CHAPTER I

INTRODUCTION

1.1. BACKGROUND

A good loyalty in organizations becomes an important factor for promoting the Organization, then in growing loyalty towards an individual required effective communication within the Organization, so that it can build a good loyalty on each individual. Loyalty according to the Oxford Dictionary is: Giving or showing firm and constant support or allegiance to a person or institution.[1]

This perspective shows that loyalty is the quality of the attitude of the faithful, while loyal is defined as the Act of giving or showing support and unwavering and constant adherence to the person or institution. A loyal attitude which belonged to an individual must be a professional in the discharge of his duties. Not just implementing instructions or commands the leadership but rather the nature of himself to carry out a sacred duty in it holds.

Loyalty is the attitude of an individual's willingness to perpetuate a relationship with your organization, with unselfish interest organizations from his private interests, there is a sense of love and responsibility for providing services and best behavior against the organization. Poerwopoespito said that loyalty to the work reflected in the attitude of employees who devote capabilities and expertise, perform the duties and responsibility, discipline, and honest in their work. The attitude of the faithful, have a sense of belonging, understanding the company's difficulties, work more than requested, creating a pleasant atmosphere,keep a secret meeting, maintaining and elevating the image of the company, save money, no rallies to the company.[2]

---

[1] https://en.oxforddictionaries.com/definition/loyal (accessed at22-10-018)

[2] Zufani, Belferik Manullang, Abdul Muin Sibuea, Pengaruh Keteladanan Kepala Sekolah, Iklim Kerja Organisasi, Kepuasan Kerja Terhadap Loyalitas Kerja Guru SMP Kecamatan Medan Amplas, Jurnal Manajemen Pendidikan Vol.9 No.2 Nopember 2017,

In the reality of social life, patterns of society are always surrounded by a rich interaction forms in accordance with the circumstances, conditions, culture, beliefs, and customs of the community where it is located. The pattern of social interaction that occurs between individuals and then becomes a group in the community that spawned a bevy of social organization or mutually agreed. Max Weber is the founder of the modern organization studies says:[3]

> "His account can be summarized as follows: members use the ideal type conception of bureaucracy to understand the conduct of other members and to guide their own actions; because they all act in patterns organized by the ideal type, their actions coordinate in such a way that organizations consequentially and meaningfully exist. Thus, from its beginning, organization studies have pursued the central question of how large-scale, purposefully-controlled organizations are constituted".

Max Weber Studies form a modern organization by offering one interpretive analysis of bureaucracy. His speech he can be summarized as follows: the members use this type of ideal conception of bureaucracy to understand the behavior of other members and to guide their own actions; because they all act in patterns which are organized by the kind of ideal, be their actions in a manner such that organizations there are consequential and meaningful.[4]

An Organization stands certainly has ideas and ideas. The cottage is a Modern institution which aims to educate people by preparing a generation of loyal towards the existing norms. One of the goals shared by the modern cottage was built loyalty both to the Mahasiswa Guru. Darussalam Gontor Modern Islamic Institution Campus 2 is a form of social organization,

---

Hlm 75

[3] Musfialdy, Organisasi dan Komunikasi Organisasi, Dosen Fakultas Dakwah Dan Ilmu Komunikasi Universitas Islam Negeri Sultan Syarif Kasim Riau, Hlm 87

[4] R. Wayne Pace, Don F. Faules, Komunikasi Organisasi Strategi Meningkatkan Kinerja Perusahaan (Bandung: PT. Remaja Rosdakarya Cetakan ke-9, 2015), Hlm. 44-45

Modern Cottage Gontor already founded in 1926, founded by three brothers known as the Trimurti. At the age of 93 to this Cottage has been given therole of Gontor against the people.

Darussalam Gontor Modern Islamic Institution Campus 2 is a branch of Gontor Modern Huts that housed in Madusari subdistrict Siman Ponorogo East Java province. The cottage was built since the year 1996, already more than ten years of Gontor Campus 2 participated in the build the Ummah, data from Darussalam Gontor Modern Islamic Institution Campus 2 indicates the number of students 1461 people, and Mahasiswa guru amounted to 174 people. This data shows that the Modern Cottage Gontor Campus 2 is a large capacity for organization, Mahasiswa guru is one of the human resources have a major role in the passage of the education in Modern Cottages Gontor Campus 2, then pay attention to the performance of Mahasiswa guru is the primary thing. Mahasiswa guru Gontor Campus 2 has a good loyalty, this is demonstrated by the achievements of the cottage. Some of the accomplishments of Gontor Campus Cottage 2 since becoming the KMI is as follows:

Table 1.1

Achievement of Darussalam Gontor Modern Islamic Institution Campus 2

No.	Achievement	Year
1	The first Khutbatu-l-Arsy was held in KMI's first year	2013
2	The premiere of the Fun Stage and Drama Arena in the fourth year of KMI	2017
3	General Champion LP3 26, LP3 28 and LP3 29	2014, 2016, 2017
4	Muharram Cup general champion between Gontor Branch Cottage in Java	2017
5	The second highest achievement of the Qurban Fund is Gontor Putra	2018

4

| 6 | Students' academic achievements have increased (according to KMI data between Pondok Gontor) | 2018 |
| 7 | Dynamics of Mahasiswa guru are increasingly active and have many achievements (according to DEMA data on student achievements and activities) | 2017-2018 |

Source : Results of interviews of santri parenting staff (January 18, 2019)

Table 1.2

Academic Data of Santri Period 1439-1440 H

CLASS	AVERAGE OF THIS YEAR	AVERAGE OF YEAR YEARS	PERCENTAGE
1	5.61	5.22	8.32%
1 INT	6.65	6.51	2.02%
2	5.36	5,29	1.00%
3	5.45	5.4	1.34%
3 INT	5.45	4.84	12.56%
4	5.74	6.01	-4.47%
5	5.35	5.2	3.00%
TOTAL	5,659	5,496	3.396%

Source : Documentation of KMI Gontor 2 the school year 1439-1440 H

The data that shows dynamics of Mahasiswa guru Gontor 2 are increasingly active as delivered by the Chairperson of the Student Council Gontor Campus 2. Al-Ustadz Fasianto Haris as the general chairman of Mahasiswa guru said that in these 3 years Mahasiswa guru Gontor 2 achieved many achievements, one of them being champions general Muharram Cup between campuses, Unida Campaign champions, and championship winners among other students. In addition, the student council also adds positive activities routinely to Mahasiwa guru, by implementing Tau'iyah

Diniyah, a study of weekly study programs, library activities and so on.

Here is one rule in the organize:

$$اَلْحَقُّ بِلاَ نِظَامٍ يَغْلِبُهُ ٱلْبَاطِلُ بِالنِّظَامِ$$

«The truth that cannot be defeated by organized falsehood organized.».

These rules indicate the importance of the freedom of Association, a good goal, vision, and mission of the organization if not organized will into a bad, bad goal if organized will be fine. The danger of a truth that is not organized through the right steps and concrete will be defeated by malice organized. There is no warranty for any organization that uses the identity of the boarding school won the game, the competition nor the resistance if not done powerful organizing.[5]

In Darussalam Gontor Modern Islamic Institution Campus 2 Mahasiswa guru must understand the task, and tried to execute it properly, Mahasiswa guru has three main obligations that must be run simultaneously, i.e. learning in University Of Darussalam Gontor as a student, teaching at the Kulliyatu-l-Muallimina-l-Islamiyya as a teacher, also helps the cottages activities. This is a form of loyalty that is owned by mahasiswa guru towards the cottage, then in building the loyalty of Mahasiswa guru in need of a good organizational communication planned to achieve the goals of the organization.

James r. Taylor in Rethinking the Theory of Organizational Communication, How to Read An Organization Series: Communication and Information Science explained that the Organization (organizational communication) is the deciding factor the success of an organization that aims to become a system in order to equalize a motion, form the harmonization of organs, the alignment of various internal conflicts, imaging, goal achievement even organizational development.[6]

---

5 Syukri Ilyas, S.Ag. MA, Organisasi Dalam Al-Quran, https://syukrihaekal03.wordpress.com/tag/organisasi-dalam-perspektif-al-quran/(accessed at 22-10-2018)

6 Musfialdy, Organisasi dan Komunikasi Organisasi, Dosen Fakultas Dakwah Dan

Effective organizational communication is one way or manner so that the organization can still survive. Effective organizational communication helps organizations to be able to achieve the goals of the organization. Barnard›s saw that communication that›s what determines the dynamics of an organization: «communication is a major force in shaping the Organization and communication that makes a system of dynamic cooperation within the Organization and linking organizational goals on the participation of the people in it «. The organization can be defined as a system of relatively stable individuals who work together to achieve a common goal through the hierarchical structure and Division of labor. The relationship among members of the organization is relatively stable; the stability of the organization making the Organization function effectively in achieving its goals. The arrangement of the organization can be foreseen in the communication between its members and therefore facilitate the achievement of business objectives of the organization.[7] Effective communication will encourage the onset of better performance because Mahasiswa guru who knows and understands his job will be more able to work properly and eventually formed a loyalty. Such importance of communication in an organization.[8]

Organizational communication an important role in building loyalty, communication is needed to build a relationship in the exchange of information between the leadership of the lodge with Mahasiswa guru, and vice versa as well as a fellow Mahasiswa guru. To build a good Mahasiswa guru loyalty required the existence of an appropriate information delivery process within an organization. One of the efforts made is by forming an effective organizational communication.

Ilmu Komunikasi Universitas Islam Negeri Sultan Syarif Kasim Riau, Hlm 87-88

[7] Engkus Kuswarno, Efektivitas Komunikasi Organisasi, MEDIATOR, Vol. 2, No.1, 2001, Hal 56

[8] Nandang Najmulmunir, Abd.WahidHasyim, EmaTriana, Hubungan Budaya OrganisasiDanKomunikasiOrganisasiDenganKinerjaGuru,edukasi,Vol.1,No.2,September 2009:35–47, Hlm 36

Darussalam Gontor Modern Islamic Institution Campus 2 is a form of social behavior based on religious values and become a culture of social interaction in the life of society. Religious values that are present in each individual, then became a group or gathering, serve as a reference in conducting social interaction. An organization necessarily have a purpose and characteristics that differentiate with other organizations. To achieve these goals, the organization requires good communication and true. Much-needed communication within an organization, because communication is the instrument to achieve the objectives of the Organization, in this case, is a communication organization. The importance of communication in the Organization of concern to an institution or company.

From this background exposure, researchers are interested in researching the Organization›s Communication Darussalam Gontor Modern Islamic Institution Campus 2 in building the loyalty of teachers college students.

1.2. PROBLEM FORMULATION

Based on the above issues, drawn the outline of the problem as follows:

1. How does the Modern Cottage organizational communication Darussalam Gontor Modern Islamic Institution Campus 2 in building Mahasiswa guru loyalty?
2. What are some organizational communication barriers Darussalam Gontor Modern Islamic Institution Campus 2 in building Mahasiswa guru loyalty?

1.3. RESEARCH OBJECTIVES

The purpose of this study is as follows:

1. To Know the organizational communication Darussalam Gontor Modern Islamic Institution Campus 2 Campus in building Mahasiswa guru loyalty.
2. To know what obstacles occur on organizational communication in

building Mahasiswa guru loyalty of Darussalam Gontor Modern Islamic Institution Campus 2.

1.4. BENEFITS Of RESEARCH

1. Theoretical Benefits

In writing, this research is expected to contribute to the development of the study of communication sciences, especially in the communications of the organization.

2. Practical Uses

In practice, this research is expected can be input for Darussalam Gontor Modern Islamic Institution Campus 2 so understand communication organization that had done and could implement effective organizational communication in building the loyalty of Mahasiswa guru better.

1.5. LITERATURE REVIEW

Previous Research

Research by Muhammad Tibyan, student communication studies Faculty of social sciences of Humanities UIN Sunan Kalijaga Yogyakarta, entitled the role of Organizational Communication On Employee Loyalty (Qualitative Studies PO. Blue Star Salatiga). The focus of this research is qualitative studies related to a company communications role, the research was done in London in the year 2015. The results of this research are the role of organizational communications PO. Blue Star Salatiga in order to build harmonious relationships so that employees of the PO. Blue Star Salatiga has a high loyalty to the company. It can be said that the role of organizational communications PO. Blue Star Salatiga is very helpful in increasing employee loyalty.[9]

The difference of this research with the research object is the

---

[9]   Tibyan. 2014. Peran Komunikasi Organisasi Pada Loyalitas Kariyawan(Studi Kualitatif PO. Blue Star Salatiga). Ilmu Komunikasi Fakultas Ilmu Sosial Humaniora, UIN Sunan Kalijaga Yogyakarta.

study and Tibyan form of organization, but this research has an affinity in the communications organization that affect the loyalty of member organizations.

Research by Fitri Susilawati, a student majoring in Communication and broadcasting Islamic Da›wah and the Faculty of communication sciences UIN Syarif Hidayatullah Jakarta, entitled Communication organization in Kepemimipinan at PT Tempo Inti Media. The focus of this research is the leadership in organizational communication conducted in pt. Tempo Inti Media in 2010. The results of this research are the climate communication at PT Tempo Inti media positively, in disseminating information to employees employer using the flow of the mixture i.e. concurrent and sequential flow. Boss also conveyed the message through the media and non-media communication to employees. In the process of communication are some of the factors supporting and restricting.[10]

The difference of this research with the research conducted by Fitri is the focus of the research, the research will be focused on leadership and organizational communication climate while the research on organizational communication. The relationship of this research with the research organization is the communication Fitr carried out superiors to subordinates and subordinates to superiors in the organization.

Research by Harjanti Program, students majoring in communication studies, Faculty of political science and Social University Eleven Maret Surakarta, entitled the role of Organizational Communication against the Employee Morale at Hotel Inna Garuda Yogyakarta (study The Relationship Between The Role Of The Communications Of The Organization Against The Employee Morale At Hotel Inna Garuda Yogyakarta). The focus of research is on the role of communication your organization against the morale of the employees, this research was conducted in the city in 2010. The results

---

[10] Susilawati. 2010. Komunikasi Organisasi dalam Kepemimpinan pada PT Tempo Inti Media. Jurusan Komunikasi dan penyiaran Islam, Fakultas Ilmu Dakwah dan Ilmu Komunikasi, UIN Syarif Hidayatullah Jakarta.

of this research are showing that the Organization›s communication at the Inna Garuda hotel Yogyakarta is very instrumental in employee morale. This is shown as good information provided by superiors to subordinates, as good information provided by subordinates to superiors as well as good information exchange among employees which affects the good discipline of employees it does its job, as good an employee›s responsibility towards his work and the good cooperation between employees with regard to completion of the work or other interests among employees.[11]

Difference research Harjanti with research is the achievement of moral and loyalty member organizations. Outline of research supports each other, that the role of the Organization in communications empowers human resources in very large organizations, thus creating the sustainability of the organization.

Research conducted by the researchers is the communications research organization with the object of the study of human resources in Modern Cottages. The focus of this study is organizational communication in building Mahasiswa guru loyalty of Darussalam Gontor Modern Islamic Institution Campus 2, research conducted qualitative research is descriptive.

1.5.1. Conceptualization

A. Organizational Communication

Organizational communication happens in an organization, the nature of formal and informal, and also takes place in a larger network than the group communication. Formal communication is communication according to organizational structures, namely Downward communication, upward communication, and horizontal communication.[12]

---

[11] Harjanti Widiastuti. 2010. *Peran Komunikasi Organisasi Terhadap Semangat Kerja Karyawan di Hotel Inna Garuda Yogyakarta*. Jurusan Ilmu Komunikasi, Fakultas Ilmu Sosial Dan Ilmu Politik, Universitas Sebelas Maret Surakarta

[12] Deddy Mulyana, *Ilmu Komunikasi* (Bandung, PT Remaja Rosdakarya cetakan ke-20, 2016) Hlm. 83

According to Goldhaber in his book, Organizational Communication provides the following definition of organizational communication:[13]

"Organizational communication is the process of creating and exchanging messages with in a network of interdependent relationship to cope with environmental uncertainty". Atau dengan kata lain "komunikasi organisasi adalah proses menciptakan dan saling menukar pesan dalam satu jaringan hubungan yang saling tergantung satu sama lain untuk mengatasi lingkungan yang tidak pasti atau yang selalu berubah-ubah".

Joseph a. Devito defines organizational communication as a sending and receiving various messages in the Organization, whether in the formal or informal groups of Group organization. While according to Wiyartono communication organization is sending and receiving various messages organizations in formal or informal groups of an organization.[14]

Redding and Sanborn define communication organization is sending and receiving information in a complex organization. Included in this field are internal communication, human relations, relationship manager, communications Union downward, upward communication, and others.[15]

From the explanation of the above organizations, communication researchers draw the conclusion that the Organization's communication is a process of communication in formal organizations or informal organizations in a complex form of communication. Such communications may result in the same sense for the members of the Organization so as to realize the

---

[13] Arni Muhammad. Komunikasi Organsasi. (Jakarta: Bumi Aksara, 2017), cet ke-15, Hlm.67

[14] Abdullah Masmuh, Komunikasi Organisasi Dalam Perspektif Teori Dan Praktek(Malang, UMM Press Cetakan Ke-3, 2013), Hlm. 6

[15] Arni Muhammad. Komunikasi Organsasi. (Jakarta: Bumi Aksara, 2017), cet ke-15, Hlm. 65

objectives of the Organization.

B. Functions of Communication in organizations

In an organization, the Act of communication in organizations involves four functions, namely:[16]

1. Informative Functions

The organization can be viewed as an information processing system (Information processing system). That is, all members of an organization hoping to obtain more information, better and on time.

2. Function Regulation

This function deals with the regulations that apply to an organization. Messages essentially regulation-oriented work. That is to say, subordinates need regulatory certainty about jobs that should and should not to be implemented.

3. The functions of the Persuasive

In regulating the Organization, powers and authorities will not always bring results as expected. The existence of this reality, so a lot of the leadership that prefers to Persuade his subordinates of at commands.

4. Integrative Function.

Every organization strives to provide a channel that allows the employee can perform the task and work well.

C. Forms Of Organizational Communication

Communication is a binding element that various parts of the interdependent in that system. Without communication, there can be no organized activities.[17] In the organization, there are other forms of organizational communication as follows:

---

[16] Nandang Najmulmunir, Abd. Wahid Hasyim, Ema Triana, Hubungan Budaya Organisasi Dan Komunikasi Organisasi Dengan Kinerja Guru, *edukasi, Vol. 1, No. 2, September 2009:35–47,* Hlm 41

[17] Alo Liliweri. Sosiologi & Komunikasi Organisasi. (Jakarta: Cahaya Prima Sentosa, 2014), cet ke-1

1. Written communication

Written communication is one way of communicating that move messages (information), in writing, from one source, and delivered or transferred to the receiving party. Written communication is often done through correspondence.

2. Oral Communication

Oral communication is a process whereby communicators interact verbally with the communication to influence the behavior of the recipient.

3. Non-verbal communication

Komunikasinon-verbal is a way of communicating by sending information in the form of non-verbal symbols. Nonverbal communication is often not planned or less structured. However, nonverbal communication has a greater influence than verbal communication.

4. Interpersonal Communication

According to Cangara, the definition of interpersonal communication is the process of communication that takes place between two or more people face-to-face. Communication takes place in two directions/reciprocity that can be performed in three forms, namely conversation, dialogue, and interviews. The conversation took place in a friendly and informal atmosphere. In an organization, interpersonal communication is often used between fellow members informally between superiors by subordinates, as well as with fellow shall level.

5. Organizational Communication

Communication is very important in the Organization because it concerns the delivery of messages between individuals and groups about a job in the organization. Organizational communication is the communication that flows between

units and organizational groups.[18] Organizational forms of communication are as follows:

a. Downward communication

Downward communicationis the delivery of information flow that flows from the employer to the appropriate command subordinates in an organization. This communication aims to let the leaders more easily in decision making. Information conveyed by the employer could be briefed on the implementation of tasks, work instructions, information on employment policies and procedures, as well as proposing the feedback on the performance of subordinates.

In general, the communication to be classified under the above 5 types namely[19]:

1) Instruction Task

The task or the job was the message conveyed to the subordinate about what is expected of them and how to do it. That message may vary as a direct command, description of duties, procedures manuals, specific exercise programs and so on.

2) Rational

Rational work is a message which describes the purpose of the activity and how that activity with regard to other activities within the organization or organizational objectives.

3) Ideology

A message about this ideology is an extension of

---

[18] Deddy Mulyana. Komunikasi Organsasi. (Bandung: PT Remaja Rosdakarya, 2015), cet ke-9, Hlm. 183-199

[19] Arni Muhammad. Komunikasi Organsasi. (Jakarta: Bumi Aksara, 2017), cet ke-15, Hlm. 108-109

rational messages. ideological messages seeking support and enthusiastic member of the Organization in order to strengthen loyalty, morale, and motivation.

4) information

Message information intended to introduce subordinate with organizational practices, organizational regulations, profits, and other data-related organizations.

5) Inverse

The inverse is a message that contains information about the accuracy of the individual in doing his job.

b. Upward Communications

Upward communication is information that comes from subordinates to superiors. Usually, this happens when Mahasiswa guru wanted to convey the proposals, ideas, complaints, complaint, or report. What is presented by subordinates may be important information for making huts But the information still needs to be aware of in and on validation. The direction of communication thus must remain alive to the rotation information especially for the boss who does not work directly into the operational sphere.

Communication and above have some function or a specific value. According to the Pace, a function is as follows:[20]

1) with the Upward communication boss may find out when his subordinates are ready to be given information and how good the superiors received what was delivered by the subordinate

2 Communication Flow upwards) provide valuable information for decision making

3) communications consulting opportunities open to top

---

[20]   Ibid, Hlm. 117

subordinates to superiors

4) Upward communication allowing, even encouraging rumors or problems of the Organization to the boss to find out.

5) upward Communication makes the employer can determine whether the subordinate captures the meaning like what is from the flow of information down.

6) Upward communication subordinate to help overcome the problems of their work and strengthen their involvement in his duties and organization.

c. Horizontal communication

Horizontal communication took place between two parts or parties hierarchical levels that are within the authority of the same. An example of this is the communication direction discussion between Mahasiswa guru. The context of this communication is coordination so that each other mutually informed.

The most common form of interpersonal contact is Horizontal communication that may occur in a variety of types. Among the forms that often occurs is as follows:[21]

1) Committee meetings

2) Informal Interactions

3) phone conversation

4) Memos and notes

5) Social Activity

6) quality Group

d. Diagonal Communication

Diagonal communication is the communication done between individuals or groups in different parts and different levels as well. Diagonal communication a lot happened at

---

[21] Ibid, Hlm. 123

large-scale organizations where the dependence between the different sections.

The advantage of this communication can accelerate the dissemination of information. But there is a drawback of this communication because of the dissemination of information is not in accordance with the existing structure of the organization. Diagonal communication also has several advantages, including faster distribution of information so that individuals or groups in part one can help solve the problem on the part of the other.[22]

D. Darussalam Gontor Modern Islamic Institution Campus 2

Darussalam Gontor Modern Islamic Institution Campus 2 is located in the village of Madusari, district Siman, Ponorogo. Campus Cottages occupying an area of land approximately 10 ha started the development of November 15, 1995. In May 1996 a portion of facilities and infrastructure have been completed and ready to be used, then this month also (23 May) opened the first generation of new students enrollment. On 10 October 1996, Darussalam Gontor Modern Islamic Institution Campus 2 has been officially opened by Vice President Try Sutrisno Royally. Cottage life dynamics and quality of students continue spurred. Currently, representatives of caregivers at Gontor 2 is Al-Ustadz h. m. Hudaya, Lc. M.Ag. and aided by some teachers.

The education system Kulliyatu-l-Mu'allimin Al-Islamiyah (KMI) beginning in 2013, the education system in KMI of Darussalam Gontor Modern Islamic Institution Campus 2 refers to the educational system of Modern Cottage Darussalam Gontor KMI; in both the level of education as well as the curriculum, as

---

[22] R. Wayne Pace, Don F. Faules, Komunikasi Organisasi Strategi Meningkatkan Kinerja Perusahaan (Bandung: PT. Remaja Rosdakarya Cetakan ke-9, 2015), Hlm. 197-198

well as a variety of activities and programs.[23]

E. Loyalty

Loyalty is loyal to something with a sense of love so that with a high sense of loyalty of a person feels no need to get the reward of doing things for other people/companies where he put his loyalties.[24]

According to Rasimin, loyalty was loyalty, devotion, and trust is granted or addressed to a person or institution, which there is a sense of love and responsibility to attempt to provide the best service and conduct. So the willingness of cooperation means the willingness of self-sacrifice, a willingness to conduct surveillance, and a willingness to accentuate self-importance. The willingness to sacrifice self involves the presence of awareness to devote themselves to an organization, it will encourage the devotion of one's role within an organization.

Furthermore, Saydam suggested that loyalty is the determination and willingness to obey, execute and practice something that followed with the full awareness and responsibility, determination and daily behavior in performing the task. While Poerwopoespito said that loyalty to the work reflected in the attitude of employees who devote capabilities and expertise, perform the duties and responsibility, discipline, and honest in their work. More Poerwopoespito says the attitude of employees as part of most major companies are loyal. This attitude which was reflected in the creation of an atmosphere that is fun and supportive workplace, keeping the corporate image and the stance ready to work in a longer period of time. Based on the statement above it can be concluded that the

---

[23] https://www.gontor.ac.id/pondok-modern-darussalam-gontor-2 (accessed at 24-10-2017, pukul : 21.50)

[24] Purnomo Wicaksono, *Hubungan Pengembangan Karir Dan Pemberian Insentif Terhadap Loyalitas Kinerja Guru*, Jurnal Pendidikan Ekonomi IKIP Veteran Semarang, Vol. 01 No. 01, Juni 2013, Hlm. 51

loyalty of working attitude is loyalty, capable of implementing and practicing something carries with it responsibility and awareness, as well as trying to defend your company/institution/School of action to the detriment of the organization. The sense refers to loyalty have elements such as the existence of an attitude of loyalty, responsibility, carry out awareness, as well as trying to keep the good name of the company.[25]

Teachers who have the loyalty in the works can be seen in the attitude shown towards the cottage be happy attitude as a teacher, proudly towards the cottage, cottage, caring and responsible for teaching duties, able to engage entirely to the activities the lodge, ready and willing to maintain the good name of the cottages. Saydam suggests someone who has shown a good loyalty behavior:[26]

1. not happy to see the Act tends to be detrimental to the school
2. Be willing to intervene to prevent things that are detrimental to the school
3. his personal interests, willing to sacrifice her time, her energy for the Betterment of the school
4. Do not want to do things that lead to destructive things school
5. Like the hard-working, creative, and always want to do what's best for the school
6. Feel proud over the achievements reached school.

F. Mahasiswa Guru

Mahasiswa guru is graduate of Darussalam Gontor Modern Islamic Institution Campus 2 who devote themselves to the Modern Cottage Gontor Campus 2, they are the same age as a teenager with active students undergraduate. In the cottage they undertake three

---

[25] Zufani, Belferik Manullang, Abdul Muin Sibuea, Pengaruh Keteladanan Kepala Sekolah, Iklim Kerja Organisasi, Kepuasan Kerja Terhadap Loyalitas Kerja Guru SMP Kecamatan Medan Amplas, Jurnal Manajemen Pendidikan Vol.9 No.2 Nopember 2017, Hlm 79

[26] Ibid, Hlm. 76

obligations, namely teaching, learning and helping the cottage. In a time of devotion or Mahasiswa guru, they are required to obey rules that have been established and must comply with the conditions.[27]

1.5.2. Research Methodology
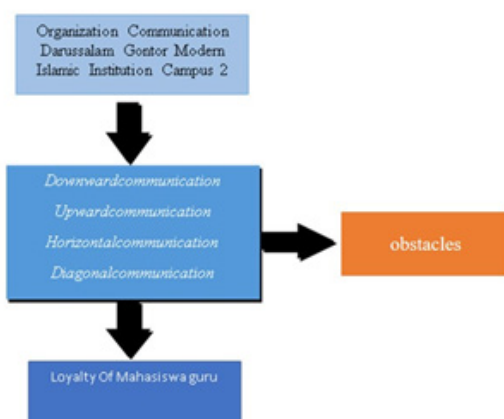
Picture 1.1 *Research Methodology*

Darussalam Gontor Modern Islamic Institution Campus 2 is a large-capacity organization. To achieve the goal of an organization needed effective communication in the Organization, one of the goals of Darussalam Gontor Modern Islamic Institution Campus 2 is build Mahasiswa guru loyalty, this required an efficient organizational communication in the organization. Darussalam Gontor Modern Islamic Institution Campus 2 practice a form of communication in organizational process information to fellow members of the Organization, the communication is done in organizations among others are: Downward communication, Upward communication, Horizontal communication, Diagonal communication. In organizational communication practices will find some unexpected communication barriers, however, it will be minimized with good organizational communication practices.

---

[27] Catatan Penulis saat penataran guru pondok modern darussalam gontor, 2015

Effective organizational communication will provide a positive impact on the Organization, thus providing clear information and hang of member organizations in carrying out its work. From the practice of organizational communication is good, Darussalam Gontor Modern Islamic Institution Campus 2 can build Mahasiswa guru loyalty.

In this study, researchers will examine organizational communication Darussalam Gontor Modern Islamic Institution Campus 2 consisting of Downward communication, Upward communication, Horizontal communication, Diagonal communication in building the loyalty of Mahasiswa guru. Organizational communication in practice there are some communication barriers, then researchers would also like to know what obstacles that occur in the Organization's communications practice.

1.6. RESEARCH METHODS

1.6.1. Types of Research

In this study, the authors use research methods with qualitative approaches. According to Bogdan and Taylor, this qualitative research generates data descriptive words in the form of written or oral from perpetrators who researched. According to Kirk and Miller: Qualitative Research is a particular tradition in social science is fundamentally dependent on human observation of both the region and the term.[28]

Based on the above statement, investigators learned that the qualitative research aims to gain an understanding or understanding towards social events that became the focus of the research. Comprehension or understanding gained is not only tangible there, but analyzed in advance against social reality in focus new research was drawn conclusions in the form of a social reality that has been examined.

---

[28] Lexy J. Moeleong. Metode Penelitian Kualitatif(Bandung: PT. Remaja Rosdakarya, 2016), cet ke-35, Hlm. 4

1.6.2. Research Subjects

The subjects of the research are known as informants are a number of people who are asked to provide information or data about the things that are needed by researchers in carrying out his research. Lofland suggests that the main source of data in qualitative research is the words, and actions, the rest is additional data such as documents and others.[29] In this research that became the subject of the research was:

1. Al- Ustadz H. Muhammad Hudaya, Lc. M.Ag

Ustadz Hudaya is the Deputy Caretaker of Pondok Modern Darussalam Gontor Campus 2. The deputy caregiver was a representative from the Head of Pondok Modern Gontor who was fully responsible for the education and learning activities in Pondok Modern Darussalam Gontor Kampus 2. He was an educator and role model who gave a great influence on Mahasiswa guru loyalty.

2. Al- Ustadz Nur Salis Al-Amin, M.Pd.I

Ustadz Nur Salis is Deputy Director of Kulliyatu-l-Mu'allimina-l-Islamiyyah / Senior Teachers of Pondok Modern Darussalam Gontor Kampus 2. He is the General Responsible for the running of academic activities so that it has an influence on Mahasiswa guru Gontor Campus 2 in teaching activities.

3. Al-Ustadz Harridi Mukmin, S.E

Ustadz Harridi is the head of the guidance staff, he is responsible for coordinating the teachers of Darussalam Gontor Islamic Institution Campus 2, and in the structure of this institution, guidance staff is the right hand of the deputy caretaker of Darussalam Gontor Islamic Institution Campus 2.

4. Al-Ustadz Farisma Jiatrahman, S.H.I

Ustadz Farisma is a Senior Section (Semi Senior Teacher

---

[29] Lexy J. Moeleong. Metode Penelitian Kualitatif(Bandung: PT. Remaja Rosdakarya, 2016), cet ke-35, Hlm. 157

or teacher career) with a number of 1 person. Senior Section is a bachelor-level teacher at Pondok Modern Darussalam Gontor Kampus 2 and is the chairperson of the sector.

5. Al- Ustadz Muhammad Fasianto Haris

Ustadz Fasianto is Chair of the Pondok Modern Darussalam Student Council, Gontor Kampus 2. The Chairperson of the DEMA is an elected student who is entrusted by the caregiver representative and community of Mahasiswa guru gontor campus 2 to be made leaders.

6. Al- Ustadz Maulana Ramadhan Ubaidillah

Ustadz Maulana is a second-semester Mahasiswa guru, he is one of the disciplined Mahasiswa guru in teaching. This was explained by the head of the KMI student council and staff because they did not have records of violations in teaching and learning activities.

7. Al-Ustadz Nurmiza Rahmawan

Ustadz Nurmiza is a 4th-semester Mahasiswa guru, he is active in the boarding school. As explained by the guidance staff that Ustadz Nurmiza always contributes to each of the lodge committees.

8. Al- Ustadz Gusti Sayyid Abyan

Ustadz Gusti is a 6th-semester student, he is one of the active Mahasiswa guru in lectures, this is indicated by the value of his lectures, the activity in the student council activities, was once the Senate of the study program and had participated in the selection of Unida student achievement students.

1.6.3. The Location Of Research

This research was carried out in a Darussalam Gontor Modern Islamic Institution Campus 2, village Madusari, district Siman, Ponorogo, Indonesia. This research starts from November until January 2018 2019. The reason to do research is that Mahasiswa guru Modern Cottage Darussalam Gontor campus 2 who has a loyal thus providing progress and achievements at the cottage.

1.6.4. Data Collection Techniques

A. Interview

The interview is a means of communication that is crucial in the process of research. With interviews, data obtained will be deeper because it is able to dig a thought or opinion in detail.

According to Lincoln and Guba interview is divided into four: (a) an interview by a team or panel, (b) interviews closed and open, (c) interview history orally, and (d) structured interviews and structured.[30]

In this study the author uses interview was not structured or open-ended, i.e. the non-interview in which researchers use the interview guidelines with the outlines of the problem should be asked to Headmaster of Gontor 2, Deputy Director of KMI, nurturing staff, Chairman of the DEMA careers teachers and Mahasiswa guru.

B. Observation

Observation is one of the techniques of data collection is done through observation. Observations can be maximized when equipped with the format of the observation as an instrument. Sutrisno Hadi stated that the observation is a complex process, a process which is composed of various biological and psychological process. Two among the most important are the processes of observation

---

[30] Lexy J. Moeleong. Metode Penelitian Kualitatif(Bandung: PT. Remaja Rosdakarya, 2016), cet ke-35, Hlm. 188

and recollection.[31] At the time of observation, the research does not merely record but should also hold a consideration which then held the assessment into a multilevel scale. Observes used in this study was Participant Observation, in these observations the researcher involved with the daily activities of the person being observed or used as a source of research data. While conducting the study researchers also will conduct observations will be communications organization that runs in building Mahasiswa guru loyalty.

The objects of this research include observation of organizational communication headmaster in Kamisan and direction of activities, activity reports section, student meetings such as the weekly review and coordination of the section as well as the documentation of activities the lodge.

C. Documentation

Data in qualitative research is mostly obtained from human or human resources, through observation and interview. Other sources which are not from humans include documents, photographs, and statistics. The document can either be a diary, meeting notes, periodic reports, schedule of activities, official letters and so on. It can also be shaped photos, materials the stats. The photos are made with a specific meaning, for example, to describe the joy or sadness, excitement, passion, and other psychological situation and can also be used to describe the State of an environment.[32] This research uses data in the form of a Modern Cottage activity documentation Darussalam Gontor Campus 2.

---

[31] Sugiyono, Metodologi Penelitian Kuantitatif, Kualitatif,dan R&D (Bandung, Alfabeta Catakan Ke-26, 2017), Hlm 145.

[32] Deni Damayanti, Pintar Menulis Karya Ilmiah, (Yogyakarta, Araska, 2016), Hlm.69 - 76

1.6.5. Data Analyst

Data analysis in qualitative research is done at the time of data collection in progress and upon completion of data collection in a field in a certain period. At the time of the interview, for example, researchers already have to do an analysis of the data obtained in so if data are obtained from the results of the interview are less satisfactory, researchers can repeat several times until the interview data obtained from the interview is credible. Miles and Huberman suggested that activity in the analysis of qualitative data is done interactively and continuously until finished. Miles and Huberman said that activity in the analysis of the data is divided into 3 parts[33] :

A. Data reduction

This stage is carried out at a time when the process of collecting data in the field. The longer the researchers collect data in the field then it will be more and more of the data obtained. Required the recording of detailed and carefully so as not to give rise to obscure aspects of the data that has been collected must be reduced, i.e. in a way summarized, selected things – things that principal and focused on the important thing so obviously the themes and the pattern data. With the data that has been reduced, it will make it easier for investigators in the continuing data collection and ease at the time the data was sought. Reduction of data can be done with the help of electronic equipment such as minicomputers or by giving the code on certain aspects.

B. Data display

After the data is reduced, then the next step is to display the data. Display the data means presenting data. The presentation of qualitative research data can be shaped pictogram graphs, tables, and the like. Through the presentation of data that is organized

---

[33] Sugiyono, Metodologi Penelitian Kuantitatif, Kualitatif,dan R&D (Bandung, Alfabeta Catakan Ke-26, 2017), Hlm 246-253

so researchers will be easier to understand the data. Miles and Huberman stated that the presentation of qualitative research data is to use text that is both a narrative and also can be a graph, matrix, network (network) and the chart. Addressing social data is dynamic then, researchers must test whether the data obtained are fixed or growing. When long entered the field and the data obtained is always supporting the hypothesis then the hypothesis is proven and can be grounded theory, that theory gained inductive basis and supported by the data continuously.

C. Verification

The third step in the analysis of qualitative data according to Miles and Huberman is withdrawal and verification conclusion. Preliminary conclusions expressed in qualitative research still is temporary and will change when not found strong evidence of subsequent data collection. But if the initial conclusion is supported by the discovery of evidence of a valid and consistent data collection next time then the preliminary conclusions that have been said is a credible conclusion.

Qualitative research is the discovery of a new invention that has never been found. This discovery could be a task force of an object which is still dimly lit or dark so that once held the research objects became evident. This discovery may also be shaped relationship hypothesis or theory, interactive.

1.6.6. Validity of Data

In this study, researchers used triangulation of source and methods to examine the level of credibility of the data obtained after the data collection process. The source triangulation that the researcher is doing is comparing the results of interviews from superiors to Mahasiswa guru, observing the results of interviews so that they can find out the credibility of the data, comparing and checking the quality of information using different tools and time in qualitative research.

The degree of trust will be achieved by way[34]:

1. Compare the results of data obtained at the time of observation with data generated at the time of the interview.

2. Compare what is said to be the informant before the public with what is said in private.

3. Compare what was said at the time of research the situation with what is said all the time.

4. Compare the State of an informant and put into perspective with a broad range of opinions and views.

5. Compare the results of the interviews with the contents of the documents concerned.

---

[34] Lexy J. Moeleong. Metode Penelitian Kualitatif(Bandung: PT. Remaja Rosdakarya, 2016), cet ke-35, Hlm. 330-331