

BUILDING A SELF-CONCEPT THROUGH SOCIAL COMMUNICATION IN THE COMMUNITY

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This research is a qualitative research that aims to describe the self-concept through social communication among the people of Cikondang Village, Sumedang City. This study tries to describe the self-concept through social communication in the community's point of view. By looking at the quality of life experienced by the people of Cikondang Village, it can be understood what aspects can affect the quality of community life. This study uses interview techniques to two people of different ages, one male with the initials MY who is still a teenager and one woman with the initials AW who is old. The interview technique was carried out in an unstructured manner using interview guidelines, an informal one-time interview process with an average duration of 30 minutes. Interviews were conducted at home according to the subject's willingness to be interviewed. These two subjects explain a little about ways in building self-concept such as, how to implement self-concept in the planning process, how to implement self-concept in the implementation process and how to implement self-concept in the assessment process. The results of this study indicate that the process of building self-concept through social communication in Cikondang Village, Sumedang City refers to planning, implementation, assessment and steps which in fact are through theories applied by the community.

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1. INTRODUCTION

In general, everyone wants to achieve success and success. To achieve that success, a good self-concept is needed, because without a goal and the formation of the right self-concept, it will be difficult to live the life around him. Compared to other creatures, the human ability is more capable of realizing who he is, observing himself in every action, so that he can understand and understand behavior that is acceptable to the environment. Therefore, when someone perceives something, that person tends to give value to him.

Self-concept is all forms of beliefs, feelings, and judgments that individuals believe about themselves and affect the process of social interaction with the surrounding environment (Pambudi, 2012). The environment creates stigma and perceptions that can affect a person's self-concept. An environment that provides positive support will make it easier for individuals to form a positive self-concept. Conversely, an environment that provides negative support will form a negative self-concept. Self-concept is formed because of interactions with the people around them.

Interaction with self-concept is a way of building self-confidence and being able to interact with the surrounding environment, both at school and in the community. Social interaction occurs in a society where all aspects of a person's life have a background, and there is an exchange of life between individuals. Every aspect of human life is full of communication. Social communication implies that communication is important in building self-concept. Riswandi (2013: 64) states that self-concept is a determining factor (determinant) in our communication with others.

Everyone must have a self-concept, both positive and negative. People who have a positive self-concept will have a better drive, can know and understand themselves so that they can behave

effectively in various situations. Agree with what was stated by Rakhmat (2007: 104) which states that individuals who have a positive self-concept will be able to act based on good judgment, have confidence in their ability to overcome problems, feel the same as others, and be able to accept themselves. Meanwhile, people who have a negative self-concept will see and believe that they are weak, helpless, unable to do anything, incompetent, unattractive, and lose the attraction to their own life. Calhoun and Acocella, 1990 (in Saifullah 2016: 206) states that there are two types of individuals who have a negative self-concept, namely: 1) The individual's view of himself is completely disorganized, lacks feelings, stability and self-wholeness. 2) His view of himself is too stable and orderly.

But the reality is that people who have a self-concept tend to be negative. Therefore, from these problems, researchers are interested in conducting research on Building Self-Concept Through Social Communication Among Society, researchers want to examine the formation of this self-concept through social communication. Whether by building this self-concept will make people become people who have beliefs, feelings, and judgments about themselves. Given the importance of having this self-concept for all individuals in order to survive and in the future.

In interacting between one human to another human requires communication. Communication between humans (human communication) is often also referred to as social communication. (Effendy, 1992:4)

Aligning social communication with human communication as defined by Ruben and Steward. This is because both have the same function, namely adapting to each other's environment or social integration. According to Ruben and Steward that human communication is a process that involves individuals in a relationship between individuals, groups, organizations and communities who respond and create messages to adapt to each other's environment. So social communication is a process of interaction between a person or an institution through conveying messages in order to build social integration or adaptation.

Meanwhile, according to D Ruben (1975) defines social communication as a process that underlies a phenomenon or symptom that occurs as a consequence of symbolizing society and the use of symbols and diffusion.

According to Deddy Mulyana (2004) one of the functions of communication is as social communication which at least implies that communication helps each individual in forming self-concept, self-actualization, for survival, to obtain happiness, avoid pressure and tension and foster relationships with other people. other. The principle is how communication can help individuals work together with community members to achieve common goals.

On the other hand, communication is a mechanism for disseminating the cultural norms of society, either horizontally, from one society to another, or vertically, from one generation to the next. Likewise, culture establishes norms (communication) that are considered appropriate for a particular group (Deddy Mulyana: 2004), which according to Alfred Korzybski (in Deddy: 2004) is called a "time binder" referring to the human ability to pass knowledge from generation to generation.

2. METHOD

This study discusses what is behind building self-concept through social communication in the community. (Susilowati, 2018) The research method used is qualitative with a descriptive type approach. With a focus on the problem of building self-concept and social communication among the Cikondang Village community. This research method analyzes events or events, phenomena, and social conditions to present a complete picture of the social setting. Descriptive research is one type of research whose purpose is to present a complete picture of a social setting or is intended to explore and clarify a phenomenon or social reality. The trick is to describe a number of variables related to the problem and the unit under study between the phenomena being tested. This type of research is without manipulation. Place and Time This research was conducted in Cikondang Village, Sumedang. This research activity began on June 8, 2020. The object of research can be stated as a social situation of research that wants

to know what is happening in it. In the object of this research, researchers can observe in depth the activities of people (actors) in a certain place (Sugiyono, 2007: 215). The object of this research is the people who live in Cikondang Village. The research subject is a source of data that is asked for information in accordance with the research problem. As for the data source in the study is the subject from which the data was obtained (Suharsimi Arikunto, 2002:107). To get the right data, it is necessary to determine informants who have competence and are in accordance with the data needs (purposive).

Suharsimi Arikunto (2002:136), argues that "research methods are various methods used by researchers in collecting research data". The methods in question are interviews, and documentation studies. Data collection methods used in this study include: Interview method is a way of collecting information which is done by asking and answering verbally unilaterally face to face, and with the direction and goals that have been set. Anas Sudijono (1996: 82) there are several advantages of collecting data through interviews, including the interviewer can make direct contact with the participants who will be assessed, the data is obtained in depth, the interviewee can reveal his heart more broadly, questions that are not clear can be repeated and directed which is more meaningful.

Suharsimi Arikunto (2002:206) Documentation method is looking for data in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, leggers, agendas and so on. Hadari Nawawi (2005:133) states that the study of documentation is a way of collecting data through written heritage, especially in the form of archives and includes books on opinions, arguments related to research problems. In this study, documentation was obtained from the archives of research activities, and the archives of the head of the RT regarding learning and self-concept building activities in Cikondang Village, Pamulihan District, Sumedang.

The technique used to collect data is by means of offline interviews. The interview involved several communities in the Cikondang Village area. The selection of informants used purposive techniques by taking into account the criteria. The criteria for informants are the elderly and also teenagers, who are in the age range of 54 years to 23 years. This research is a descriptive research, with more of a description of the results of interviews and documentation studies. The data that has been obtained will be analyzed qualitatively and described in descriptive form. According to Patton (Moleong, 2001:103), data analysis is "the process of arranging the sequence of data, organizing it into a pattern, category and basic description". This definition provides an overview of how important the position of data analysis is in terms of research objectives. The main principle of qualitative research is to find theory from data.

3. RESULTS AND DISCUSSION

Researchers conducted interviews, made observations and took documentation to find out changes in self-concept. Interviews were conducted using a purpose technique with 2 key informants conducted in Cikondang Village, Sumedang City. The informants who were successfully interviewed intensively were named using the initials, namely AW and MY. The interview with the interviewee with the initials AW was held on Thursday, June 10, 2020, the resource person with the initials MY was held on Saturday, June 12, 2020.

The implementation of this research was carried out on two subjects who were in accordance with the criteria that had been described by the researcher, namely one elderly person and one teenager who was indifferent to self-concept. The researcher did this in a different place, namely at the subject's house and the environment around Cikondang Village. This research was conducted from June to July.

To strengthen the substance of the data from interviews and observations, a search was carried out on existing documents and archives. All data from this research are described based on the focus of the research questions as follows:

1. How to implement self-concept through social communication in the community in the planning process Researchers conducted interviews and documentation techniques to obtain data from the planning process in building self-concept. According to AW, he said: " AIf we want to build a self-concept, we must have an intention and it must be carried out, besides that we also need motivation from parents, friends, and the surrounding environment so that the process goes well."

(10 June 2020) In line with the narrative from the AW source, the MY source agreed and added an opinion that was in accordance with what he experienced. MY resource person said: "DNature builds self-concept requires what is called a view of life from each individual that is supported by theory. (12 June 2020) Based on the results of interviews and documentation, it can be concluded that the people of Cikondang Village are in the planning stage of implementation by preparing their intentions and actions, motivation from the environment they live in, and a view of life based on theory.

2. How to implement self-concept development through social communication in the community at the implementation stage.

In this study, it is described through 2 stages, namely learning and implementation.

a. Learning steps

Researchers conducted interviews, documentation, and field observations to obtain information on data on the implementation of learning through social communication in the community. AW sources said: "The steps taken by the Cikondang Village community in building self-concept through social communication in the community with the techniques carried out basically refer to the initial planning". (10 June 2020)

MY resource persons agreed with the statement made by resource person AW, he also emphasized: "The techniques carried out by the Cikondang Village community can build public understanding of self-concept with actions that can strengthen community intentions, provide motivation and theories that can be used as views of life so that self-concept will be embedded in each individual" . (12 June 2020)

b. Implementation steps

Researchers conducted interviews, documentation, and field observations to obtain information on data on the implementation of learning through social communication in the community. AW sources said: "I usually attend recitals every Friday. I think this method is appropriate to use because it adds self-motivation to an understanding of each individual's self-concept". (10 June 2020) MY resource persons also argued as follows: "In the youth association of Cikondang Village, I exchanged a lot of information about self-concept so that it is more understandable". (12 June 2020) Based on the results of documentation and field observations, the method used in the development of self-concept is by way of recitations held on Friday by the elderly and associations by teenagers in Cikondang Village on Thursdays.

3. The method of implementation is to build self-concept in the assessment process. In conducting an assessment in the implementation of self-concept development according to AW and MY. AW sources said: "The assessment of the development of self-concept in Cikondang Village has begun to show good results, because the routine recitation of the elderly every Friday has succeeded in making the elderly in Cikondang Village understand the meaning of self-concept". (10 June 2020) MY resource persons also gave opinions such as: "The assessment of the development of self-concept in adolescents in Cikondang Village has been very good because there are often gatherings for teenagers who always exchange ideas about this self-concept". (12 June 2020) The results of the documentation of the community's assessment of self-concept are expected to be able to master or understand the development of self-concept.

Based on the explanation from the interviews and documentation, it can be concluded that the people in Cikondang Village have almost fully understood the development of self-concept due to the holding of recitations for the elderly and youth associations which made the community understand the development of self-concept. And the event will always be held so that people who do not fully understand can learn to understand the development of the self-concept.

4. Barriers in the process of building self-concept:

1. Social communication is lacking, so to form a self-concept through social communication takes a long time.

2. Barriers within the individual, such as prejudiced attitudes, lack of clear goals, reluctance to know oneself, inability to self-regulate so that building this self-concept cannot run smoothly.
3. Environmental factors can cause delays in building self-concept due to responses or habits in the cultural environment.

Solutions to overcome obstacles:

Frequent communication with people around makes social communication increase, giving rise to an openness with others. That way in forming this self-concept can be achieved gradually. In overcoming this obstacle it takes a long time because it goes back to each individual how to overcome prejudiced attitudes, not having clear goals, reluctance to know oneself, and this inability to self-regulate. Some solutions to these obstacles may be implemented gradually. Like Thinking positively and rationally, Respect yourself, think of the main goal in yourself, and Don't be hostile to yourself.

By changing habits in the cultural environment, and making adaptations that allow the individual to build a good self-concept. The research method has explained that this study uses a qualitative approach. A qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (Bodgan and Taylor in Meleong, 2007: 3). As creatures who are born as social beings, humans will communicate with other people, either directly or indirectly. Communication has an understanding of the process of delivering messages from individuals to other individuals by using various kinds of symbols and certain symbols. In the communication process there is a symbolic interaction, where the human mind interprets and interprets the objects and events that it experiences. Based on the findings of researchers in the field, there are still many people in Cikondang Village, Sumedang City who are still indifferent to social communication. Almost all people have not been able to build a self-concept through social communication. This phenomenon will be the study of this research. Researchers see that the phenomenon of people who lack self-concept through social communication is a phenomenon that is motivated by one thing. Where the people of Cikondang Village, Sumedang City do that for certain reasons. The motive of the community has an understanding as an impulse that arises due to a certain goal. In general, the motives behind the self-concept through social communication are divided into two, namely internal and external motives. Internal factors come from within oneself, while external factors come from outside one's self (Nugraha, 2014: 20). Researchers conducted interviews and documentation techniques to obtain data from informants. Based on the results of the documentation, it shows that there are parts that will be changed in each character of the Cikondang Village community, Sumedang City. Every society has a different self-concept with different characters. Therefore, according to the informant, how to build self-concept through social communication, namely, trying to start communication from intrapersonal to interpersonal and will continue to develop into social communication in order to build each other's self-concept.

4. CONCLUSION

The research method used is qualitative with a descriptive type approach. With a focus on the problem of building self-concept and social communication among the Cikondang Village community. This research method analyzes events or events, phenomena, and social conditions to present a complete picture of the social setting. Descriptive research is one type of research whose purpose is to present a complete picture of a social setting or is intended to explore and clarify a phenomenon or social reality. The trick is to describe a number of variables related to the problem and the unit under study between the phenomena being tested. This type of research is without manipulation. The object of research can be expressed as a social situation of research that wants to know what is happening in it. The object of this research is the people who live in Cikondang Village. The methods in question are interviews, and documentation studies. Data collection methods used in this study include: Interview method is a way of collecting information which is done by asking and answering verbally one-sidedly face to face, and with the direction and goals that have been set. There are several advantages of collecting data through interviews, including the interviewer can make direct contact with the participants to be assessed, the

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