

Perception of Internal Communication in the District Municipality of Yauca, Province of Caraveli, Arequipa, 2020

[Percepción de la Comunicación Interna en la Municipalidad Distrital de Yauca, Provincia de Caraveli, Arequipa, 2020]

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Resumen

El objetivo de la investigación fue conocer algunos factores que tienen relación directa con la comunicación interna Municipalidad Distrital de Yauca, provincia de Caraveli, Arequipa. Entre los principales resultados se tiene que la predisposición al diálogo es un factor fundamental del diálogo interno, encontrándose que un 53.3% está de acuerdo y totalmente de acuerdo, 20.0% está ni de acuerdo ni en desacuerdo otro 20.0% está en desacuerdo, y un 6.7% está en desacuerdo con la existencia al diálogo. La Comunicación interpersonal constituye una dimensión por medio de la cual se reafirma nuestra condición de personas, se encontró que un 80% está de acuerdo y totalmente de acuerdo, 13.3% está ni de acuerdo ni en desacuerdo y un 6.7% está en desacuerdo con esta comunicación interpersonal. El desarrollo de la empatía es capacidad para comprender los sentimientos y las emociones de una persona, 40% está de acuerdo y totalmente de acuerdo, 26.7% expresó que está ni de acuerdo ni en desacuerdo, 33.3% contestó que está en desacuerdo y totalmente en desacuerdo con el desarrollo de la empatía. Llegándose a concluir que la comunicación interna es factor estratégico importante en el ámbito social y las organizaciones, debido a que su aplicación y el manejo de información institucional puede transmitirse adecuadamente a los empleados y darles a conocer los objetivos, valores estratégicos, políticas institucionales, la filosofía empresarial, aspectos que son la esencia de la organización.

Palabras clave: Comunicación interna, Municipio, Gestión Pública.

Abstract

The objective of the research was to know some factors that are directly related to the internal communication District Municipality of Yauca, Caraveli province, Arequipa. Among the main results, the predisposition to dialogue is a fundamental factor of internal dialogue, finding that 53.3% agree and totally agree, 20.0% neither agree nor disagree, another 20.0% disagree, and a 6.7% disagree with the existence of the dialogue. Interpersonal communication constitutes a dimension through which our condition as people is reaffirmed, it was found that 80% agree and totally agree, 13.3% neither agree nor disagree, and 6.7% disagree with this interpersonal communication. The development of empathy is the ability to understand a person's feelings and emotions, 40% agree and totally agree, 26.7% expressed that they neither agree nor disagree, 33.3% answered that they disagree and totally agree disagreement with the development of empathy. Reaching the conclusion that internal communication is an important strategic factor in the social sphere and in organizations, because its application and the management of institutional information can adequately transmit to employees and make them aware of the

objectives, strategic values, institutional policies, the business philosophy, aspects that are the essence of the organization.

Keywords: Internal communication, Municipality, Public Management.

1. Introduction

The purpose of this study is to know some factors that are directly related to internal communication, District Municipality of Yauca, Caraveli province, Arequipa. Official communication should always be the first to reach employees with the idea of minimizing the impact of informal communication and rumor. Thus, internal communication takes on other meanings, which have been promoted from the Human and Systematic Approach, in relation to the internal component, communication facilitates the management and development of the organizational culture, through interaction between employees. External communication promotes the work and reputation of the organization in front of its different audiences (clients, the media, associations and unions, etc.).

Álvarez (2007) refers that investing in internal communication is investing in human capital, achieving long-term intangible benefits, and this investment represents benefits for the organization, generating a sense of belonging, unity, participation and identity among its employees.

Internal communication must be intentionally managed to obtain the product of prior planning. For this, it must have clear, defined and concrete objectives and results. Communication as a transversal system encompasses the entire institution in an institutional policy and not limited to something only instrumental. The non-existence of true internal communication, rumors and secrecy are other inconveniences that have to be dealt with in every public institution, which leads to demotivating and generating conflicts among the workers themselves.

The study has its origin in the analysis that was carried out in the District Municipality of Yauca, Caraveli province, Arequipa, where it is observed that an adequate internal communication model has not been developed in this governmental institution. It is observed the absence of spaces that favor or promote dialogue with the authorities, in addition to an absence of guided spaces that favor face-to-face meetings and face-to-face dialogue, also low levels of recognition of staff, an outdated bureaucratic structure that tends to confuse the organization's employees, affecting work commitment and, as a consequence, their long-term management. It is also taken into consideration that each employee only develops the work assigned to him and that they fulfill their workday, and once it is finished, they disconnect or leave the institution. It is also known that there is a group of employees who are hired and others who are carrying out their pre-professional practices, who are affected by this deficient internal communication and, as might be expected, that desired commitment with the institution, with the work, is not generated in them. that they develop and with the users to whom they provide the service, not fully applying the concept of empathy.

According to Muriel & Rota (2000), communication is the process that takes place in every organization, it constitutes one of the most relevant social processes since it enables interaction between people and is an essential conditioning factor for the development of business life and the development of society.

In public institutions where a large number of people from different work origins work and also with a bureaucratic organization based on papers that is characteristic of the public administration, the distance that occurs in the bureaucracy brings as a consequence, that the information is gradually reduced to the process progresses, in its hierarchical levels where different schemes are used to interpret the information and also the amount of information is somewhat reduced.

Information obstructions arising from personal interests, intentionally originated by different people or entities can also be considered (Canel, 2017).

The "study of the communicative processes inherent to any group or society constitutes the *raison d'être* of organizational communication" (Trelles, 2001, p. 6). Communication must contribute with concrete actions that influence the promotion of sustainability, one of which means the search for communication for sustainable development.

Communication management in public organizations must respond to the dynamic, changing and competitive environment, developing systematic and above all interactive communication, developing the ability to listen to their employees trying to convey equality, horizontality, aspects that motivate communication and the possibility of relating. Thus, official communication should always be the first to reach employees, thereby minimizing the negative effect of informal communication and rumor. Investing in communication is investing in employees, to achieve intangible benefits in the long term, and entails benefits for the organization, generating commitment, belonging, unity, participation and identity. For this, clear and concrete objectives will have to be established (García, 2017).

For Norway (2004), communication in the field of organizations is a field whose coverage has grown to cover practically all spheres of our society. The original conceptions of communication management that despised the internal sphere and that externally were only directed, in a unidirectional way, towards potential clients, have become totally obsolete. Modern organizational communication approaches are now oriented from a multidisciplinary perspective that is supported by three pillars: internal, corporate and marketing communication.

2. Materials and Methods

In the present study, quantitative research was used, because it allowed the use of statistical techniques for the analysis of the collected data, its most important purpose lies in the description, explanation, and prediction of its causes (Kerlinger, 2002). The level used was descriptive, because the researcher observes, describes and supports various aspects of the phenomenon, there being no manipulation of variables or the intention to search for the cause-effect in relation to the phenomenon (Polit et al., 2001). The sample population consisted of 15 employees from the different areas of the District Municipality of Yauca, Caraveli Province, Arequipa, of which 10 are men and 5 are women. The technique used to collect primary information was the Survey and the instrument was the Questionnaire with Likert-type responses that was structured as follows: Internal communication: Dimension 1: Predisposition to dialogue (3 items); Dimension 2: interpersonal relationships (3 items); and Dimension 3: Development of empathy (3 items).

3. Results

Table 1. Predisposition to dialogue in the municipality

	Frequency	Percentage	valid percentage	accumulated percentage
Totally agree	5	33,3	33,3	33,3
Agree	3	20,0	20,0	53,3
Neither agree nor disagree	3	20,0	20,0	73,3
In disagreement	3	20,0	20,0	93,3
Totally disagreement	1	6,7	6,7	100,0
Total	15	100,0	100,0	

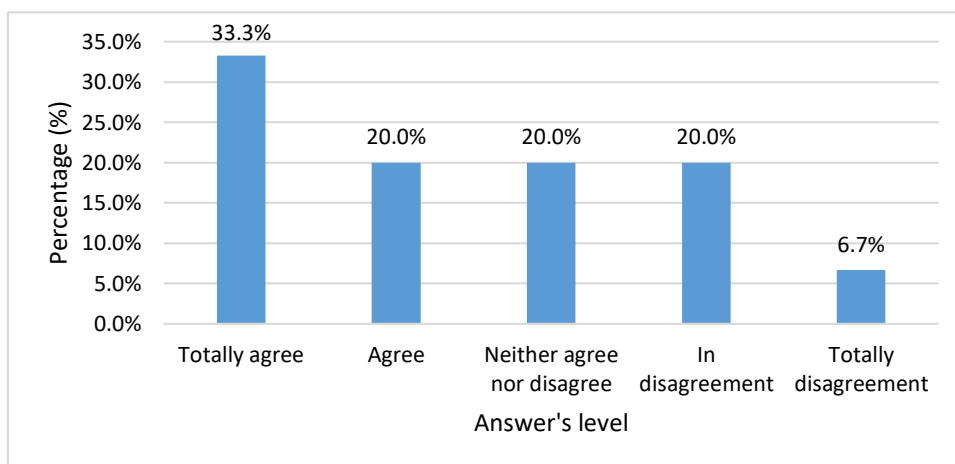


Figure 1. Predisposition to dialogue in the municipality

In Table 1, 33.3% is totally agree predisposed to dialogue, 20.0% express that they agree, 20.0% said that they neither agree nor disagree, 20.0% said that they disagree, and 6.7% express that they totally disagree.

Table 2. Predisposition to engage in any type of dialogue

	Frequency	Percentage	valid percentage	accumulated percentage
Totally agree	7	46,7	46,7	46,7
Agree	5	33,3	33,3	80,0
Neither agree nor disagree	3	20,0	20,0	100,0
Total	15	100,0	100,0	

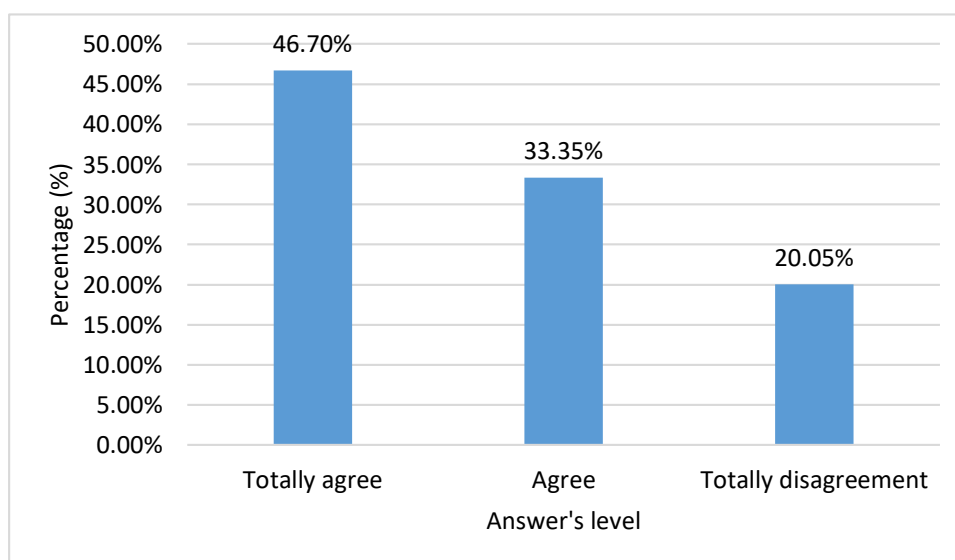


Figure 2. Predisposition to engage in any type of dialogue

In Table 2, 46.7% is totally agree predisposed to engage in any type of dialogue, 33.3% expressed that they agree, 20.0% said that they neither agree nor disagree.

Table 3. Actively participate in communication

	Frequency	Percentage	valid percentage	accumulated percentage
Totally agree	8	53,3	53,3	53,3
Agree	3	20,0	20,0	73,3
Neither agree nor disagree	4	26,7	26,7	100,0
Total	15	100,0	100,0	

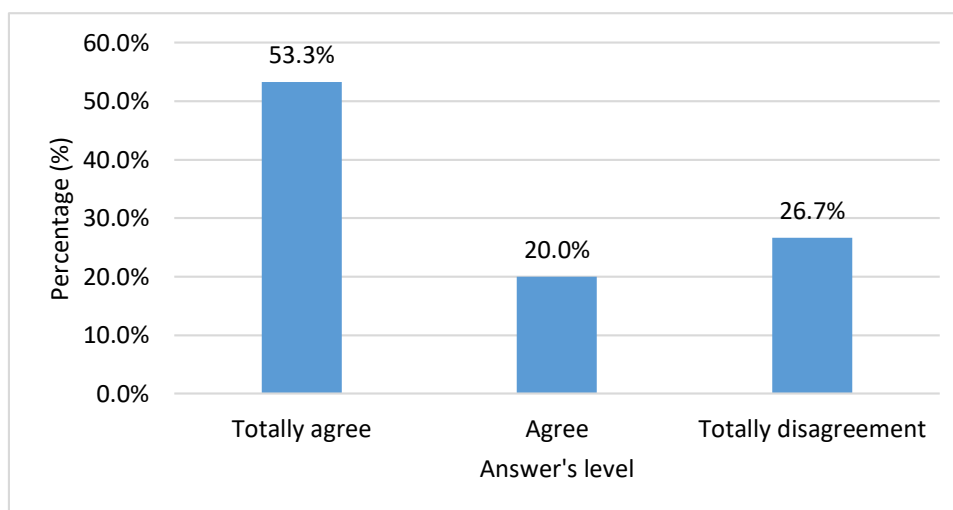


Figure 3. Actively participate in communication

In Table 3, 53.3% is totally agree predisposed to start any type of dialogue, 26.7% said they neither agree nor disagree, 20.0% express that they agree.

Table 4. it is customary to listen to employees

	Frequency	Percentage	valid percentage	accumulated percentage
Totally agree	7	46,7	46,7	46,7
Agree	5	33,3	33,3	80,0
Neither agree nor disagree	2	13,3	13,3	93,3
In disagreement	1	6,7	6,7	100,0
Total	15	100,0	100,0	

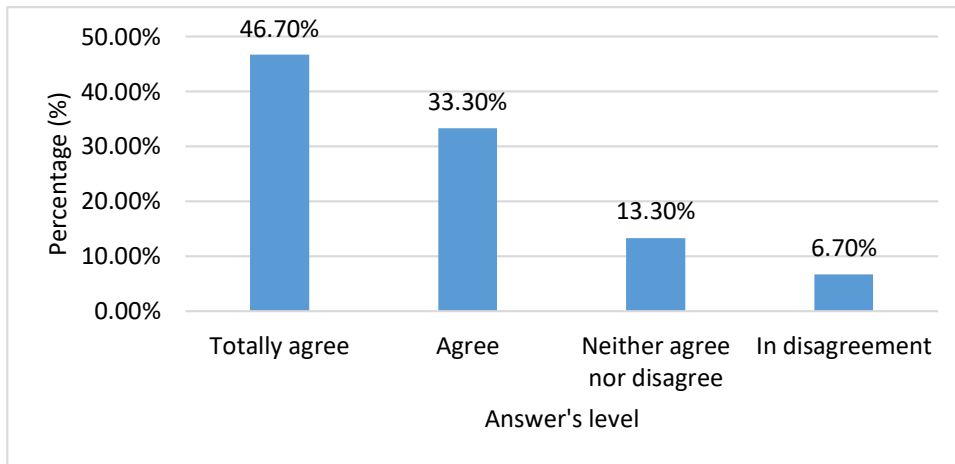


Figure 4. it is customary to listen to employees

In Table 4; 46.7% is totally agree as it is customary to listen to employees, 33.3% said they agree, 13.3% express that they neither agree nor disagree, and 6.0% express that they disagree.

Table 5. Optimization of interpersonal relationships

	Frequency	Percentage	valid percentage	accumulated percentage
Totally agree	8	53,3	53,3	53,3
Agree	5	33,3	33,3	86,7
Neither agree nor disagree	2	13,3	13,3	100,0
Total	15	100,0	100,0	

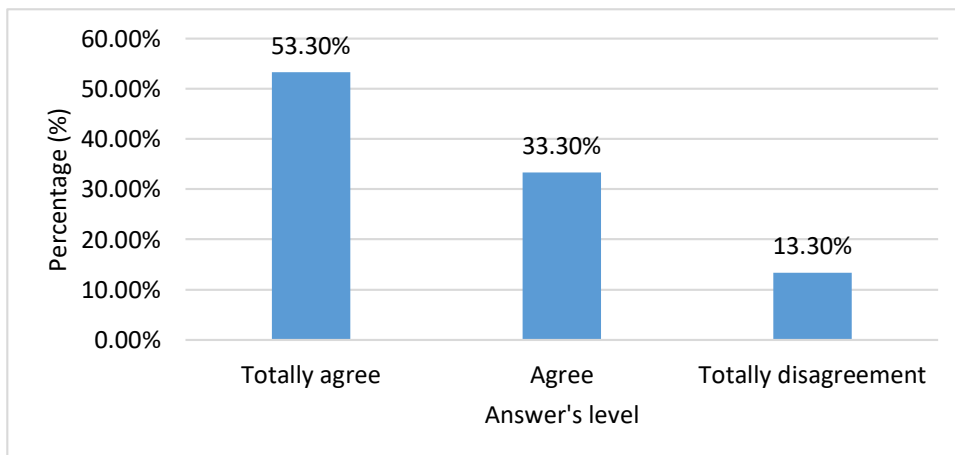


Figure 5. Optimization of interpersonal relationships

In Table 5; 53.3% is totally agree that interpersonal relationships are optimal, 33.3% express that they agree, 13.4% said that they neither agree nor disagree.

Table 6. Expresses his/her emotions

	Frequency	Percentage	valid percentage	accumulated percentage
Totally agree	4	26,7	26,7	26,7
Agree	2	13,3	13,3	40,0
Neither agree nor disagree	4	26,7	26,7	66,7
In disagreement	3	20,0	20,0	86,7
Totally disagreement	2	13,3	13,3	100,0
Total	15	100,0	100,0	

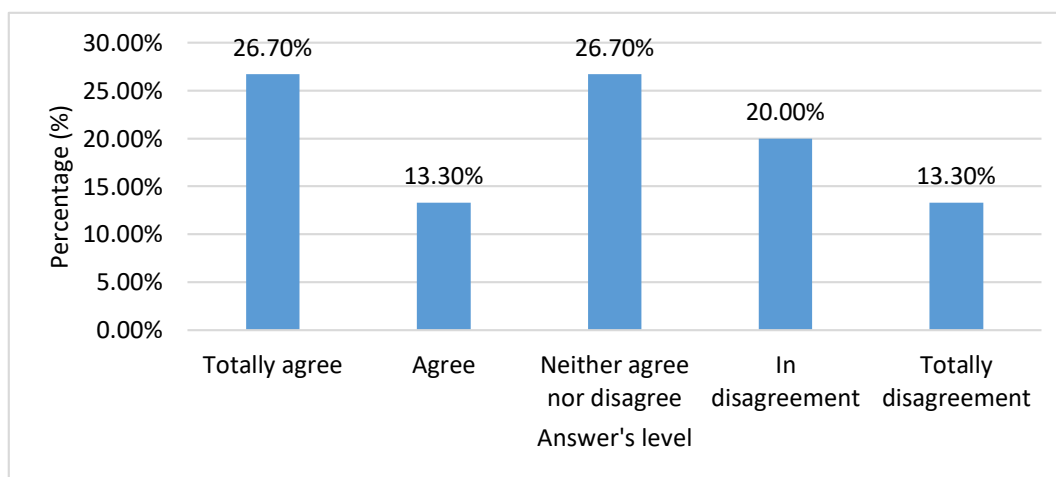


Figure 6. Expresses his/her emotions

In Table 6; 26.7% is totally agree and consider that they express their emotions, 26.7% express that they neither agree nor disagree, 20.0% said they disagree, 13.3% said they agree, 13.3% answered that they totally in disagreement.

Table 7. Listen to the opinion of coworkers

	Frequency	Percentage	valid percentage	accumulated percentage
Totally agree	7	46,7	46,7	46,7
Agree	5	33,3	33,3	80,0
Neither agree nor disagree	1	6,7	6,7	86,7
In disagreement	1	6,7	6,7	93,3
Totally disagreement	1	6,7	6,7	100,0
Total	15	100,0	100,0	

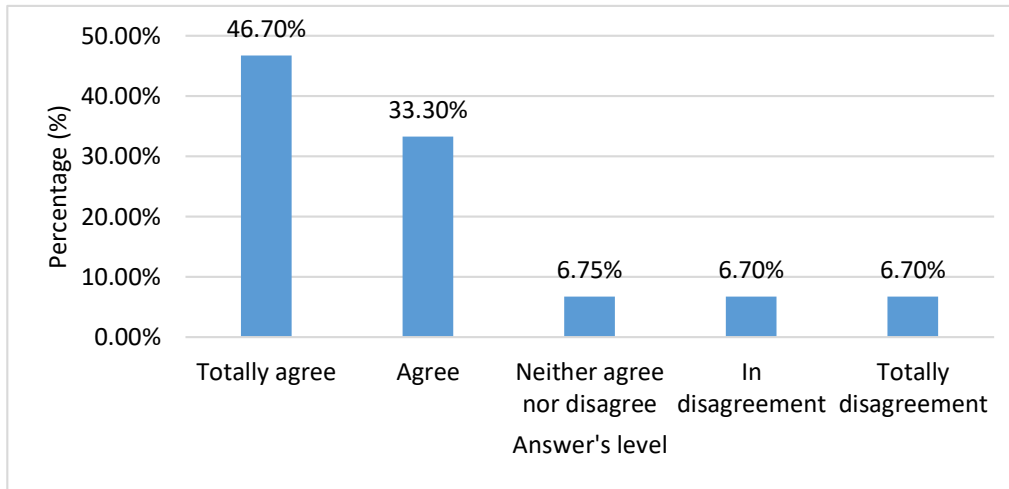


Figure 7. Listen to the opinion of coworkers

In Table 7; 46.7% is totally agree to listen to the opinion of co-workers, 33.3% express that they agree, 6.7% said that they neither agree nor disagree, 6.7% said that they disagree, 6.7% answered that you totally disagree.

Table 8. It is customary to accept employees in a work group

	Frequency	Percentage	valid percentage	accumulated percentage
Totally agree	8	53,3	53,3	53,3
Agree	4	26,7	26,7	80,0
Neither agree nor disagree	1	6,7	6,7	86,7
In disagreement	1	6,7	6,7	93,3
Totally disagreement	1	6,7	6,7	100,0
Total	15	100,0	100,0	

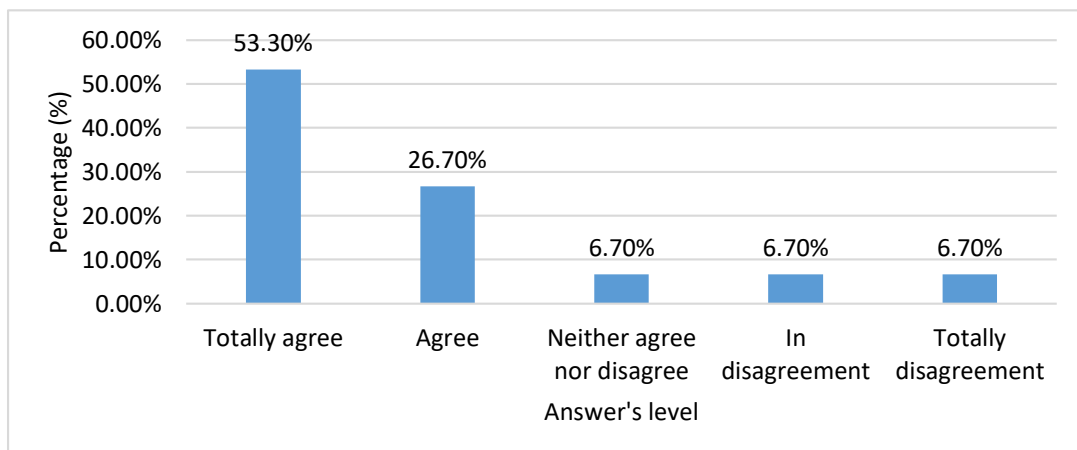


Figure 8. It is customary to accept employees in a work group

In Table No. 8; 53.3% is totally agree to accept the employees in the work group, 26.7% express that they agree, 6.7% said they neither agree nor disagree, 6.7% said they disagree, 6.7% answered that you totally disagree.

Table 9. it is customary to value the contributions of employees

	Frequency	Percentage	valid percentage	accumulated percentage
Totally agree	6	40,0	40,0	40,0
Agree	3	20,0	20,0	60,0
Neither agree nor disagree	4	26,7	26,7	86,7
In disagreement	1	6,7	6,7	93,3
Totally disagreement	1	6,7	6,7	100,0
Total	15	100,0	100,0	

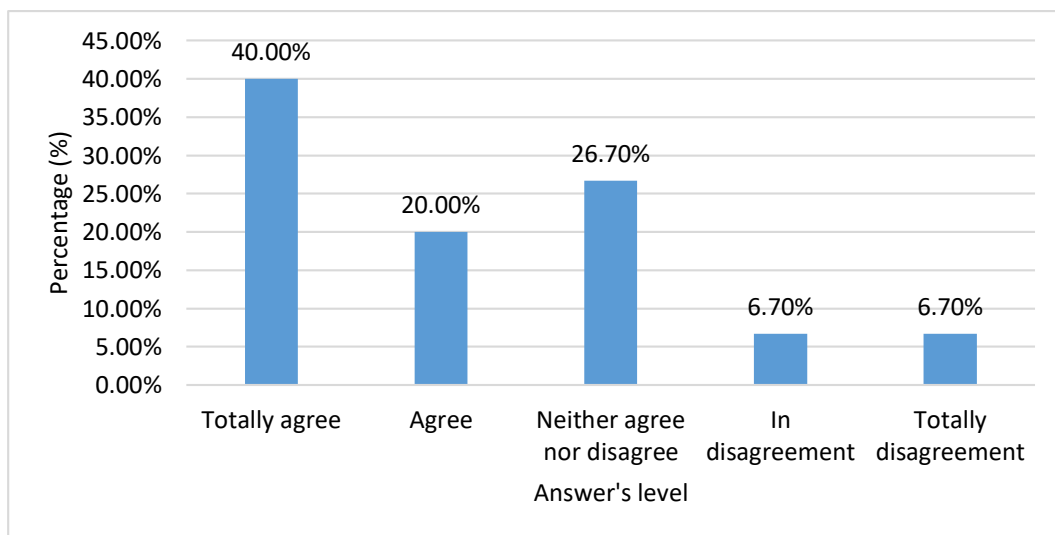


Figure 9. it is customary to value the contributions of employees

In Table No. 9; 40.0% totally agree on assessing the contributions of the employees, 26.7% neither agree nor disagree, 20.0% agree, 6.7% disagree, 6.7% answered that they totally disagree.

4. Conclusions

- Internal communication is an important strategic factor in the social field and organizations, because its application and the management of institutional information can be adequately transmitted to employees and make them aware of the objectives, strategic values, institutional policies, business philosophy, aspects which are the essence of the organization. These aspects manage to generate a culture, empowerment, sense of belonging, predisposition to dialogue, better interpersonal relationships. At the state level, it is a great challenge to improve the management of internal communication hand in hand with the development of an adequate work environment, in order to retain and develop its human capital and thereby promote the achievement of institutional objectives.
- The predisposition to dialogue is a fundamental factor of internal dialogue, not in the channels, but in the meanings that are exchanged, it is appreciated that this predisposition is not occurring correctly, where 20.0% are neither in agreement nor disagree another 20.0 disagree, and a 6.7 disagree with the existence of this predisposing to dialogue.
- Interpersonal Communication constitutes a dimension through which our condition as people is reaffirmed, because the ability to establish optimal interpersonal communication is generated, finding some difficulties in relation to the habit of listening with 13.3% who neither agree nor disagree and 6.7% disagree with this interpersonal communication.
- Development of empathy is the ability to understand the feelings and emotions of a person even when they are having a bad time, it was found that deficiencies in relation to the value of the contributions of the employees, where 26.7% expressed that they neither agree nor disagree, 6.7% stated that they disagree, 6.7% answered that they totally disagree with the development of empathy.

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