



Communication Challengers Between Individuals: An Introduction to Social Psychology

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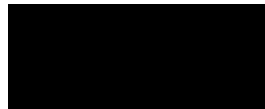
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Abstract

This paper deals with the challenges of communication between individuals who are studied with social psychology glasses. The question that arises in this writing is how the challenge arises in communication between individuals and how understanding of social psychology helps overcome communication challenges. The writing uses a kind of qualitative approach using library research or literature study aimed at reviewing the challenges of communication between individuals across social psychology. As for the result of this writing, there are several challenges of communication between individuals, differing perceptions, nonverbal communication, the author of social norms, prejudices and stereotypes, disagreements and conflicts, and technological limitations. In the context of communication, an understanding of the principles of social psychology can help overcome obstacles and increase communication's effectiveness. Psychology social views that in overcoming the challenges of communicating between individuals, communicators need to communicate more effectively, avoid misunderstandings, and build stronger and healthier relationships with people in diverse social environments.



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INTRODUCTION

Amid the increasingly interconnected and interdependent complexity of the modern world, communication between individuals becomes the central axis that moves the dynamics of human relationships. Through communication, one not only conveys information but also creates and keeps emotional bonds, builds mutual understanding, and forms perceptions about the world around society (Ghifari 2022). Yet, behind this tremendous potential, one cannot ignore that the communication process is also filled with challenges that sometimes hinder and even distort the meaning and purpose that humans want to convey. These challenges arise from multiple sources, ranging from complex individual differences to social norms that can influence how a person talks and behaves. How one perceives and overcoming these challenges can have a significant impact on personal relationships, interactions in groups, to the dynamics of society as a whole. It's a place where social psychology discipline comes in as a valuable guide.

Communication is the ultimate foundation of human interaction. Every time we talk, listen to, or share a message with others, we are engaged in a process of communication. Yet, communication involves more than words and messages spoken. Behind every communication interaction there is a complexity that involves psychological and social factors that influence how messages are understood, received, and responded to. Social psychology is a branch of psychology that focuses on an understanding of how an individual influences and is influenced by others and his social environment (Maimunah 2023). Tapping into theoretical frameworks and sophisticated research methodologies, social psychology helps to unravel the layers of complexity in human interaction. From the perceptions of others, the influence of the group, to conflict and cooperation, social psychology provides an insight into the psychological aspects that shape the way a person communicates.

In this text, the writer will explore more deeply the challenges that arise in communication between individuals and how social psychology can help communicators overcome such obstacles. From the troubling stereotype to the

divisive conflict, the author would try to see through the lens of social psychology to get to the root of the problem. With a deeper understanding of how perception, attribution, group influence, and other psychological aspects interact, and devise a more effective strategy for meeting the challenges of communication.

It invites readers to understand the importance of understanding the fundamentals of social psychology in the context of communication between individuals. Thus one can embrace differences, overcome obstacles, and build more meaningful and productive interactions. For that the author will trace a deeper insight into the complexity of the challenge in communication between individuals and link it to the role of social psychology in helping understand and address those challenges.

METHOD

The study uses a kind of qualitative approach using library research or literature study. Research on literature or library research, that is, research conducted by gathering data or scientific literature aimed at reviewing social psychology challenges with research objects or collection of data, or studying to solve a problem that is based essentially on critical and deep study of relevant library materials.

RESULTS AND DISCUSSIONS

Communication Between Individuals

Communication is the essential pillar that forms the foundation of human interaction. In every aspect of life, communication not only serves as a means of communicating information but also as a bridge connecting thoughts, feelings, and experiences between individuals. How often men witness the wonders of communication in the small moments of a child learning to speak for the first time, a friend telling one another about life's experiences, or a leader who inspires in their words. The importance of communication in everyday life cannot be overstated. Without it, cooperation and collective understanding would collapse, and interpersonal relationships would collapse. Communication is the path that leads one into the heart and mind of another, enabling one to respond with empathy and connect human relationships (Muniruddin 2021). In the family,

communication carried hereditary values from one generation to the next. At work it is a means of collaboration, coordination and innovation. In social circles, communication is a pillar that supports cross-cultural understanding and appreciation of differences (Hardiyanti dan Santi 2020). Yet, in all its majestic communication, there is a complexity and a challenge that cannot be ignored. Interactions between individuals, which are essentially manifestations of communication, often crawl to complexity and dilemm.

These challenges come from psychological dynamics, cultural differences, and assumptions that are not revealed in everyday conversation. As for the challenge, that is: (1) A different perception. Each individual has a unique background that shapes the way they view the world. It can produce different interpretations of the same message. These different perceptions can cause confusion, misunderstandings, and even conflict. (2) Nonverbal communication. In addition to words, nonverbal communication such as body language, facial expressions, and tones also play an important role in conveying messages. However, this can be a source of misunderstanding if these signals are misinterpreted. (3) Group influence and social norms. Individuals often feel compelled to conform to the group in which they are. This may lead to adjustments in their behavior and views to adhere to certain social norms, even if they do not fully reflect their personal thinking. (4) Prejudice and stereotypes. Prejudice and stereotypes can be serious barriers to interpersonal interaction. Prejudice can shape a false perception of others, while stereotypes can lead to injustice and discrimination. (5) Disagreements and conflicts. Disagreements are a normal part of human interaction, but they can result in disagreements or even conflict. When communication is unable to curb conflict in constructive ways, relationship damage can occur. (6) Technological limitations. While technology has broadens one's ability to communicate, digital communication can lose important aspects of human interaction such as facial expressions and body language. It can reduce the depth of understanding and lead to misunderstandings (Farhaeni 2022).

Conflict And Its Resolution

Conflict is a recurring image of communication between individuals. While communication is intended to build understanding and bonding, disagreements, values, and hopes often lead to conflict. Conflicts may arise in a variety of contexts, ranging from personal relationships to workplace interaction or in a broader social environment. It can be small like dissent in friends, or large like a conflict between different ethnic groups or cultures. Conflict may arise from misunderstandings, disagreements, or even feelings of insecurity.

The challenges of overcoming conflict include: (1) The inability to listen. Often in conflict, individuals tend to speak more than they listen. This may hinder a deeper understanding of the other person's feelings and views. (2) Emotions are domineering. Strong emotions can make it difficult for individuals to communicate rationally. This may cause overly emotional words and actions, which worsen the conflict even more. (3) Prejudice and Stereotypes. Prejudice and stereotypes can affect perception of others, which makes it difficult to look at matters from an objective point of view. (4) Ego and self-interest. It is often ego and self-interest that take over, generating a sense of importance to win the conflict rather than seek a fair solution (Simahate dan Junita 2020).

Overcoming conflict in communication between individuals requires wise communication skills and effective strategy. Some strategies that can help in addressing conflict include: (1) Active hearing. Listening carefully and without interruptions is a vital first step. Active hearing helps identify the feelings, concerns, and motivations of others, which may not be expressed in words. (2) Empathy. Empathizing with the other party is a key to understanding their point of view. Looking at the situation from one's perspective helps avoid misunderstandings and creates emotional bonds. (3) Communication is open and honest. Speaking openly and honestly about our feelings and views is important in avoiding the buildup of unexpressed conflict. (4) Skill in Controlling Emotions. Managing emotions well is important in addressing conflict. Recognizing our own emotions and overcoming harmful ones can help more productive communication. (5) Work out a common solution. Focusing on

solutions instead of finding winners is a more constructive approach. Identifying solutions that meet the interests of all parties helps reduce conflict. (6) Maintain language. Polite and respectful language is an important part of overcoming conflict. Avoid words that hurt or provoke. (7) Find the right time. Choosing the right time to discuss conflict is important. Avoid the conflict when emotions are still at work. (8) Outside mediation or Help. In some cases, involving a neutral third party or an expert in mediation can help resolve a difficult conflict. (9) Self-reflection. Pondering our role in conflict and recognizing personal inadequacy is a step toward personal growth and avoiding similar conflicts in the future (Oktasari 2019). Overcoming conflict is a complex process, but with a willingness to communicate openly, listen with empathy, and look for solutions together, conflict can serve as an opportunity to deepen understanding and build stronger relationships (Asti 2019).

Cultural Sensitivity In Communication

Communication is not only about words spoken, but also about deeper aspects of their individual and cultural identity. Social identity and cultural sensitivity are vital elements in every form of human interaction. Both play a central role in shaping the way a person communicates, understands others, and builds strong relationships. In the context of communication between individuals, social identity and cultural sensitivity are having profound effects. Cultural sensitivity in communication refers to a person's ability to understand, respect, and interact with individuals from different cultural backgrounds in ways that appreciate those differences (Arlie, Susanto, dan Salman 2021). It is important to maintain healthy relationships, avoid misperceptions, and prevent conflicts that may result from a lack of understanding of different cultural norms, values, and practices.

Here are some important aspects of cultural sensitivity in communication by (Roselyn dan Kuncoroyakti 2019) as follows:

a. An Understanding Of Cultural Norms

Every culture has social norms that influence how to speak, dress, interact, and so forth. Cultural sensitivity involves understanding of these

norms so that communication can be done with respect and according to cultural context.

b. Language and Communication Style

Language is a central aspect in culture. Besides a literal translation, cultural sensitivity also includes understanding of the nuances, connotations, and body language that may be different in different cultures. Certain phrases or words commonly used in one culture may be considered inappropriate or abusive in another.

c. Use of Ask And Persuasion

Even in use of sentences or persuasion, culture can influence the way they are expressed. Some cultures are more likely to use a euphemism or a more subtle one when asking for something, while others are more direct.

d. Inequality of Culture and Values

Cultural norms can occur when the cultural values of a group conflict with the cultural values of another group. Cultural sensitivity involves efforts to avoid judging or denigrating different cultural values, even if they are incompatible.

e. Courtesy and Ethics

The concept of civility and ethics differs between cultures. For example, in some cultures avoiding eye contact is considered polite, while in others it is considered a sign of honesty and respect.

f. Gestur and Body Language

Gestures and body language may vary in the sense given in different cultures. For example, a wave of the hand or a head that nodded could have a different meaning in a different culture.

g. Cultural Misunderstanding

Miscommunication with culture can lead to misunderstandings that are often accompanied by prejudice and stereotypes. Cultural sensitivity tries to overcome this through an open approach and dig deeper to understand different perspectives.

Social Psychology In Communication

Social psychology in communication refers to the application of principles and concepts from the field of social psychology in the context of communication between individuals. Social psychology itself is a branch of psychology that learns how individuals interact, influence and are influenced by others in the social environment. As for social norms are the rules or expectations that exist in society about how people should behave in various social situations (Lufityanto 2020). These norms have a significant impact on the way people talk and behave in communication, as they give guidelines on what is deemed appropriate or inappropriate, right or wrong in social interactions.

Social psychology is the study of how the individual is influenced by his social environment and how the individual affects his social environment through his thoughts, feelings, and behavior. Whereas communication is a process of sending, receiving, and exchanging information, ideas, emotions, or verbal and nonverbal messages between individuals or groups (Novinggi 2019). As for the psychological factors in communication, (1) Encoding and decoding. Social psychology observes how information is encoded by communicators and decoded by message recipients. Such factors as perception, stereotypes, and interpretation affect this process. (2) Social perception. People tend to view the world through the lens of perception influenced by personal experience, beliefs, and values. It can affect how the message is understood. (3) The stereotype effect. The stereotype is the commonly believed picture of a particular group. Stereotypes can affect perception and communication interpretation, both positive and negative (Sunni dkk. 2023).

Communication theory in social psychology covers a theory of social exchanges in which the theory focuses on the concept that social interaction is the result of mutually beneficial exchanges between individuals, based on the hope of reward and cost. Then there are also social cognitive theories that focus on how individuals learn from experience, observation, and interaction with others. The important concept in this theory is the influence of models, where individuals learn from the examples they see. And finally there is a theory of

obedience and social influence that explains why and how people tend to obey orders or demands of others, and how social influence affects behavior and decisions (Faridah 2019).

The process of communication in social psychology includes nonverbal communication, which includes such nonverbal aspects as facial expressions, body movements, and vocal intonation, play a vital role in communication. Nonverbal messages are often more powerful than words in conveying emotions and information. And the development of technology has altered the way a person communicates, it's not uncommon for anyone to use the media as a means of communication because through it is both quicker and easier to access. In all, social psychology combines the aspects of psychology, sociology, and communication to understand how individuals influence and are affected by their social environment through the communication process.

Strategies To Overcome Communication Challenges

One effective strategy for tackling the challenge of communication is to improve interpersonal communication skills. Understanding that perception, cultural background, and individual experiences can influence the interpretation of messages, one can develop both active listening and empathy. In addition, asking questions to clarify understanding and avoid false assumptions can help reduce misunderstandings.

Communicating clearly and succinctly, without misunderstandings, is also an important aspect of tackling the challenges of communication. Moreover, a willingness to accept constructive input and face conflict with a cold head can build stronger relationships and minimize tension. In the age of technology, it is important to maintain balance between online and face-to-face communication, and avoid misinterpretation of messages on social media or text (Oktasari 2019). By focusing on understanding, patience, and cooperation, we can overcome the challenges of communication better, create healthier relationships, and build an effective environment of communication.

The ability to understand cultural background, norms, and social values is also an important element in overcoming challenges. In addition, being able

to manage conflict, receive feedback, and learn from experience can help build healthier, more productive relationships. Technological development and the use of social media also play an important role in modern communication, requiring specialized skill in fitting text and interpreting, especially in addressing the risks of misinterpretation (Asti 2019).

The challenges of communication between individuals are inevitable in human interactions. A deeper understanding of communications dynamics and principles in social psychology can help address these challenges more effectively. Social psychology enriches our view of how individuals interact within the social context and understand the impact social perceptions, emotions, and norms have on communication. In overcoming communication challenges, one can take advantage of strategies such as improving listening skills, avoiding false assumptions, asking questions to clarify, communicate with empathy, and maintain emotional control. Adopting these strategies enables one to overcome the challenges of communication and to build better relationships with others. It is important to remember that effective communication is a growing process, and the patience and commitment to study will help you to become better communicators over time.

CONCLUSION

The application of social psychology in communication helps one understand how individuals interact, provide meaning to information, and adapt to social context. These help communicators to communicate more effectively, to avoid misunderstandings, and to build stronger, healthier relationships with people in varying social circles. Some challenges of communication between individuals include, differing perceptions, nonverbal communication, mentoring social norms, prejudices and stereotypes, disagreements and conflicts, and technological limitations.

In the context of communication, an understanding of the principles of social psychology can help overcome obstacles and increase communication's effectiveness. The challenges of communication between individuals are inevitable in human interactions. In overcoming communication challenges, one can take advantage of strategies such as improving listening skills, avoiding false assumptions, asking questions to clarify, communicate with empathy, and maintain emotional control. Communication and psychology are very close because they influence each other and interact in various ways. Social psychology studies how individuals influence and are influenced by others in social context, while communication is a process of exchange of information, ideas, and feelings between individuals or groups.

Suggestions for further researchers are to study more deeply about the effectiveness of interventions and the training of communication skills in tackling communication challenges. Effective strategy identification to improve listening skills, manage conflicts, and build empathy.

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