

Conveying Message Distortion

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Conveying Message Distortion: a Synchronous and Asynchronous Approach to Effective Aviation Communication Services

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Abstract: *This study aims to unravel message distortion that occurs in aviation communication services with synchronous and asynchronous approaches. Service interaction involves customer service at the airport with customers. Distortion of messages in service is the main focus of the problem of service ineffectiveness, as can be seen from the problem of using media both synchronously and asynchronously. Methods. Further, this problem is explored through a literature review from various sources using the constructivism paradigm that involves multi-disciplinary information systems, communication and service media. Results & Discussion. The blockage of service communication in aviation communication between customer service and customers is an obstacle to the success of excellent service. The main problem that can be underlined is the distortion of messages between the customer and the customer service in exchanging information when service activities occur. Distortion of this message leads to ineffectiveness and even failure in communicating the message. The main cause is the use of communication media which is dominated by using asynchronous communication. In the meaning of the approach combination to use synchronous and asynchronous media is able to bridge the problem of message distortion in aviation communication services. Message distortion includes: physical disturbances, semantic disorders, cultural and linguistic differences, no feedback, differences in status or level of office, abundant information between communicators and communicants. Conclusion. Synchronous and asynchronous approaches in the use of media are a solution in dealing with message distortion in flight communication services with the aim that customer service and customer service lead to excellent service.*

Keywords: *Message Distortion, Synchronous and Asynchronous, Service, Aviation Communication*

Abstrak: Penelitian ini bertujuan untuk mengungkap distorsi pesan yang terjadi pada layanan komunikasi penerbangan dengan pendekatan sinkron dan asinkron. Interaksi layanan melibatkan layanan pelanggan di bandara dengan pelanggan. Distorsi pesan dalam layanan menjadi fokus utama dari masalah ketidakefektifan layanan, terlihat dari masalah penggunaan media baik secara sinkron maupun asinkron. Metode. Selanjutnya, permasalahan ini digali melalui kajian literatur dari berbagai sumber dengan menggunakan paradigma konstruktivisme yang melibatkan sistem informasi multidisiplin, komunikasi dan media pelayanan. Hasil & Pembahasan. Terhambatnya komunikasi pelayanan dalam komunikasi penerbangan antara customer service dengan pelanggan merupakan penghambat keberhasilan pelayanan prima. Masalah utama yang dapat digarisbawahi adalah distorsi pesan antara pelanggan dan layanan pelanggan dalam pertukaran informasi ketika aktivitas layanan terjadi. Penyimpangan pesan ini menyebabkan ketidakefektifan bahkan kegagalan dalam mengkomunikasikan pesan. Penyebab utamanya adalah penggunaan media komunikasi yang didominasi oleh penggunaan komunikasi asinkron. Dalam artian kombinasi pendekatan menggunakan media sinkron dan asinkron mampu menjembatani permasalahan distorsi pesan pada layanan komunikasi penerbangan. Distorsi pesan meliputi: gangguan fisik, gangguan semantik, perbedaan budaya dan bahasa, tidak ada umpan balik, perbedaan status atau tingkat jabatan, informasi yang melimpah antara komunikator dan komunikan. Kesimpulan. Pendekatan sinkron dan asinkron dalam penggunaan media merupakan solusi dalam mengatasi distorsi pesan pada layanan komunikasi penerbangan dengan tujuan agar customer service dan customer service mengarah pada pelayanan prima.

Kata Kunci: Distorsi Pesan, Sinkron dan Asinkron, Layanan, Komunikasi Penerbangan

1 | PENDAHULUAN

In aviation communication, there is a study related to services in aviation communication. This service usually takes place outside the aviation school and is more profit-oriented. Where this activity involves communication that occurs at the airport between customer service and customers. As is often the case, in a service communication there must be a communication error, but the fatalities that occur in communication can be caused by the distortion of the message in it. Because the distortion of the message when interacting can lead to the failure of delivering the message correctly according to the original purpose. Interactions in public services should adopt strategies to instil a continuous commitment in organizational activities toward improving employee performance. Continuous commitment seems to be a strong resource for employee performance in developing the public service sector so that good communication can be achieved (Donkor & Zhou, 2020). In other words, cutting the meaning of the message conveyed from the communicator to the communicant occurs and causes a failure to understand the meaning of the message.

Basically, service communication has a basic principle, namely the creation of excellent service. In achieving this excellent service, it takes the integrity of the message from the communicator to the communicant that is conveyed in its entirety (Gürlek & Uygur, 2021; Lin et al., 2021; Sibagariang, 2022; Yemisi Esther et al., 2020). However, conditions in flight service communications are also difficult to predict (Garnham, 2020; Mulugeta, 2020; Yemisi Esther et al., 2020). This is due to the diversity of backgrounds and other factors when making interactions. This study

is related to organizational communication in the context of public services. Public service requires a common vision and mission so that in the end a common goal is achieved and mutually beneficial (Brady et al., 2016).

The general problem of distortion caused when carrying out organizational communication is the message (Eke, 2020; Horta Ribeiro et al., 2019). Distortion of the message itself can be interpreted as a change in the meaning of messages or information in communication activities. Distortion can occur intentionally or unintentionally, for example due to human error. Meanwhile, to see the form of message distortion itself caused by physical disorders (Santalova et al., 2019), language disorders (Dailidénaitė & Volyneć, 2017), cultural and language differences (Nijiati et al., 2020), there is no feedback (Nijiati et al., 2020), differences in status or level of office (Jagiello & Hills, 2018), abundant information between communicators and communicants (Bowen et al., 2021).

In the context of physical disturbances can cause message distortion. Physical disturbances can occur in the communicant or communicator, as well as physical in the communication media used. For example, language disorders and communication disorders. Semantic problems, the language used by the communicator is not properly selected by the communicant, so the message is interpreted differently or incorrectly. For example, the use of language that is not understood by the communicant will create a misinterpretation or meaning of the message. Language and cultural differences message distortion can be caused by language and cultural differences. As a result, the language used is different, as well as the cultural background. For example, people who come from different places may have gaps in message reception.

This study aims to unravel message distortion that occurs in services in aviation communication with synchronous and asynchronous approaches. Service interaction involves customer service at the airport with customers. Distortion of messages in service is the main focus of the problem of service ineffectiveness, as can be seen from the problem of using media both synchronously and asynchronously. Reflecting on the phenomenon of customer dissatisfaction in aviation communication services, this study sharpens studies related to bottlenecks in slow communication which can ultimately improve excellent service in the field of aviation services, especially concerning customer and customer service. The use of synchronous and asynchronous media and communication makes it easier to parse

communication failures, especially in the aspect of message distortion.

Message Distortion and Excellent Service

Today's communication services and organizations look very dynamic because of globalization, economic uncertainty, changes in information and communication technology, social stage, political stage, and financial institutions continue to change drastically in response to the demands of the times. Considering the interactions that occur in it are very complex in addition to the forces of global competition, organizations will certainly depend on an effective communication process to achieve the goals that have been set. In the opinion of Putra et al., (2020) one of the indicators that can measure the success of a service is the creation of excellent service. In Park et al.,(2012) to stimulate changes in the field of service communication and especially in aviation communication, the combination of the use of digital media is fully understood. However, in practice, it is rarely clearly understood. In real work situations, effective communication is a major prerequisite to achieving organizational goals but modern management has encountered serious problems in this area.

In a previous study, proposed an empirical model to measure the success of communication using digital media. The elements in the model consist of four critical antecedents of relationship commitment (communication effectiveness, technical service quality, functional service quality and trust) and then test the model using data points collected from two global companies. The study results reveal that trust is a strong mediator for commitment. While functional, not technical, service quality relationships are a more powerful mediator in shaping client trust.

However, judging from the concept offered above, there is an opportunity for failure in excellent service in the use of digital media. The problem that arises is message distortion, where in the service interaction process there is a cutting of meaning when communicating services. And this happens in flight communications that can be seen from customer service interactions and customers at the airport. The activities observed can be direct communication or indirect communication. According to Bovee (2013), asserts that different categories of staff abilities can produce a clear advantage over competitors. However, it will require a conscious communication approach. It is clear that communication plays a key role ensuring effectiveness in management and organizations. Effective communication is where the sender's intent is achieved.



Figure 1. Empirical Model of IT-Based Services and Excellent Service (Park et al., 2014)

Basically, message distortion can also be studied from the innovation diffusion frame. Information diffusion is usually modeled as a process in which irreversible pieces of information spread through a network. However, in reality, the message is immutable but can change with each step, which has the potential to cause large cumulative distortions. This process can lead to misinformation even in the absence of bad actors, and understanding it is critical to modeling and improving online information systems. Controlled information through the use of media affects the effective dissemination of information (Anshelevich & Postl, 2016; Kempe, 2020; Ryabukha & Barannik, 2020). This also contributes to controlling the effects of service communication. In Aviation communication, careful manual coding, we annotate the lexical and semantic units in service to be the key to success. The message summarizing activity also has a negative impact due to the accumulation of errors, but a high-quality intermediate summary produces a less distorted message than

situational control. Different types of information behave differently; in particular, conclusions from customers or the most distorted image.

The forms of distortion that often occur in aviation communication services include airport check-in counter service problems (Araujo & Repolho, 2015; Bruno & Genovese, 2010), service security (Abdoul Soukour et al., 2013) and service performance (Wei et al., 2020). From the problems mentioned above, each has dimensions according to the type of cause of message distortion. Several references state that the causes of message distortion in aviation communication services include physical disturbances (Santalova et al., 2019), language disorders (Dailidénaitė & Volyneć, 2017), cultural and language differences (Nijati et al., 2020), no feedback (Nijati et al., 2020), differences in status or position level (Jagiello & Hills, 2018), abundant information between communicators and communicants (Bowen et al., 2021).

Overall, human error is designated as the main cause of message distortion in aviation services. This is because the situation is only a supporting factor, the most important thing is the understanding of the communicator and the communicant in carrying out interactions and interpreting the message that is being distributed. First, physical disturbance can be seen in the physical condition of the two communicators. For example, when performing services, customer service or ticket counter guards are experiencing physical disturbances such as illness, or similar conditions occur to customers. This affects the meaning of the service message delivered. So it is very possible to cut meaning in the interaction.

Second, language disorders are very likely to occur at the time of service. This contributes to the ineffectiveness of service communications. There are many messages that are lost if the communicant and communicator do not have an understanding of the language used. Third, cultural differences also contribute to message distortion. This position occurs when the communicator and the communicant have different cultural backgrounds. This has a relationship with the perception held between the two. Cultural perceptions that exist in each human cause different levels of meaning. Fourth, the absence of feedback is interpreted as a lack of information so that there is no reciprocity in communication. From the void of action in communication, the meaning of the message is cut off. The possibility that occurs is that the communicant has ended the interaction, while on the other hand the communicator is still trying to provide other information that is considered important.

Fifth, the difference in status or level applies if the communicant considers to have a higher level than the interlocutor. So that the egalitarian position in the communication process never happened. This condition is very possible for distortion and even rejection of messages in interaction. Sixth, abundant information in the digital era, information that is abundant and not filtered effectively causes confusion for message recipients. Worst case scenario is that not a single message is received even though there are a lot of messages around.

Meanwhile, message distortion that is not managed properly will hinder the excellent service process. Communication management is needed in service communications, especially in aviation communications. The Excellent service is related to the communication management process, in the era towards 5.0 digital media is needed in bridging communication problems in the service sector. Excellent service can be defined as a form of service that depends on customer reactions (Fida et al., 2020; Nunkoo et al., 2020), the reputation of the organization or company (Kiatkawsin & Sutherland, 2020), dan and customer retention. (Windasuri, 2017).

Implementing excellent service in the digital era, requires the ability to use reference media in decision making (Setyaningsih & Fahmi, 2019) and conditioning of organizational culture (Mustaqim et al., 2021). If it is related to the problem of message distortion, it can be narrowed that message distortion can hinder the occurrence of excellent service. So that to get excellent service in aviation communication, communication actors have the task of reducing message distortion by minimizing the causes of message distortion (Fyshchuk & Vsyukova, 2020). For the message to not be distorted, the communicator and the communicant must be different at the same point, namely the position of accuracy in conveying the message. If this position is not achieved then the distortion is very likely to occur.

SYNCRONUS AND ASYNCRONUS APPROACHES TO COMMUNICATIONS

The habit of communicating style by combining synchronous and asynchronous in all aspects of life brings opportunities for problems in aviation communication services. People are used to it and it seems that it has become a new culture in combining the two things for daily interactions. This position then facilitates the communication gap which is only carried out directly in the interaction process (synchronous). Meanwhile, foreign chronological communication is carried out to facilitate and answer problems related to the timing of sending messages and receiving messages. More deeply, chronological asynchronous communication correlates with the use of media that is used as an extension to create more effective communication.

Synchronous and asynchronous approaches can be seen from the example in aviation education, educators get more attention to synchronous online learning mode than synchronous online learning mode because Synchronous online learning, with advanced technology, provide equal opportunities for students to interact with

lecturers and other students (Lakhal et al., 2017; Watts, 2016) Interaction and attention in communication increase in synchronous online media. For example in the world of education, even though teachers and students do not meet face-to-face, they meet at the same time on a specific online learning platform to provide a real-time knowledge-sharing experience and immediately get answers to questions (Amiti, 2020; Buzzetto - More., 2007). Educators facilitate this interaction by utilizing synchronous meeting tools (SMTs) such as Zoom, Google Meet, and Microsoft Teams (Kohnke & Moorhouse, 2022). Zoom has several very useful features to facilitate more communicative learning, including annotation tools, polls, breakout rooms, and video and screen sharing (Kohnke & Moorhouse, 2022). Furthermore, this can be adopted in the practice of flight communication services at airports.

In contrast, the synchronous online learning environment demands the determination of the date and time of the instructor and student meeting which makes it less flexible than the asynchronous learning environment and this is contradictory to the spirit of online learning which promises to learn anytime, anywhere, anyhow (Kohnke & Moorhouse, 2022; Riwayatinationsih & Sulistyani, 2020). In service, this can collaborate with the use of synchronous and asynchronous at the same time in one interaction.

In explaining synchronous and asynchronous positions, synchronous communication is still used as the main communication in conveying messages. While asynchronous is used as a complementary communication to further strengthen and confirm the message conveyed. Asynchronous has a tendency to use digital media related to the ability of its users to utilize the media. The digital media that can be used to support communication services in the field of aviation include: Whatsapp, youtube, zoom meetings, google forms, google drive, and Gmail.

Media Digital Types	Communication Types	Category of Services
Whatsapp	Synchronous dan Asynchronous	Instant Messaging, VoIP
Zoom meeting	Synchronous	Video Conferencing
Youtube	Synchronous dan Asynchronous	Streaming Video, Video on Demand
Google Form	Asynchronous	Cloud Form
Google Drive	Asynchronous	Cloud Saver
Gmail	Asynchronous	Email

Source: (Fahmi, 2020)

Based on the study of asynchronous learning environment, this approach

does not provide the experience of direct interaction with friends and teachers like a synchronous learning environment but gives freedom to students to access learning materials that have been prepared by the instructor in the form of audio, video, articles, handouts, and power points. presentation on e-learning platforms (Perveen, 2016). In addition, there are several types of assessment in an asynchronous learning environment that is very useful, including 1) authentic and formative assessment, 2) project and process assessment, 3) evaluation of intellectual constructs based on knowledge management, and 4) evaluation of competencies. , skills, and/or learning achievements, 5) feedback as an assessment modality, and 6) evaluation of virtual performance (Badilla Quintana et al., 2021). However, based on the explanation above, the combination of the two in communication practices at one time can provide complementary actions taken by communicators in the context of service to customers or communicants.

Effective Aviation Communication Services

Generally, in the study of effective communication, the communication process occurs well if the communicant and the communicator are at the same point, namely using the media and interpreting the message according to the original purpose. For example, when employees in the service profit chain receive quality internal service, they provide quality service to external customers. To achieve excellent service and reduce message distortion, this study supports the service climate as an integral part of the service profit chain by exploring its role in linking internal service management and external service performance, and the boundary conditions in which it operates. Based on a study Lin et al., (2021) data from 538 employees from 81 department managers in 24 Chinese hotels were examined using hierarchical linear modelling. The results show that managers' commitment to service quality affects service climate through empowering leadership, service climate relationships that empower leadership and service-oriented behaviour of employees, and internal service quality of external departments strengthens the positive effect of service climate on service-oriented behaviour. This study advances the literature by integrating service climate and internal service quality into the service profit chain, helping hospitality managers understand how to encourage service-oriented behaviour.

According to the research above, it can also be implemented in aviation communication, that services in this field require concrete and hierarchical message

management. In other words, organizational communication is needed in organizing the problem of message distortion. There is one command from superiors as an agreed operational standard to parse the cut in receiving messages. The main emphasis lies on service providers based on the use of digital media whose communication is carried out synchronously and asynchronously. Because as previously explained, this synchronous and asynchronous approach bridges the gap in the use of media and the meaning of messages that are not balanced.

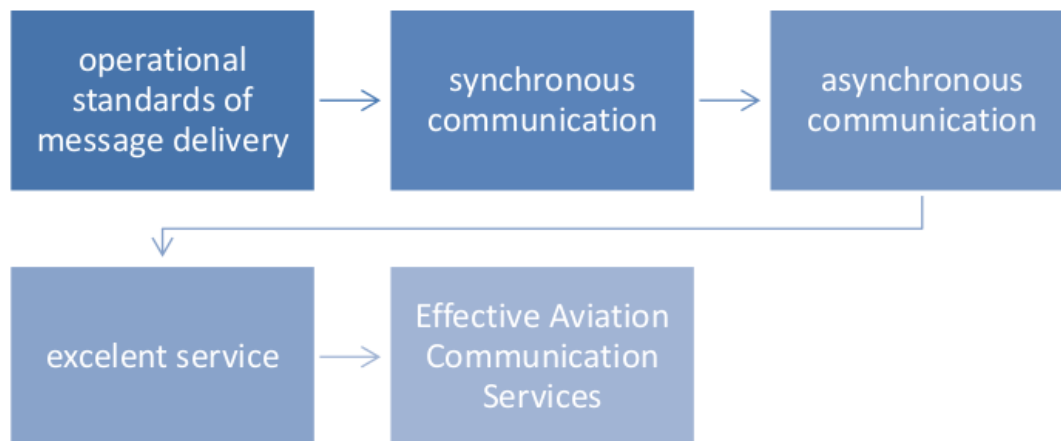


Figure 3. Synchronous and Asynchronous Approach for Conveying Message Distortion

This is also supported by research by (Gürlek & Uygur, 2021) that the condition of service in communication in any aspect depends on the practice of service-oriented human resources that are performance-oriented affecting employee service performance. Data were collected from full-time hotel employees and line managers. In total, 1,525 questionnaire forms were obtained. That communication that is carried out synchronously can minimize obstacles, but on the other hand the obstacles that still have the opportunity to occur are message distortion due to differences in position levels.

The aviation communication services such as what happens at the airport, two-way communication between ticket counter guards and customers. The first thing that must be given to customers is in the form of synchronous communication that provides complete information. To avoid misunderstanding or some messages are lost to customers, the counter guard has an obligation to provide explanations through the help of digital media as illustrations such as diagrams on the website. And this last practice is referred to as an asynchronous communication approach using digital media as a tool to minimize message distortion.

Service in the world of aviation has similarities with the world of health, both of which

emphasize the perspective on the meaning of service. So in practice, it takes two directions of meaning between the service provider and the served (Sim et al., 2020). An effective improvement strategy must begin by identifying precisely the quality aspects to be improved (Bezerra & Gomes, 2016). Further, Yeh & Kuo (2003) surveyed service quality as perceived by airport managers and employees in Taiwan and created an index to assess the efficiency of passenger service. Meanwhile, based on research (Lubbe et al., 2011) it has been suggested that the key indicator for effective airport management should come from passenger feedback on airport services.

Meanwhile, the results of other studies before digital media were widely used showed that consumers or communicants systematically distorted their assessment of airlines. Perceptions of service quality attributes seem to be influenced more by individual internal factors than by actual attributes available for observation. Implications are also identified that can help airline executives to address the complex, yet the critical problem of "systematic distortion" (Elliott & Roach, 1993). If we analysed more deeply, the two phenomena have a strong correlation. The strength of service communication on flights lies in a unified message and the use of media used when performing services.

The combination of synchronous and asynchronous communication answers problems related to the priority of the type of communication to be carried out during service in the aviation world. The combination approach of synchronous and asynchronous communication bridges the confusion or background differences in the continuity of service communication. Assistance with asynchronous communication using media functions as auxiliary and complementary communication to maximize communication results. So that at the end of the goal can be created excellent service and services in aviation communication can be done effectively. Message distortion that occurs in communication can also be minimized by embracing two-way communication and a combination of synchronous and asynchronous communication.

2 | CONCLUSION

The greatest possibility to overcome the occurrence of communication disorders in the form of message distortion is to use a synchronous and asynchronous communication approach, including the use of media. Message distortion correlates with excellent service in aviation communications. This can be seen from several factors that start from interference, physical, language, background, and level differences, to the abundance of information experienced by communicants and communicators in it. A significant finding from this literature review is the combination of the prime service attribute model with equalizing perceptions between communicants and communicators in service activities. In the addition that these activities use synchronous and asynchronous communication approaches. This approach collaborates direct communication with communication using digital media. In the end, the combination of synchronous and asynchronous communication answered the problem related to the priority of the type of communication to be carried out during service in the aviation world. The combination approach of synchronous and asynchronous communication bridges confusion or background differences in the continuity of service communication.

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