

THE IMPACT OF COMMUNICATION ETHICS ON THE COMMUNICATION QUALITY IN INTERPERSONAL RELATIONSHIPS

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ABSTRACT

Communication ethics are very important in establishing interpersonal relationships. In every communication, ethics are crucial in maintaining the quality of communication and establishing good relationships between individuals. However, there are often still disagreements and misunderstandings in interpersonal communication, which results in poor communication quality. Therefore, research on the impact of communication ethics on the quality of communication in interpersonal relationships is very important to do. This research aims to identify the impact of communication ethics on the quality of communication in interpersonal relationships. This research uses a qualitative approach with a case study type. This research was conducted by means of in-depth interviews to a number of respondents who were taken by purposive sampling technique. Observation techniques were also used to observe respondents' behavior in interpersonal communication situations. The data were analyzed descriptively using a qualitative approach. The results showed that communication ethics play an important role in improving the quality of communication in interpersonal relationships. Good communication ethics can create a conducive atmosphere in communication, build trust and reduce disagreements in interpersonal communication. Conversely, poor communication ethics can hinder the quality of communication and worsen interpersonal relationships. Therefore, it is important for individuals to understand and apply good communication ethics in every interpersonal communication situation.

KEYWORDS

communication ethics; communication quality; relationship; personal



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INTRODUCTION

In everyday life, interpersonal communication is inevitable in establishing interpersonal relationships. Interpersonal communication is a form of communication that occurs between two or more people in an interpersonal environment (Kamaruzzaman, 2016). In interpersonal relationships, communication ethics are very important to pay attention to in order to maintain the quality of communication that is established.

The quality of communication can be seen from how effectively the message conveyed can be understood by the recipient of the message and how effectively the recipient of the message responds to the message (Nisa, 2016). Poor communication quality can lead to conflicts, misunderstandings, and can even disrupt interpersonal relationships. Some factors that can affect the quality of interpersonal communication are communication ethics, communication skills, perception and understanding between the two parties, and psychological factors (Sari, 2017). Communication ethics is one of the important factors in influencing the quality of communication. Good communication ethics will help maintain trust and avoid conflicts (Harapan et al., 2022).

Poor communication ethics can have a negative impact on the quality of communication in interpersonal relationships, such as disruption of harmony in relationships, decreased levels of trust, to the sudden end of relationships. Communication ethics is related to moral principles and values that must be considered in every communication (Janah & Yusuf, 2020). Communication ethics include politeness, honesty, trust, respect, and justice (Wahyudin & El Karimah, 2017). Good communication ethics will help improve the quality of communication in interpersonal relationships.

Several previous studies have shown that there is a positive relationship between communication ethics and the quality of communication in interpersonal relationships. One of the studies conducted by Liliweri, (2017) shows that good communication ethics can improve the quality of communication in interpersonal relationships. The results showed that individuals who have a high level of communication ethics tend to be better at establishing good and harmonious interpersonal relationships. Another study conducted by Barkoukis et al., (2015) also showed that good communication ethics can improve the quality of interpersonal relationships. The results showed that individuals who have a high level of communication ethics tend to be better at building and maintaining positive and harmonious interpersonal relationships.

However, previous research also tends to focus more on the study of communication ethics and communication quality separately. In fact, the role of communication ethics in improving the quality of communication in interpersonal relationships can be an interesting research topic for further study. Therefore, this study will examine the impact of communication ethics on the quality of communication in interpersonal relationships with a focus on the Indonesian cultural context. This research is expected to contribute in developing an understanding of the importance of communication ethics in improving the quality of communication in interpersonal relationships, as well as providing a clearer

picture of the role of cultural context in influencing communication ethics and communication quality in interpersonal relationships.

RESEARCH METHOD

This research uses a qualitative approach with a case study type. A qualitative approach with a case study type is one of the research methods in the field of social sciences that is often used to gain an in-depth understanding of a complex phenomenon or event. This method involves collecting and analyzing detailed and detailed data about the case being studied, such as human behavior, situations, or problems encountered (Hidayat & Purwokerto, 2019).

This research was conducted by means of in-depth interviews with a number of respondents taken by purposive sampling techniques. The respondents taken were individuals who had interpersonal relationships and had experienced disagreements or misunderstandings in interpersonal communication. Observation techniques are also used to observe respondents' behavior in interpersonal communication situations. The data were analyzed descriptively using a qualitative approach.

RESULT AND DISCUSSION

Communication ethics are important in interpersonal relationships because they can affect the quality of communication. Communication ethics is related to moral values and principles that govern good and correct communication behavior (Abidin, 2022). In interpersonal relationships, good communication ethics can increase trust between each other. By communicating honestly, openly, and respecting each other's opinions and feelings, interpersonal relationships can be well established. This can avoid the occurrence of wrong perceptions and misunderstandings between each other (Harapan et al., 2022).

Communication ethics and the quality of communication are interrelated in interpersonal relationships. Good communication ethics will affect the quality of interpersonal communication that is established. When someone applies communication ethics well, the communication that is established will be seen clearly, honestly, and transparently (Nafi'a & Muhid, 2021). This will give a positive impression on the interlocutor, thereby improving the quality of communication. Conversely, when communication ethics are not applied properly, this can lead to misunderstandings and disagreements in interpersonal communication (Puspowardhani, 2008).

In this study, in-depth interviews were conducted with a number of respondents who had interpersonal relationships and had experienced disagreements or misunderstandings in interpersonal communication. Based on the results of the interview, it was found that the majority of respondents had experienced disagreements or misunderstandings in interpersonal communication.

Some respondents stated that disagreements occur due to differences in perception and understanding of a thing or situation discussed. For example, in a discussion about a work project, several respondents have different perceptions

about each other's duties and responsibilities, resulting in misunderstandings and eventually causing conflicts between them. In addition, some respondents also have difficulty in conveying messages or information clearly and precisely. This is especially true when they are in an emotional situation that affects the way they communicate. Some respondents stated that when they are angry or disappointed, they find it difficult to convey messages calmly and clearly, resulting in frequent disagreements or misunderstandings.

From the experience conveyed by respondents, it can be concluded that interpersonal communication can be disrupted due to various factors. There are several factors that can affect the quality of interpersonal communication that occurs in interpersonal relationships. These factors include (Liliweri, 2017):

Differences in perception

Perception is the process of organizing, interpreting, and understanding information received by a person. Differences in perception can occur when two people have different experiences, backgrounds, or beliefs. This can affect the way they perceive the message received and result in different interpretations. Thus, differences in perception can affect the quality of interpersonal communication in interpersonal relationships.

Inaccuracy in conveying the message

Inaccuracy in conveying a message can occur when the message conveyed is unclear or not in accordance with the intended intent. This can happen for a variety of reasons, such as a lack of understanding of the topic at hand, confusion in organizing thoughts, or problems expressing oneself. Inaccuracy in conveying messages can lead to disagreements or misunderstandings in interpersonal communication.

Emotions that affect the way of communicating

A person's emotions can affect the way they communicate in interpersonal relationships. If someone is feeling angry, sad, or stressed, they may tend to use abusive or aggressive language in communication. This can interfere with the quality of interpersonal communication and can produce conflicts or disagreements.

Limitations in non-verbal communication

Non-verbal communication, such as facial expressions, body movements, or eye contact, can help to clarify the message conveyed in interpersonal communication. However, limitations in non-verbal communication, such as talking over the phone or email, can reduce a person's ability to understand messages thoroughly. This can affect the quality of interpersonal communication and can generate disagreements or misunderstandings.

Communication ethics play an important role in influencing the quality of communication in interpersonal relationships. When a person uses polite language and respects the opinions of others, then it is very likely that communication will run smoothly and result in a good understanding between both parties.

The use of appropriate nonverbal language can also affect the quality of communication. Body language such as hand gestures, facial expressions, and eye contact can indicate respect and interest in the conversation. However, if nonverbal language is used in inappropriate ways such as folding hands or avoiding eye contact, it may indicate discomfort or lack of interest in the conversation (Purba et al., 2020). In addition, communication ethics also affect how messages are conveyed. The use of clear and easy-to-understand language, avoiding the use of coarse language, and paying attention to the social context can increase communication effectiveness and reduce the risk of misunderstanding (Ariani, 2017). In interpersonal relationships, communication ethics can also strengthen relationships. When someone feels valued and listened to, interpersonal relationships will become stronger (Rahmi, 2021). (Therefore, it is important for every individual to pay attention to communication ethics in every conversation and interpersonal interaction.

Non-compliance with communication ethics can have a negative impact on the quality of communication in interpersonal relationships. In this context, non-compliance with communication ethics can take the form of using abusive or disrespectful language, not paying attention to nonverbal communication or body language, or even not respecting the opinions of others. One of the effects of non-compliance with communication ethics is the occurrence of disagreements. Disagreement occurs when the message to be conveyed is not properly understood by the recipient of the message. This can occur when the sender of the message does not use clear and easy-to-understand language, or when the recipient of the message does not pay close attention to the message conveyed (Kurniati, 2016).

Another impact of non-compliance with communication ethics is the occurrence of conflicts. Non-compliance with communication ethics can lead to unpleasant events for the recipient of the message, such as feeling ignored, insulted, or misunderstood. As a result, the recipient of the message may respond with negative emotions, such as anger, disappointment, or frustration, and this can lead to conflict. Furthermore, non-compliance with communication ethics can lead to a break in interpersonal relationships. Non-compliance with communication ethics can produce a bad and unpleasant impression on the recipient of the message (Sari, 2017). If this happens constantly, then interpersonal relationships can become strained and uncomfortable, which can eventually trigger a breakup. In this case, it is important for each individual to pay attention to and comply with communication ethics that apply in interpersonal relationships in order to improve the quality of communication and strengthen interpersonal relationships.

CONCLUSION

Good communication ethics are very important in influencing the quality of communication between individuals in personal relationships. Good communication ethics will strengthen interpersonal relationships, facilitate open and honest communication, and encourage each individual to respect and understand differences. There are several factors that influence communication ethics and the quality of communication in interpersonal relationships, including:

environment, social values and norms, understanding and self-awareness of the importance of communication ethics, and the ability to manage emotions in communication.

Good communication ethics can create a conducive atmosphere in communicating, build trust and reduce disagreements in interpersonal communication. Conversely, poor communication ethics can hinder the quality of communication and worsen interpersonal relationships. Therefore, it is important for individuals to understand and apply good communication ethics in every interpersonal communication situation. Improving the quality of communication in interpersonal relationships, it requires understanding and self-awareness of the importance of good communication ethics, as well as the ability to manage emotions and understand differences. In addition, supportive social environments and values can also affect communication ethics and the quality of communication in interpersonal relationships.

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