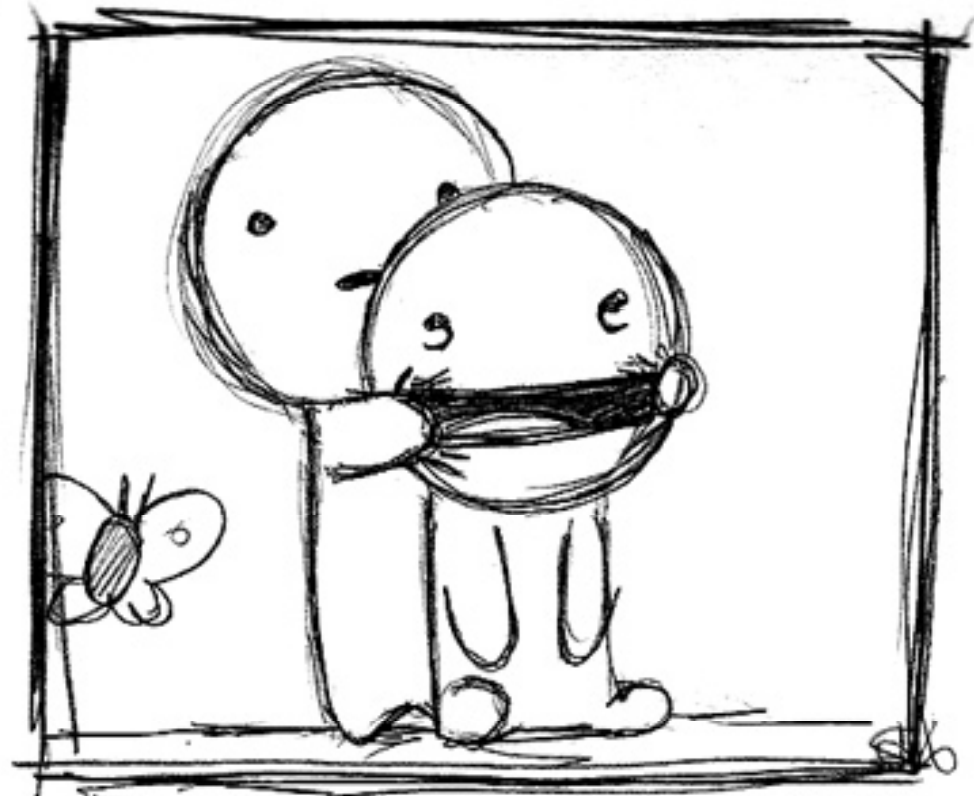


Cross Culture Differences

Innate behaviors can change as we grow and learn our culture.

– Example :

- Smile universally recognized as sign of friendliness, it has other meaning to other culture.
- **Germans smile less** than people from US, but doesn't mean Germans are less friendly.
- **U.S. wives** are usually shown smiling at their husband but Japanese wives are rarely shown smiling.



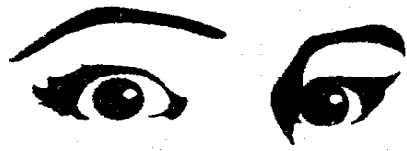
I CAN ALWAYS MAKE
YOU SMILE.



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KOMUNIKASI BUKAN LISAN – PERGERAKAN MATA

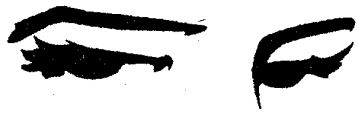
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Terkejut



Risau



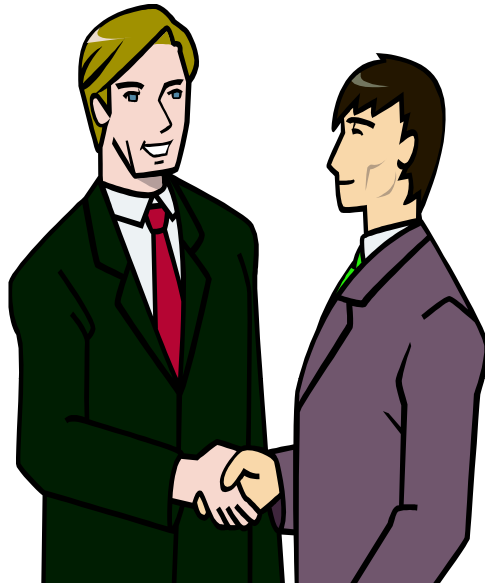
mencurigai



marah



KESIMPULAN



- Komunikasi penting dalam kehidupan seharian manusia untuk berhubung dan melaksanakan sesuatu tugas. *Comm. is improtant to our daily lives and helps to complete our daily routines*
- Komunikasi yang berkesan dapat mengekalkan persahabatan dan perhubungan yang baik. *Effective comm. Will generate good relationship and friendship.*



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Question

- Have you experience any nonverbal misinterpretation that will lead to a serious trouble?



My Collection of Knowledge

Home

UQP1331 - Course details

UQP 1331 - Downloads

Barriers of Comm

Understanding Body Language

Using Body Language

Parts of Body Language

Negotiation Process

Objection Handling

Art of Speech

Organizing Speech

Visual Aids

Tips on Q & A

Sample of Speech

UQP 1331 - Quiz 1

UQP 1331 - Quiz 2

UQP 1331 - Quiz 3

UQP 1331 - Assignment 1

UQP 1331 - Assignment 2

Semester 1 Session 2009/2010 - Your class assignments are:-

1. Individual Research - Find any Case Study related to Barriers of An Effective Communication and write a few solutions to overcome it. Total marks 10%. You can start from now. Submit via email on Week 12 of Class.

2. Public Speaking - Prepare a 7 minute public speaking (notes are optional), can be delivered either English or Bahasa Malaysia, with or without visual aids. Total marks 10 %. You are free to choose any topic suitable with your knowledge. Evaluation is based on speaking ability, voice, presentation and audience understanding.

3. Team Activity 2 (Awareness Champaign) - Every team will choose from now a champaign to educate the public. Scope of champaign can be anything from sustainability, disease, safety, moral, life-long learning etc. Total marks 10%. Marks based on teamwork NOT individual.

Assalamualaikum W.B.T and Welcome !



I would like to congratulate you for enrolling into course UQP1331 Basic Communication. This course is designed to help improve non-native English speaking students on the important elements of communicating in a proper manner. A majority of college students have difficulties to communicate properly especially during oral presentation and interviews. Others have a tough time to get along with colleagues and start a conversation with others in a public occasion. Despite their lack of exposure in proper communication skill, college students also have difficulty to self-promote themselves to achieve their ambition. Through 1 semester and 28 hours of class time, students will be groomed and exposed on the importance of proper communication.

They will learn communication skills through several group activities, individual tasks, practical training with the public and simulation exercise. Their understanding on every aspects of communication will be evaluated