



CONVEY MESSAGE DISTORTION: A SYNCHRONOUS AND ASYNCHRONOUS APPROACH TO EFFECTIVE AVIATION COMMUNICATION SERVICES

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Abstract: *The study focuses on message distortion in aviation communication services, seen from the problem of using the media both synchronously and asynchronously. In doing so, 65 articles from reputable international journals, international journals, and accredited national journals were analyzed. The constructivism paradigm involves multidisciplinary information systems, communications, and media services. Excellent service in aviation is hampered by message distortion from customer service and customers exchanging information because communication media is dominated by asynchronous communication. The combination of approaches using synchronous and asynchronous media bridges the problem of message distortion in aviation communication services. Message distortions include physical disturbances, semantic disturbances, cultural and language differences, no feedback, status or position level differences, and information overload between communicators and communicants.*

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

Abstrak: Fokus kajian ada pada distorsi pesan dalam layanan komunikasi penerbangan, terlihat dari masalah penggunaan media baik secara sinkronus maupun asinkronus. Selanjutnya, kajian literatur menganalisis 65 artikel bersumber dari jurnal internasional bereputasi, jurnal internasional dan jurnal nasional terakreditasi. Paradigma konstruktivisme melihat melibatkan sistem informasi multidisiplin, komunikasi dan media pelayanan. Pelayanan prima dalam penerbangan terhambat oleh distorsi pesan dari *costumer service* dan pelanggan dalam pertukaran informasi karena penggunaan media komunikasi didominasi oleh komunikasi asinkronus. Kombinasi pendekatan menggunakan media sinkronus dan asinkronus 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.

Kata Kunci: Distorsi Pesan, Sinkronus dan Asinkronus, Layanan, Komunikasi Penerbangan

1 | INTRODUCTION

In aviation communication, there is a study in accordance to the services in aviation communication. This service, which usually takes place outside the aviation school and is more profit-oriented, involves communication that occurs at the airport between customer service and customers. As often happens, in a service communication there might be communication error, which can be caused by distortion of the messages in them. It might happen because of the message distortion when interacting might lead to the failure of delivering the original purpose of the messages. Thus, interactions in public services should adopt strategies to instill 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 to achieve good communication (Donkor & Zhou, 2020; Alqudah et al, 2022). In other words, cutting 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 requires 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; Ukwandu, 2022). However, conditions in flight service communications are also difficult to predict (Garnham, 2020; Mulugeta, 2020; Yemisi Esther et al., 2020; Charaensukmongkol, 2022), 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; Cariado., & Vilodre, 2021; Weeden et al, 2022).

The common 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; Ezeh et al., 2021; Azzahra, 2022), language disorders (Dailidénaité & Volyneec, 2017; Tauscher et al., 2022), cultural (Lailiyah et al., 2021; Siregar, 2022), and language differences (Lailiyah & Setiyaningasih, 2020; 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, it might causing message distortion. Physical disturbances can occur in the communicant or communicator, as well as physical in the communication media used, such as language disorders and communication disorders. Meanwhile, related to semantic problems as the language used by the communicator is not properly selected by the communicant, resulting on the message is interpreted differently or incorrectly. For example, the use of language that is not understood by the communicant will likely create a misinterpretation of the message. Besides, language and cultural differences message distortion might happen as the result of language and cultural differences. 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 interactions involve 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.

2 | METHOD

The research uses the literature study method by reviewing and analyzing as many as 65 journal articles. The detailed sources of journals consist of reputable international journals, international journals, and accredited national journals. Data grouping was done by clustering the types of articles according to topic and year. The analysis was carried out according to topic clusters in accordance with the sub-themes which became the framework for thinking in the research. The aim is to get answers to the phenomenon of message distortion in the world of aviation in Indonesia.

3 | RESULT AND DISCUSSION

Message Distortion and Excellent Service

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

A previous study proposed an empirical model to measure communication success 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. Meanwhile, functional, not technical, service quality relationships are a more powerful mediator in shaping client trust (Dam., & Dam, 2021).

However, seeing from the abovementioned concept, there is possibility of failure in excellent service using digital media. The problem that arises is message distortion, where meaning is cut when communicating the services in the service interaction process. Moreover, this happens in flight communications seen from customer service interactions and customers at the airport. The activities observed can be direct communication or indirect communication. Bovee (2013) asserts that different categories of staff abilities can produce a clear advantage over competitors. However, it requires a conscious communication approach. Communication plays a key role in ensuring effectiveness in management and organizations. Effective communication is where the sender's intent is achieved.

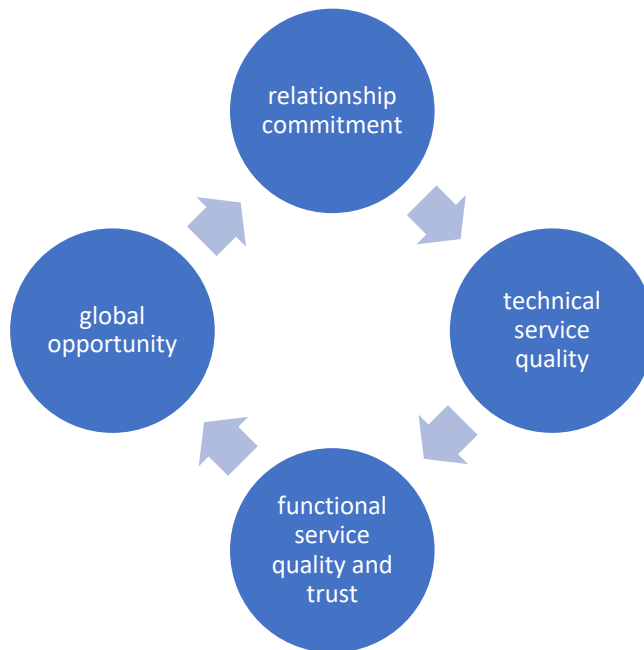


Figure 1. Empirical Model of IT-Based Services and Excellent Service (Park et al., 2014)

Message distortion can also be studied from the innovation diffusion frame. Information diffusion is usually modeled as a process in which irreversible information spreads 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 without 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; sembada., & Koyay, 2021;), which also contributes to control the effects of communication service. In Aviation communication, through 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, while a high-quality intermediate summary produces a less distorted message than situational control. Different types of information behave differently, particularly 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 (Dailidénaité & Volynec, 2017), cultural and language differences (Nijjati et al., 2020), no feedback (Nijjati 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. Caused the situation is only a supporting factor; the most important thing is understanding the communicator and the communicant in carrying out interactions and interpreting the message 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 that occur to customers. It is possible to cut meaning in the interaction.

Second, language disorders are very likely to occur at the time of service. It contributes to the ineffectiveness of service communications. The meaning of the messages might lost if the communicant and communicator do not understand the language used. Third, cultural differences also contribute to the message distortion. This position occurs when the communicator and the communicant have different cultural backgrounds, as there has been a relationship within the perception between the two. Cultural perceptions that exist in each human might causing different levels of meaning. Fourth, the absence of feedback is interpreted as a lack of information, so 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 having 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. The worst-case scenario is that not a single message is received despite many messages.

Meanwhile, message distortion that needs to be managed properly will hinder the excellent service process. Communication management is needed in service communications, especially in aviation communications. Excellent service is related to the communication management process; in the era of 5.0, digital media is needed to bridge 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; Ju et al., 2022), the organization's or company's reputation (Kiatkawsin & Sutherland, 2020), and customer retention (Windasuri, 2017).

Implementing excellent service in the digital era requires using reference media in decision-making (Setiyaningsih & Fahmi, 2019) and conditioning 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. Thus, 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). So that the message is not distorted, the communicator and the communicant should be differ at the same point, namely, the position of accuracy in conveying the message. If this position is not achieved, the distortion will likely occur.

Synchronous and Asynchronous Approchesto 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 has become a new culture 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 and receiving messages. Indeed, chronological asynchronous communication correlates with using media 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; Wediyantoro et al., 2020). 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 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-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; Riwayatiningasih & Sulistyani, 2020). In service, this can collaborate with synchronous and asynchronous at the same time in one interaction.

Table 1. Media Types and Category of Services

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

Source: (Fahmi, 2020)

In explaining synchronous and asynchronous positions, synchronous communication is still the main communication in conveying messages. In comparison, asynchronous is used as a complementary form of communication to

strengthen further and confirm the message conveyed. Asynchronous tends 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 aviation include Whatsapp, youtube, zoom meetings, google forms, google drive, and Gmail.

Based on the study of asynchronous learning environments, this approach does not provide the experience of direct interaction with friends and teachers like a synchronous learning environment. However, it gives freedom for students to access learning materials prepared by the instructor, such as audio, video, articles, handouts, and power points, on the e-learning platforms (Perveen, 2016). In addition, several types of assessment in an asynchronous learning environment are 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 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, combining 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. 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 by Lin et al. (2021), data from 538 employees from 81 department managers in 24 Chinese hotels were examined using hierarchical linear modeling. The results show that managers' commitment to provide quality of service affects service climate through empowering leadership, service climate relationships that empower leadership and service-oriented behavior of employees, and internal service quality of external departments which strengthens the positive effect of service climate on service-oriented behavior. This study advances the literature by

integrating service climate and internal service quality into the service profit chain, and helping hospitality managers understand how to encourage service-oriented behavior.

According to the research above, it can also be implemented in aviation communication and services in this field require concrete and hierarchical message management. In other words, organizational communication is needed to organize 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 between the use of media and the meaning of messages that are not balanced.

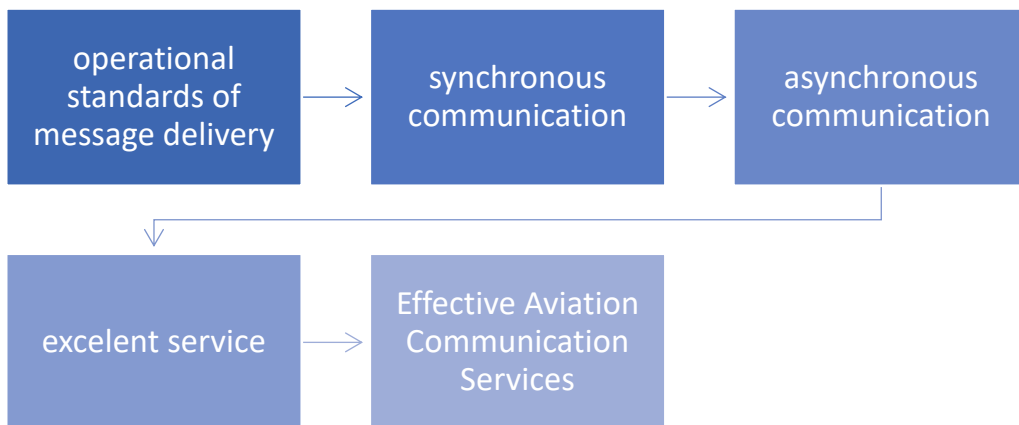


Figure 3. Synchronous and Asynchronous Approach for Conveying Message Distortion

It is also supported by research (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. Communication that is carried out synchronously can minimize obstacles (Ma et al., 2021; Bakir et al., 2022; Chuan et al., 2022). However, on the other hand, the obstacle still has the potential to occur is message distortion due to differences in position levels.

Aviation communication services include what happens at the airport and two-way communication between ticket counter guards and customers. The first thing that must be given to customers is synchronous communication that provides complete information. To avoid misunderstanding or some messages being lost to customers, the counter guard should provide explanations through the help of digital media, such as illustrations and diagrams on the website. Moreover, 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. In practice, it takes two meaning directions between the service provider and the served (Sim et al., 2020). An effective improvement strategy must begin by precisely identifying the quality aspects to be improved (Bezerra & Gomes, 2016; Law et al., 2022). 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 by Lubbe et al., (2011), 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. Bergiante et al., (2015), perceptions of service quality attributes are influenced more by individual internal factors than actual attributes available for observation. Implications are also identified that can help airline executives to address the complex yet critical problem of “systematic distortion” (Elliott & Roach, 1993). If we analyze 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. At the end of the goal, 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.

4 | 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. Finally, 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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