

## Communication Styles Among Members of Student Organizations in Indonesian Universities

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### Abstract

The article examines the dominant communication styles utilized by student organization members and their impact on organizational effectiveness. This means that the way of conveying opinions or information, commonly known as communication style, can influence an individual's perspective in understanding information. The research employs mixed method, use descriptive quantitative and qualitative method, primarily focusing on data collected through surveys and interview administered to students across several Indonesian universities. This method allows for a comprehensive analysis of the dominant communication styles, including Equalitarian, Structuring, and others, as well as the factors influencing their use. Therefore, the purpose this article is to analyze the dominant communication styles used by student organization members, both when expressing opinions and when carrying out work programs, which certainly influence their actions and thinking patterns about certain ideas or opinions. The results indicate that the Equalitarian Style is the most dominant communication approach among student organization members. This style promotes an inclusive environment where all members feel empowered to express their opinions and contribute to discussions, ultimately enhancing collaboration and mutual understanding. The findings suggest that adopting an Equalitarian communication style significantly improves organizational effectiveness by fostering a culture of openness and respect among members.

**Keywords:** Communication, Styles, Organization, Students, University

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### Introduction

Communication, as we know, consists of various concepts encompassing methods, sender, receiver, response, and message. The concept of communication involves a process where messages are created and exchanged. Moreover, the style in which a message is delivered also influences the process of receiving the message. Communication plays a crucial role in everyday life, especially in social interactions and organizations. In organizations, communication serves to influence, persuade, and convey information, both vertically (upward and downward), horizontally, and diagonally (Marani, 2018: 37). The role of organizations in life is considered to influence how individuals communicate, especially student organizations in universities. Student organizations serve as platforms for students to develop themselves, interact with peers, and contribute to their campus community. Within these organizations, individuals from various backgrounds, personalities, and communication styles converge. These diversities often create a dynamic and engaging environment, but it can also lead to

conflicts if they are not managed effectively (Hidayah et al. 2022:214). Specifically, the communication styles employed by student organization members significantly influence the success and efficiency of organizational activities (Brinia et al., 2022).

There have been studies concerning communication styles that focus on three areas. Firstly, Research conducted by Janilete R. on students in Philippine area colleges involving a sample of 70 students who were randomly selected showed that the majority of students use an assertive communication style, where this communication style can also be referred to as The Equalitarian Style which is characterized by all parties having the opportunity to express their opinions and use in an atmosphere of mutual respect. This style became dominant in the Philippine area based on the necessity of building an environment where every member of the student organization feels comfortable to express their opinions, ideas, and expectations. This is in line with the emphasis on the ability to confidently express one's thoughts and listen to others or what is commonly called the assertive communication principle (Cortez, 2023). Secondly, communication style also affects a person's actions. A non-restrictive and non-commanding style tends to make individuals more flexible and adaptable. In a study conducted by Dani Fadillah (Fadillah & Jandevi, 2020) on Indonesian students in China, revealed that the majority of students from Indonesia who are studying in the bamboo curtain country adhere to the Word of Mouth (WoM) communication style model, which is a combination of Dynamic and Structures Style. This combination of communication styles is often used in a forum/organization in China that has the aim of developing the potential and opportunities for organizational progress which prioritizes the attitude of gotong royong which is a habit of society that has been embedded since early childhood. In addition, the traditional word-of-mouth approach that has the power to influence a person's behavior is still maintained by them even though they are far from home. Thirdly, in Indonesia, communication style is highly regarded in academic settings. Given how ideas or aspirations are conveyed, bound by societal norms, especially within student organizations. The article was written by Ika Novitari (Marani, 2018) which describes the most dominant communication style in the student organization of the Faculty of Sports Science, State University of Jakarta. In this article, it is evident that most members of the organization have The Equalitarian Style or a communication style that can express ideas or opinions in a relaxed, relaxed and informal atmosphere because it is open and The Structuring Style or a communication style that is in accordance with the structure and nature of student organizations at the Faculty of Sports Science, State University of Jakarta. However, this research is limited to one faculty at the State University of Jakarta. Further research can be conducted at various universities or faculties to compare communication styles between student organizations in different environments. This is what caused the researcher to include a survey to find out what is the most dominant communication style in student organizations on various campuses in Indonesia. And evidently, the majority of student organization members have The Equalitarian Style or a two-way flow of verbal messages, both written and spoken. Marani's research (2018) provides an interesting overview of communication styles within

student organizations. However, considering the rapid development of communication technology and changing preferences of the younger generation, further research is needed to identify the current communication style trends among student organization members. In Marani's research, there is a lack of in-depth discussion regarding specific types of communication styles, resulting in limited knowledge and description of these styles. The absence of a deeper discussion on the communication styles used by most members of the Faculty of Sports Science student organizations leaves some readers questioning.

Referring to the aforementioned social and literature facts, the primary objectives of this article are to describe the types and preferences of the styles employed by members of student organizations in universities. A detailed explanation of these communication styles is expected to provide a new, concise, and clear understanding of the different communication theories held by individuals within a student organization. By understanding the dominant communication style, organizations can develop more effective communication strategies to achieve organizational goals. Additionally, it can provide knowledge and information regarding the dominant communication types within university student organizations in Indonesia. It is also hoped that by understanding the communication styles used, organizations can create a more effective communication environment, enhance collaboration among members, and prevent conflicts. This study employs an in-depth survey method to identify and analyze the diverse communication styles among student organization members in three prominent Indonesian universities. By analyzing the dominant communication styles, the influencing factors, and their relationship with other variables, this research is expected to make a significant contribution to the development of more effective communication strategies within student organizations. It can contribute to the development of an effective communication model for student organizations, which can be used as a guideline to improve internal communication quality, prevent conflicts, and enhance collaboration among members. It is hoped that this research can open up opportunities for further research in organizational communication, while for educational institutions, the research findings can be used as a reference in developing curricula or student training programs.

What are the dominant communication styles among members of student organizations in Indonesian universities is a question that often arises when people understand this article. The growing curiosity leads some people to start looking for what is most dominant among the six types of communication within student organizations. The different backgrounds of each organization member led to diverse ways of thinking and expressing thoughts. Therefore, it is very likely that there are several candidate types that are widely used to convey aspirations. Then, why that type becomes dominant among student organization members in Indonesian universities becomes a puzzle that must be solved. The reason why that type becomes dominant among student organization members may crucially influence the development and formation of the organization. This topic is considered complex, no matter how interesting it is, because it is difficult to obtain information considering that the respondents needed mostly have limited time. Ultimately, it is difficult to collect data and prove it

scientifically. Therefore, this article is intended to answer some questions: what are the dominant communication styles among members of student organization and why that types become dominant among student organization members, also hopefully become more known and noticed in the future.

## Research Method

The data collected in this mini-research-based article is collected using the mixed methods. There is descriptive quantitative research method with a survey and descriptive qualitative research method with an interview. This study employs a quantitative descriptive approach, utilizing a survey as the primary data collection instrument. A sample of 50 students from various universities in Indonesia who are actively enrolled in classes was randomly selected. Data was collected through an online questionnaire consisting of 6 closed-ended questions using a Likert scale. The questionnaire underwent validity and reliability testing prior to its use. Data analysis was conducted descriptively using SPSS to gain insights into how to express opinions within organizational settings. The survey method was chosen due to its ability to collect data on a large scale and its relative ease of implementation, although it has limitations in delving deeper into the reasons behind respondents' answers.

Based on psychology experts, motivation means as a drive that arises in a person. In the large Indonesian dictionary, motivation is an impulse that arises in an individual consciously or unconsciously to take an action with a specific purpose. the overall drive, desire, need, and power that directs behavior (Gunawan & Hasanah, 2019). Quantitative descriptive method is a type of research that aims to describe the state or characteristics of a phenomenon based on data collected in the form of numbers. This research does not aim to find relationships or comparisons between variables, but rather to provide a clear picture of the situation being studied (Pratama, 2019). The main objective is to describe and explain variables systematically, factually, and accurately. This research uses data in the form of numbers to describe the phenomenon under study. Sudajana says there are six kinds of forms of using descriptive method: (1) case studies. (2) Survey study. (3) Developmental studies. (4) Follow-up study. (5) Study of trend study. (6) Correlation studies (Yuli et al., 2019). To gather data using descriptive quantitative research, researchers typically employ surveys as their primary data collection tool. Surveys can be designed with closed-ended questions that yield quantifiable responses, making it easier to analyze the data statistically. For example, a researcher might create a questionnaire asking participants to rate their satisfaction with a service on a scale from 1 to 5 (Unimrkt, 2023). Once the survey is distributed to a sufficiently large sample size, the data collected can be analyzed using statistical techniques to generate descriptive statistics such as means, frequencies, and percentages. Finding data through this method involves several key steps. First, researchers define their research question and identify the target population they wish to study. Next, they develop a structured survey instrument that includes clear and concise questions tailored to elicit the necessary information. After administering the survey— either online, via phone, or in person—researchers compile the responses

for analysis. Statistical software can then be utilized to process the data, allowing researchers to identify trends and draw conclusions based on the numerical findings (McCombes, 2019).

Descriptive qualitative research is a method that aims to provide a comprehensive understanding of a particular phenomenon by collecting and analyzing non-numerical data, primarily through interviews. This approach is particularly useful when researchers seek to explore the experiences, perceptions, and motivations of participants in their natural settings. The method emphasizes capturing the essence of participants' experiences in their own words, allowing for rich, detailed descriptions that are grounded in reality. In conducting descriptive qualitative research, interviews serve as a primary data collection tool (Gloria Kang GJ, et. al, 2018). Researchers typically use semi-structured or unstructured interviews, which allow for flexibility in questioning and enable participants to express their thoughts and feelings more freely. This format encourages open dialogue and can lead to unexpected insights that structured questionnaires might miss. During the interviews, researchers focus on asking open-ended questions that prompt participants to elaborate on their experiences, thereby gathering nuanced information about the topic under study. To find data using this method, researchers begin by identifying a specific research question or phenomenon they wish to explore (Gujarati & Porter, 2010). They then select participants who have relevant experiences or insights related to the topic. Sampling techniques can vary; for instance, purposive sampling may be used to ensure that participants possess particular characteristics or experiences that are pertinent to the research question. Once participants are selected, the researcher conducts interviews in a setting that is comfortable for the participant, which can help facilitate open communication. After collecting the interview data, researchers analyze it through coding and thematic analysis. This involves identifying key themes and patterns within the responses while maintaining fidelity to the participants' original words (Lederer, 2022). The goal is to produce a descriptive summary that encapsulates the findings in a way that accurately reflects the participants' perspectives. The final output is often presented as a narrative that highlights significant themes and provides insights into the experiences of those interviewed.

## **Result and Discussion**

### **The Dominant Communication Styles Among Members of Student Organization**

The dominant communication styles among members of a student organization can be determined through several research methods, but the most suitable approach is through a survey. In this research, a survey will be the primary method used. The survey consisted of 6 interconnected questions. The data presented includes the full name, origin university, and empirical options for the communication style variable within the organization. The first part presented is the full name and origin university of the respondents, which aims to group respondents who join student organizations based on universities spread throughout Indonesia. The following is a comparison of the respondent's origin universities.

Table 1. Distribution of Respondents by University

Universities	Frequency	Presentation
UIN Sayyid Ali Rahmatullah Tulungagung	13	26%
UIN Sunan Ampel Surabaya	1	2%
Universitas Islam Blitar	2	4%
Universitas Airlangga	3	6%
Politeknik Kesehatan Malang	2	4%
Universitas Negeri Malang	3	6%
Universitas Brawijaya	6	12%
Universitas Muhammadiyah Malang	4	8%
Universitas Muhammadiyah Purwokerto	1	2%
Universitas Muhammadiyah Semarang	1	2%
Universitas Negeri Semarang	2	4%
Universitas Gadjah Mada	4	8%
Universitas Tujuh Belas Agustus Surabaya	1	2%
Universitas Widyatama	1	2%
Universitas Putera Batam	1	2%
STIM YKPN	1	2%
Telkom University	1	2%
Universitas Nahdatul Ulama Gorontalo	1	2%
Universitas Islam Indonesia	2	4%
Total	50	100%

Source: Data Processing Result

The following data is connected to the data on communication style variables within the organization. This data was obtained by asking respondents to agree or disagree, as well as allowing for other answers if they had different opinions from the given options. However, this variable was not accompanied by a score range due to the article's focus on the tendency of communication style usage. The data is presented through the frequency of each statement, which is related to each type of communication style.

Picture 1. Distribution Chart of Communication Style Variables within the Organization

Bersarkan penjelasan di atas, gaya berkomunikasi apa yang sering kamu gunakan dalam menyampaikan pendapat?  
50 jawaban

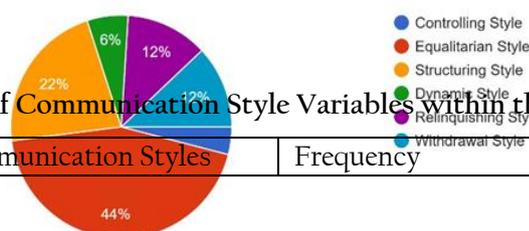


Table 2. Distribution of Communication Style Variables within the Organization

No	Communication Styles	Frequency

1	Controlling Style	2
2	Equalitarian Style	22
3	Structuring Style	11
4	Dynamic Style	3
5	Relinquishing Style	6
6	Withdrawal Style	6

Based on the two tables above, it can be seen that some respondents have an Equalitarian Style. Most respondents feel that when expressing their opinions, it is necessary to structure and pay attention to the language used as well as the appropriate intonation in order to create a comfortable and balanced atmosphere. In this case, respondents tend to prioritize giving space for other members to express their opinions, and most respondents prioritize decision-making by majority vote, and they fully submit to this voting. In addition to the Equalitarian style, the majority of respondents are suspected to have a Structuring style of communication. In this style, respondents refer to the organized and systematic presentation of information, which improves clarity and precision in conveying messages. This approach is particularly advantageous in professional settings, such as work meeting and team collaborations, where efficiency and accuracy are paramount (Team, 2024). Different to the Equalitarian style, the Structuring style also by breaking down information into logical sections and presenting it in a coherent manner, structured communication simplifies the comprehension process. For instance, in written communications like reports or emails, frameworks help organize content, ensuring that recipients grasp the essential points quickly and effortlessly. This clarity reduces confusion and minimizes distractions caused by irrelevant information.

### **The Reason Why That Types Become Dominant Among Student Organization Members**

Both of the aforementioned styles dominate among student organization members due to several factors. This can be seen from the vision and mission of most student organizations in universities, which uphold the aspect of equality among their members. This is very much in line with the concept of the Equalitarian Style, which emphasizes equality and the contributions of all members in the organization. Based on the survey that has been conducted, the researcher conducted online interviews with respondents who have answered the survey and were randomly selected. Some respondents have answered with logical reasons why they choose Equalitarian Style as a communication style when expressing opinions.

*“Kalo saya sendiri, saya biasanya selalu memberi kesempatan rekan saya dalam menyampaikan pendapatnya masih masing lalu di diskusikan dan mendapatkan hasil yang sesuai dengan keinginan bersama”*- A Student from Politeknik Kesehatan Kemenkes Malang This opinion is in line with the concept of Equalitarian style which often provides opportunities for fellow organizational members to express opinions, then discussed together in order to get results that are in accordance with what is expected together. The diverse backgrounds of each organization member, colliding with the numerous work programs that require ideas and opinions, force most members to step out of their comfort zones, which initially tended to be closed and rarely expressed opinions, but in this case,

are required to be open and dare to express their opinions as Equalitarian style (Arifin & Pamungkas, 2019).

“Karena saya ingin semua orang memiliki kesempatan untuk menyampaikan pendapat dan ide mereka.” – A student from Universitas Putera Batam

By providing space for everyone to speak up, leaders can gather a variety of valuable perspectives. This not only increases collective ownership of decisions, but also encourages creativity and innovation within the team. When members feel valued and listened to, they are more motivated to actively contribute, which in turn can increase the productivity and effectiveness of teamwork.

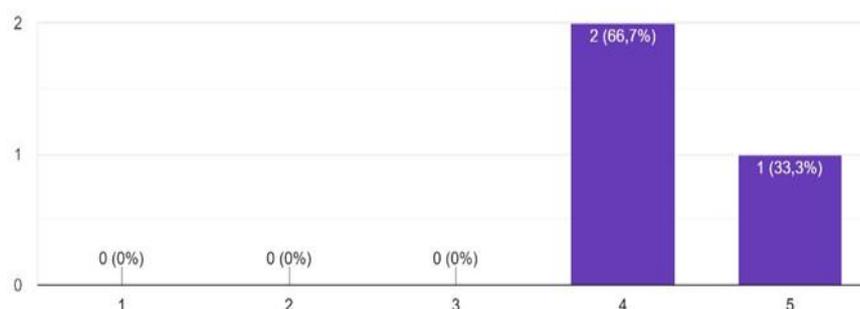
“Komunikasi adalah hal yang penting agar tidak terjadi kesalah pahaman, perlu untuk saling menghargai pendapat rekan organisasi.” – A student from UIN Sayyid Ali Rahmatullah Tulungagung

This is also followed by a scale of communication frequency intensity that is open and accepting of all things.

Picture 2. Scale of Communication Frequency Intensity That Is Open and Accepting of All Things

Seberapa sering kamu merasa bahwa komunikasi dalam organisasi bersiat terbuka dan menerima segala pendapat yang masuk?

3 jawaban

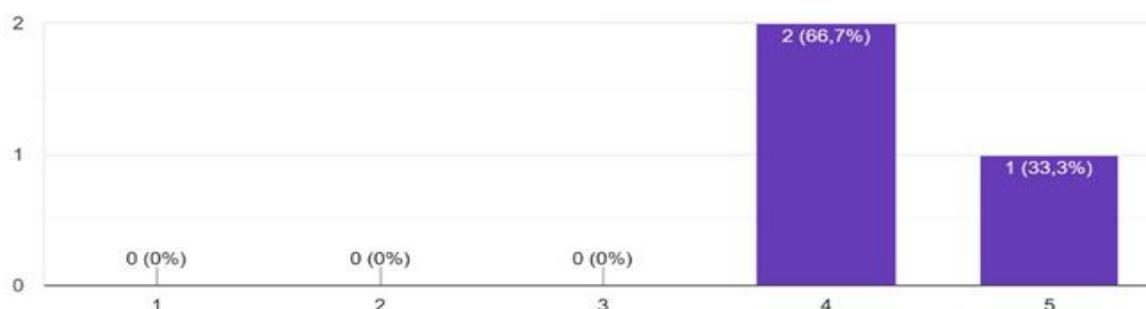


In addition, there is also a scale of effectiveness of the equalitarian style on the process of achieving common goals.

Picture 3. Scale of Effectiveness of the Equalitarian Style on the Process of Achieving Common Goals

Menurut kamu, seberapa efektif gaya berkomunikasi yang kamu miliki dalam mencapai tujuan organisasi?

3 jawaban



Source: Data Processing Result

Equalitarian Style is considered effective for achieving organizational goals because it encourages active participation and collaboration among team members. In this context, leaders who apply an egalitarian communication style create an open and inclusive atmosphere, where each

individual feels valued and has the opportunity to express their opinions and ideas. This not only increases collective ownership of decisions, but also strengthens relationships between team members. Research shows that when team members feel heard and valued, they are more motivated to contribute actively, which in turn increases work productivity and effectiveness (Akhdiyatu Salam, 2024).

The communication style that becomes dominant under the equalitarian style is the structuring style. Some respondents spoke up about why they chose structuring style as their communication style when expressing their opinions.

“Karena meskipun berperan sebagai anggota, saya ingin memastikan bahwa tidak ada anggota lain yang kebingungan atas tugasnya dan mereka mampu menjalankannya sendiri.” – A student from UIN Sayyid Ali Rahmatullah Tulungagung.

The choice of the Structuring Style of communication as a way to convey opinions is often based on the desire to ensure that all team members clearly understand their tasks and can carry them out independently. In this style, communication is structured and systematic, where messages are delivered both verbally and in writing to reinforce orders and explain responsibilities to be carried out. Using this style, the messenger can provide clear information regarding organizational goals, work schedules, and applicable procedures, so that every team member has the same understanding of what is expected of them (Lady Padaga & Fitriyani, 2021).

“Karena saya lebih menyukai time management sehingga dari apa yg saya ucapkan nantinya juga akan terstruktur dan terjadwal dengan baik dan tidak omong kosong.” – A student from Universitas Gadjah Mada.

The choice of a Structuring Style of communication is often based on an individual's preference for efficient time management and the need to convey information in a structured manner. When a respondent prefers good time management, she is likely to want to ensure that every conversation or presentation has a clear purpose and is delivered in a logical order. By using a structured communication style, individuals can plan what they want to say in advance, so that the message is not only relevant but also timely and not a waste of time. One of the main reasons for choosing this style is to avoid ineffective communication or “nonsense.” In this context, the structure of communication helps to keep the focus on the topic at hand, thereby reducing the possibility of deviating from the main agenda. For example, when a leader holds a meeting with their team, they can start with a clear agenda and divide the time for each topic of discussion. This way, all team members know what to expect and can prepare themselves well to make meaningful contributions.

“Supaya dalam menjalankan tugas jelas tanggung jawabnya masing-masing dan terselesaikan dengan baik.” – A student from STIM YKPN. Respondents emphasize the delivery of information in a structured and systematic manner, which helps avoid confusion and ensures that everyone understands what is expected of them. Using this style, the leader or communicator can give clear instructions, establish orders, and schedule tasks properly. This is especially important in an organizational context, where each individual needs to know their roles and responsibilities in order

to work effectively. And regarding the intensity scale of the frequency of communication that is open and accepting of all things and the scale of the effectiveness of the equalitarian style on the process of achieving common goals has the same frequency as the equalitarian style.

These two styles have become dominant among organization members. This is because the Egalitarian is highly compatible with the values, member characteristics, organizational structure, and environment of student organizations. The majority of student organizations on campus implement a democratic system where every member has an equal vote. This fosters an inclusive atmosphere and encourages members to actively participate in decision-making, which is very much in line with the goals of both communication styles. These communication style also enable members to interact effectively, build good relationships, and achieve common goals. The Egalitarian style provides a space for each member to express their opinions and ideas. This aims to create an open atmosphere and enable more effective information exchange. Meanwhile, the Relinquishing style, which is open and anticipates conflict, makes members feel comfortable interacting without fear of negative judgment. This results in smoother and more productive communication.

## Conclusion

Based on the survey conducted, researchers highlight the significance of understanding communication styles among members of student organizations in Indonesian universities. It reveals that the dominant communication style observed is the Equalitarian Style, which fosters an environment where all members feel comfortable expressing their opinions and ideas. This style not only enhances collaboration and mutual understanding but also contributes to the overall effectiveness of organizational activities. The research underscores the importance of adapting communication strategies to accommodate diverse backgrounds and preferences within student organizations, thereby minimizing conflicts and improving teamwork.

However, further research should be conducted across various universities and faculties to explore the nuances of communication styles in different contexts. This could provide deeper insights into how specific styles influence organizational dynamics and member interactions. Additionally, it would be beneficial to examine the impact of evolving communication technologies on these styles, particularly as younger generations increasingly engage through digital platforms. By expanding the scope of research, educational institutions can develop tailored training programs that enhance communication skills among students, ultimately leading to more effective and harmonious organizational environments.

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