

## **The Existence of Communication Science in Human Life in the Technology Era in Timor-Leste**

**Bernabe De lima Araujo**

Univeridade da Paz (UNPAZ), Timor Leste

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### **Abstract**

*This research seeks to explore, the development of information technology and digital media has brought about a major change in the way people communicate and interact in society. This research seeks to explore the role of communication science in the lived experience of people in the age of technology. This study uses a qualitative research approach of a descriptive nature, which involves data analysis through the exploration of concepts, theories, and interpretations of communication phenomena in society. The research results show that communication science is a discipline grounded in principles, theories, and concepts that explain the process of human communication. This field analyzes how information is transmitted, received, and interpreted by individuals, groups, organizations, and societies in various social, cultural, and technological contexts. In the Timor-Leste context, the development of digital media such as Facebook, WhatsApp, and other online platforms contributes to changing the dynamics of communication between individuals and institutions. Communication science is not only an academic field, but also a practical skill that has important value in everyday life. Its presence helps people better understand social interactions, improve interpersonal relationships, and interpret the influence of the mass media on the thoughts, behaviors, and perceptions of society. Therefore, communication science plays a fundamental role in the development of modern society, especially in the era of technology where information can be distributed quickly and widely*

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#### **Corresponding Author:**

Bernabe De lima Araujo

Univeridade da Paz (UNPAZ), Timor Leste

Email: [araujobernabedelima@gmail.com](mailto:araujobernabedelima@gmail.com)

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### **1. INTRODUCTION**

In Timor-Leste, communication has become an important element in modern life, especially in times of rapid development and digital media. Humans, as God's creation, have the unique capacity to create and use symbols to communicate with others. The process of creating, using, and interpreting these symbols has become an important part of everyday human life, as communication allows people to exchange information, ideas, and social relationships.

Man-made symbol and language systems also help to enhance understanding of the world. Through the process of communication, people can read, transfer knowledge, and develop understanding to transform previously limited information into more dynamic. The evolution of channels such as the Internet, mobile phones, radio, and television shows that human interaction is no longer limited by quality and time. In the modern context, digital

media and social platforms such as Facebook, WhatsApp, and YouTube have become important means of sharing information and strengthening social relationships.

The term communication comes from the Latin *communicatio*, which comes from the word *communis* which means “together or equal in one meaning” (Effendy, 2005). This shows that communication is the process of conveying the same ideas between one person and another. In general, communication is the process of transmitting messages from one person to another to provide information, influence attitudes, opinions, or behaviors. This process can occur through direct interaction (oral communication) or through the media.

In everyday life, communication allows people to receive and transmit in turn. Theoretically, communication can be classified into different contexts, such as intrapersonal, interpersonal, group, organizational, and mass communication. I researched this, the focus was very strong on the organization of communication, because the organization plays an important role in the social coordination of society and the institution has.

In modern times, the media is sometimes used as a tool to influence individual beliefs, spread ideology, create a common image, and reveal the truth. at the same time, the media can also be used to spread misinformation or lies. The development of social media has brought about new forms of communication that were previously unimaginable. This technology reduces distance and time barriers, enabling rapid interaction between individuals and communities across the country.

Thus, communication science is not only an academic area, but also a very important tool for human life. Through communication, people can gain new information, share ideas, and create strong social relationships. Therefore, the existence of communication science is of great importance in human life, especially in the era of information and social interaction increased sharply. With this foundation, the research entitled “The Existence of Communication Science in Human Life” became relevant to study and understand communication in dynamics until modern times.

## 2. METHODS

This research was conducted in Timor-Leste using a qualitative research approach. A qualitative approach was chosen because the research aimed to understand and describe phenomena in depth through verbal descriptions and systematic explanations, rather than through numerical calculations or statistical analysis.

The method used in this research is descriptive. Descriptive methods aim to describe clearly and in detail the phenomena under study, especially regarding the existence of communication science in people’s lives. Through this approach, the researcher attempts to explain various concepts, theories, and social realities related to the communication process in society.

The data collection technique in this research was conducted through literature review or library research. The data used consisted of qualitative information obtained from various written sources, such as books, scientific journal articles, academic papers, and previous research results relevant to the research topic. In addition, the researcher also utilized various scientific references that discussed communication theory and media development in social life.

The collected data was analyzed descriptively by interpreting and explaining the content of the information obtained from these different sources. Through this process of analysis, researchers attempt to provide a deeper understanding of the role and importance of communication science in human life, especially in the context of technological and media development in society.

### 3. SEARCH RESULTS

This research shows that in the context of Timor-Leste society, communication plays a crucial role in social life, both in relationships between individuals and groups, as well as within organizations and society as a whole. The development of modern information and media technology has further strengthened the role of communication in various aspects of human life.

#### 1. Definition of Communication

Communication can be understood through two main approaches: etymology (the origin of the word) and terminology (the use of the term). Etymologically, according to Roudhonah in his book "The Science of Communication," the word communication comes from the Latin word "communicare," which means to participate, share, or inform. There is also the term "communis opinio," which means public opinion (Roudhonah, 2007).

Terms of terminology, various experts have provided definitions of communication. Carl I. Hovland, along with Irving L. Janis and Harold H. Kelley, explained that communication is the process by which an individual transmits stimuli, usually in the form of verbal messages, to influence or change the behavior of another individual (Muhammad, 2014).

Meanwhile, Harold D. Lasswell defines communication using the famous formula: "Who says what in which channel to whom with what effect?", emphasizing the elements of sender, message content, medium, receiver, and impact of communication.

Moreover, John B. Hoben states that communication is the verbal exchange of thoughts or ideas that must be successful to achieve mutual understanding (Deddy Mulyana, 2007).

Based on these various definitions, it can be concluded that communication is the process of conveying information, ideas, or messages from one person to another for the purpose of building shared understanding and influencing the recipient's attitude and behavior. Communication is also a symbolic process that allows people to manage their social environment and build interpersonal relationships through the exchange of information.

#### 2. Communication Objectives

- a. The purpose of communication is to achieve alignment and build relationships between individuals or groups. Some communication goals include:
- b. Ensuring Receipt of the Message by the Recipient: The purpose of communication is to ensure that the message is received by the recipient without misunderstanding.
- c. Facilitating the Creation of New Insights or Knowledge: One of the purposes of communication is to expand our knowledge and understanding by providing new information.
- d. Forming Meaningful Relationships: Communication is a crucial aspect in building quality relationships between individuals, which requires efficient communication.
- e. Testing and Changing Attitudes and Behavior: Through communication, each individual has the opportunity to influence others and persuade them to consider our point of view and influence their behavior.
- f. Solving Problems and Resolving Conflict: Communication can be used as a tool to resolve problems and defuse conflicts without misunderstandings (Ngalimun, 2017).

#### 3. Elements of Communication

Overall, the components of communication can be identified into four main elements:

- a. The communicator, also known as the sender, encoder, or sender, refers to the individual or entity acting as the source of the message.

- b. The message is the material conveyed by the communicator to the recipient. This message can be oral or written, and can use symbols, images, colors, or other signals expressed through verbal (words or sentences expressed orally or in writing) and nonverbal (sentences conveyed without direct words).
- c. The medium or communication channel is the tool or means used to convey the message to the recipient, who can be an individual, a group, or a larger community.
- d. The recipient refers to the recipient of the message, also known as the decoder or the recipient of the message. The recipient is the intended recipient of the message (Effendi, 1996). Communication is the basis of human relations: Science.

#### 4. DISCUSSION

In the context of Timor-Leste society, communication is a crucial element of social life. As social beings, humans have a natural need to interact with others. Through communication, individuals can make sense of their environment, build social relationships, and express their thoughts, experiences, and feelings. Therefore, communication is a fundamental need in social life.

According to Wilbur Schramm, communication science and social life are inseparable. Without communication, society cannot form, and without society, communication cannot develop. This statement shows the fundamental role of communication in building and maintaining human social life.

In modern society, particularly in Timor-Leste, the importance of communication science has grown due to social change and the development of information technology. Some of the reasons that show the importance of communication science in people's lives are as follows:

1. Build Interpersonal Relationships

The science of communication helps individuals understand how to build and maintain healthy interpersonal relationships. Good communication skills allow a person to strengthen emotional bonds, increase mutual trust, and create harmonious social relationships within the family and community.

2. Influence of Mass Media

Communication studies also help society understand the influence of mass media in shaping mentality, attitudes, and social behavior. In today's information age, mass and digital media play a crucial role in shaping public opinion, providing information to the public, and influencing social and political dynamics.

3. Leadership and Management

Effective communication skills are key to success in organizational leadership and management. A leader with good communication skills can motivate team members, resolve conflicts, and steer the organization toward its stated goals.

4. Negotiation and Conflict Resolution

In everyday life, individuals are constantly faced with differences of opinion and conflict. The study of communication provides an understanding of effective negotiation techniques and conflict resolution strategies to produce fair and mutually beneficial solutions for all parties.

5. Communication Skills Development

Communication studies provide a theoretical framework for understanding various forms of communication, including oral, written, and nonverbal communication. This understanding helps individuals develop effective communication skills in a variety of social situations.

6. The Influence of Culture on Communication

Communication studies also help individuals understand how culture influences communication. Every society has different norms, values, and communication styles. By understanding these cultural differences, individuals can reduce intercultural misunderstanding and conflict in a multicultural society.

#### 7. Career Development

Good communication skills are also crucial in the workplace. Many professions require effective communication skills, such as in job interviews, presentations, business negotiations, and interactions with coworkers and clients. Therefore, communication skills can be a crucial factor in determining one's career success.

Furthermore, Harold D. Lasswell explains that communication has several important functions in human life. First, communication helps people to control their environment by understanding various events and taking advantage of available opportunities. Second, communication allows humans to adapt to social and natural environments. Third, communication plays a role in the process of socialization, that is the transmission of values, norms, and knowledge from one generation to the next through the family, school, mass media, and government.

Furthermore, David K. Berlo explains that communication is a very important tool in social interaction that helps individuals to understand the attitudes and behaviors of others and adapt their role in society.

Thus, communication science is not only an academic field of study, but also a practical skill that is crucial in everyday life. Through communication science, individuals can understand, improve, and deepen their interactions with their social environment. Therefore, a person's success in social life and in the workplace is heavily influenced by their ability to communicate effectively.

### 5. CONCLUSION

In the context of Timor-Leste's society, communication science plays a crucial role in human social life. Communication science is a discipline that studies the principles, theories, and concepts related to the human communication process, specifically how information is conveyed, received, and understood by individuals, groups, organizations, and communities in a variety of situations.

Overall, communication science serves not only as an academic field of study but also as a practical skill that is essential in everyday life. Through the science of communication, individuals can understand how to interact effectively with others, strengthen social relationships, and improve the quality of communication in families, communities, and organizations.

The existence of the science of communication helps people understand how to build and maintain healthy interpersonal relationships. Good communication allows individuals to share ideas, experiences, and emotions, thus creating harmonious social relationships and mutual understanding. Moreover, communication science also helps society to understand the influence of mass media in shaping thought patterns, attitudes, and social behavior in modern life.

Thus, the existence of communication science is crucial in human life because communication is the primary medium that allows social interaction, information exchange, and the development of relationships between individuals and groups in society. Therefore, the understanding and mastery of communication science is absolutely necessary to support the creation of a more effective, harmonious, and productive social life in society.

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