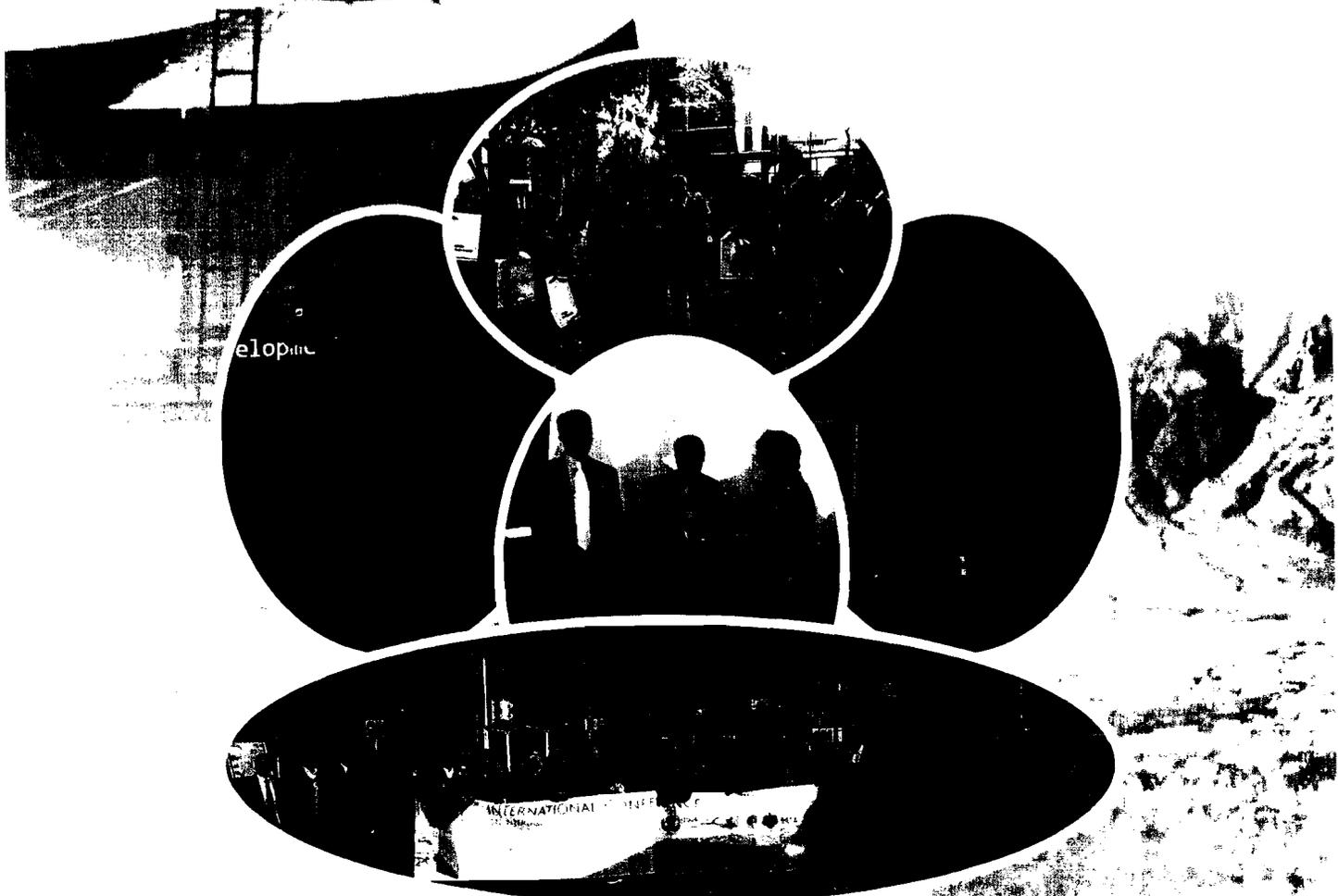


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## THE ROLE OF COMMUNICATION BY HEART IN BUILDING THE QUALIFIED WORKING CULTURE

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### ABSTRACT

In a simple way communication can be defined as the process of transferring messages from a source to a receiver in order that they can build the same meaning ( commonsense). How the message sent should be captured and interpreted properly by the receiver or in other words how communication will be going on effectively needs must be based upon heart. When talking about HEART, we will talk about Honesty, Sincerity, and Seriousness. The concept of communication by HEART is based upon those three key words. In more detail, viewed from the word HEART, there are five letters which reflects the characteristic of communication by HEART, those are : HONESTY, EMPHATY, ACCOUNTABILITY, RESPONSIBILITY , and TOTALITY. This concept must be possessed by every individual in either a small or big organization. In an organization or institution, there must be an organizational structure describing who will be responsible for what and to whom, besides it will show the role and function of the individual. The care taker will hierarchically be responsible from the top to the bottom level. The care takers are called leaders, and of course have the leadership role and function. The leadership based on HEART will of course listen rather than be listened, or to serve rather than be served, so that the leadership using Communication by HEART will be more effective. By this kind of effective leadership, it is expected to build more qualifies work culture. This paper will discuss the qualified work culture through the concept of Communication by HEART. By using the analytically descriptive method, it will be discussed how every element of HEART will help a leader building more qualifies work culture.

**Keywords :** HEART, Leader and Leadership, Work Culture

### A. Introduction

An employment success is rooted in the values owned and behaviors that become habits. Those values are derived from the customs, religion, norms and rules that become the belief turning into a habit in work behavior or organization. The values that have become habit is called culture. Therefore the culture associated with the quality of work is called work culture. The word culture itself is an outgrowth of the Sanskrit *budhayah*" which is the plural form of *buddhi* or intellect, and the plural form of *budhi* and *daya* , which means the power of the mind, in other words "culture is the power of the mind in the form of creativity, initiative and sense " . Culture is also an arrangement or value system becoming the reference or collective agreements. The definition of culture is often mentioned by experts as Koentraningrat, namely; " Culture is the whole of human entity from behavior and the results of the regular behavior regulated by ethics which needs to be gained by learning and everything is arranged in the life of society.

An organization or institution certainly must have the order or the value system espoused as a standard or benchmark for the organization or institution in achieving a common goal. Related to the work culture, Gering Supriyadi, and Tri Guno stated that work culture is a philosophy which is based on a view of life as values into the nature, habits and also the drive of the civilized world in a group reflected in the attitude , behavior, ideals, opinions, views and actions which are implemented in the way a person works. Besides, the work culture, is a