Motivation In Persuasive Communication To Improve The Performance Of Bunda Pengharapan Hospital

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Abstract
The purpose of this study is to find out the provision of motivation in persuasive communication in order to improve the performance of the employees of Bunda Pengharapan Hospital in Merauke Regency. In this study researcher interviewed 10 people as research informants. Data analysis used descriptive qualitative method while this study used three stages, namely data presentation, data reduction and conclusion. From the results of this study, the researchers found that there was a work motivation that the leader did to the employees of Bunda Pengharapan Hospital so that the results of the employee's performance were good enough to carry out work duties every day. However, in the motivational indicator, it is necessary to maintain more support or appreciation for employee work performance so as to further encourage employees to further improve or maintain their work performance in the Hospital.

Keywords: Leader; Motivation; Employee Performance.

Introduction
Performance is a picture of the level of achievement of the implementation of an activity in realizing the goals, objectives and vision of the organization as outlined in the planning strategy of an organization. The term performance is often used to refer to the achievement or level of individual success. Combined performance from each of these individuals can show the performance of an organization or institution in achieving its goals. In this position the role of a leader is needed to improve and stabilize the performance of every individual in the organization he leads. A leader can do a variety of ways to increase the commitment of his employees to have good performance on the work of the organization such as by providing motivation.
The success of a leader can be seen from the success of his subordinates in carrying out their duties. One of the successes of a subordinate is characterized by high work motivation. High work motivation enables employees to achieve high work performance as well. If all subordinates have high work performance, it can be said that the performance of the organization is high. The Head of the BundaPengharapan Hospital as the highest leader in the organization's organizational structure is expected to be more proactive in improving the performance of employees in carrying out their duties and responsibilities. Therefore, the Hospital of BundaPengarapan's leadership is expected to have high motivation and performance and can be transmitted to employees, employees and employees. Ownership of motivation and performance of the Head of the Hospital of BundaPengharapan is very important related to the performance produced by the employees, employees and employees. The Head of the Hospital of BundaPengharapan needs to motivate his subordinates to have a commitment in improving their performance through their daily service tasks. To motivate his subordinates the head of the Hospital of BundaPengharapan needs to foster harmonious interpersonal relationships with all his subordinates. This study aims to provide an overview of motivation in persuasive communication in order to improve the performance of employees of the BundaPengharapan Hospital in Merauke Regency.

**Research Methods**

Data analysis uses qualitative descriptive methods while the study uses three stages, namely presentation data, Pengurangan data and image conclusions. Miles and Huberemen (2014), said that activities in the analysis of qualitative data are conducted interactively and continuously until completion, so the data is saturated. The data saturation size is marked with no more data or new information. Activities in the analysis include Pengurangan data, data presentation and withdrawal conclusions.

**Motivation**

According to Pamela & Oloko (2015) Motivation is the key to a successful organization to maintain the continuity of work in the organization with a strong way and assistance to survive. Motivation is providing the right guidance or direction, resources and rewards so that they are inspired and interested in working the way you want. Chukwuma & Obiefuna (2014) Motivation is the process
of arousing behavior, maintaining behavioral progress, and channeling specific behavioral actions. Thus, motives (needs, desires) encourage employees to act.

Techniques to motivate the work of employees in organizations according to Mangkunegara (2005) are as follows: (1). Techniques to meet employee needs. It means that meeting the needs of employees is a fundamental that underlies employee work behavior. (2). Persuasive communication techniques. Is one of the techniques to motivate employee work carried out by influencing employees extra logically. This technique is formulated with the terms "AIDDAS", namely Attention, Interest, Desire, Decision, Action, and Satisfaction. Leaders must pay attention to employees about the importance of the objectives of a job so that employee interest arises in the implementation of work. After interest arises there will be a stronger desire to make decisions and take action in achieving the goals expected by the leader. Thus, employees will work with high motivation and feel satisfied with their work.

Employee Performance

An organization, be it government or private, is always driven by a group of people who play an active role in achieving the goals of the organization. Organizational goals will certainly not be achieved if the performance of members or employees is not optimal. According to Mangkunegara (2002) performance is the result of quality and quantity of work achieved by a person in carrying out his function in accordance with the responsibilities given to him. There are several opinions regarding the factors that affect employee performance.

According to Harbani Pasolong (2010), the factors that influence employee performance are as follows: a. Ability, namely the ability in a field that is influenced by adequate talent, intelligence and interest. b. Willingness, which is a willingness to spend a high level of effort for organizational goals. c. Energy, which is a source of strength from within oneself. With the energy, a person is able to respond and react to whatever is needed, without thinking long or conscious attention so that the mental acuity and concentration in managing work becomes higher. d. Technology, i.e. the application of existing knowledge to facilitate the work. e. Compensation, which is something that is received by employees as a reward for performance and benefit him. f. Clarity of purpose, namely the goal to be achieved by employees. This goal must be clear so that the work carried out by employees can be directed and run more effectively and efficiently. g. Security, which is a
fundamental human need, because in general someone who feels safe in doing his work, will affect his performance.

One of them is employee performance indicators Fadel (2009) suggests several indicators used to measure employee performance, namely: a. Understanding of tupoksi In carrying out the duties and functions, subordinates must first understand the main tasks and functions of each and carry out tasks in accordance with what is his responsibility. b. Innovation Have a positive innovation and convey it to superiors and discuss it with colleagues about work. c. Working speed In carrying out the task the speed of work must be considered using the following work methods. d. Accuracy of work Not only fast, but in completing tasks employees must also be disciplined in carrying out tasks carefully in work and re-checking. e. Cooperation The ability to cooperate with other colleagues such as being able to accept and respect the opinions of others.

The results of this study found the AIDDAS technique at the BundaPengharapan Hospital: 1. Attention Leaders, must pay attention to employees about the importance of the objectives of a job so that employee interest arises in the implementation of work. Hospital Director always provides support to his employees in working by motivating their subordinates. 2. Interests Interest, is a source of motivation that encourages people to do what they want if they are free to choose. Interest (Interest) is a position or tendency, or an ongoing reaction of feelings that dominates a person's attention so as to make himself more selective about the object of interest. 3. Desire, Desire is the Will that arises from the heart about something that attracts attention. Hospital employees have the willingness to work well and are responsible for this because of the motivation or encouragement of work from the leader by giving awards to employees who have high work desires. 4. Action, Action An activity to realize a belief and interest in something. Hospital employees have done, carried out, tried to work well in carrying out the tasks given and the results were very satisfying for the patients. 5. Understanding Auth,In carrying out the duties and functions, subordinates must first understand the main tasks and functions of each and carry out tasks in accordance with what is his responsibility. The Hospital always gives an understanding of the basic duties and functions to all employees so that the employee knows what his duties and responsibilities are at work. 6. Working Speed,In carrying out tasks the speed of work must be considered using the
following work methods. The Hospital side not only works quickly, but is always accurate. 7. Accuracy of Work, Not only fast, but in completing tasks employees must also be disciplined in carrying out tasks carefully in work and re-checking. 8. Cooperation, The ability to cooperate with other colleagues such as being able to accept and respect the opinions of others. The Hospital always cooperates in carrying out the tasks given by superiors, for the progress of the Hospital itself and mutual respect for those who express opinions.

**Conclusion**

Based on the results of research using this direct interview, it can be concluded, it was found that the leaders at the BundaPengharapan Hospital of Merauke Regency have motivated their employees so that the performance at the Hospital was good enough, it can be seen from: Hospital leaders always give employees rewards in the form of salary increases, extra extra holidays, appoint ordinary staff to become head of the room, be included in training outside the area according to the profession, the support and motivation provided by leaders to hospital employees make employees have passion / desire to work properly and responsibly. very strong to work in accordance with Hospital Operating Procedure Standards because employees are always supported by our superiors. according to the Hospital employee work actions taken are in accordance with what is expected by the leader and his attitude at work increases every day because he is always motivated by the leader. During this time in carrying out the duties and functions, the employees were first given an understanding of the main tasks and functions of each director and sisters. in carrying out the tasks given the speed of work must be considered using the existing work methods. in working employees are not only fast, but in carrying out the tasks given must also be disciplined in doing the task carefully at work, and do a double check so that there are no complaints from the patient's family. for the hospital itself the ability to work together with colleagues is very important because one room with another room is interrelated so employees always work together to advance the hospital and heal the sick and respect the opinions of others

**References**


