

VERBAL AND NONVERBAL COMMUNICATION AT OXA YOGA COMMUNITY IN JAKARTA

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ABSTRACT

The Oxa Yoga Community is a community whose members share the same passion, namely yoga. This community has a gathering place for yoga activities, namely at the Oxa Yoga studio in Jakarta. This research was made to find out verbal and nonverbal communication that is formed between members of the Oxa Yoga community in Jakarta. The theory that used in this research is communication theory, verbal communication theory and nonverbal communication theory. This research approved being used is qualitative with the case study method. The data analyzed were obtained from interviews with informants and from direct observation. The results obtained are in the Oxa Yoga community communicating both verbally and nonverbally to members of the community, forms of verbal and nonverbal communication in the Oxa Yoga community such as chanting mantras before yoga, having special greetings, gift exchange rituals carried out by the Oxa community, and calling other members of the community to form a culture within the community. Communication that exists between members of the community goes well verbally and nonverbally.

Keywords: Communication, nonverbal communication, oxa yoga community, verbal communication

1. PREFACE

Wilbur Schramm in Caropeboka said that communication is a form of realizing the equality of meaning between communicators and communicants. Communication is not just an exchange of opinions, but concerns a wider area. The process of delivering a message by someone who seeks to change the mind or behavior of the recipient of the message or information (Caropeboka, 2017).

Communication is the process of exchanging verbal and nonverbal symbols between sender and receiver to change behavior and encompasses a broader process. Communication is not only used as a means of conveying information to other individuals, but also a means of coordinating all activities that take place. Good communication is not only communication that communicators do with communicants as senders and receivers of messages, but also how communicators can convey messages that are understood by communicants and how a communicant is able to interpret and give messages that have been conveyed by communicators (Meifilina, 2017).

Verbal communication is communication that is usually done using words both orally and in writing. Verbal communication is often used in interpersonal relationships to express and explain hunches, affections, thoughts, ideas, facts, data and information, exchange feelings and thoughts, discuss and fight with each other (Kurniati, 2016).

Nonverbal communication refers more to communication events that can be found from the outside of words through speech and in writing. Types of nonverbal communication include posture and gesture, face and eyes, voice, touch, physical appearance and attractiveness (Ginting et al., 2022). Both verbal and nonverbal communication influence each other and play an important role that is mutually supportive of each other, communication patterns are a simple description of

the communication process that shows the relationship between one component of communication with another component (Azeharie, 2015).

In carrying out activities and daily life, communication is very important so that individuals can receive and provide information in accordance with what is needed. The Oxa Yoga community communicates with its fellow members both verbally and nonverbally.

In this study, the authors chose the Oxa Yoga community because community members have a way of communicating with fellow community members using verbal and nonverbal messages. Oxa Yoga Community was established in 2015 located in West Jakarta. Oxa Yoga provides a variety of yoga techniques ranging from traditional yoga styles such as hatha, vinyasa, power, restorative, kurunta and mindful yoga so that the community gets a different experience through yoga. The Oxa Yoga community is a community devoted to women.

In the Oxa Yoga community, yoga instructors have a special certificate called E-RYT 200 which means they have successfully completed 200 hours of yoga teacher training and are registered with the Yoga Alliance. In addition, the Oxa Yoga community also often conducts yoga workshops that serve to provide knowledge about yoga.

Oxa Yoga has been established for seven years, Oxa Yoga has a wide variety of yoga exercises and tools that not all yoga places exist, such as restorative yoga that requires ropes on the wall and aerial yoga that requires swing ropes. In addition, Oxa Yoga invites yoga instructors who have the ability to teach other types of yoga such as qi gong yoga and poundfit yoga, so that members of the Oxa Yoga community can learn and enjoy yoga with various types.

The formation of the Oxa Yoga community is because each member has the same goals and hobbies, namely increasing the quality of life, getting good posture and encouraging a healthy lifestyle. Members of the Oxa Yoga community usually communicate through WhatsApp media, the Oxa Yoga community has a gathering place for community members, namely in the Oxa Yoga studio. The author is interested in raising verbal and nonverbal communication research formed in the Oxa Yoga community because the Oxa Yoga community has been formed since 2015. So the author wants to know the communication formed between members of the Oxa Yoga community.

The formulation of this research problem is how verbal communication and nonverbal communication are formed in members of the Oxa Yoga community in Jakarta. The purpose of this study is to find out the verbal and nonverbal communication formed between fellow members of the Oxa Yoga community in Jakarta. The theories used in this study are communication theory, verbal communication theory and nonverbal communication theory.

The purpose of the author's research is to determine the verbal and nonverbal communication formed between fellow members of the Oxa Yoga community in Jakarta. Based on the description and facts above, the author is interested in conducting research on verbal communication and nonverbal communication formed in the Oxa Yoga community.

2. RESEARCH METHOD

In this study, the author used qualitative research methods with a case study approach. Qualitative research methods are research methods that are based on philosophy, post-positivism, and are usually used to be able to study the natural condition of objects, researchers are key instruments. Data collection techniques are carried out through triangulation such as interviews, observation,

and documentation. Data analysis is qualitative and the results of the study emphasize more on the meaning of generalization (Sugiyono, 2020).

Case studies are one part of the scientific research method used to research the social sciences. Case studies use a method of conducting research on phenomena that occur during research with a focus on a person's life experience (Yin, 2013).

The process of collecting author data using participant observation methods, interviews, and literature studies. The author made observations and interviews with four interviewees. Research using this type of case study has the aim of knowing about something in depth. Therefore, in this study, the author conducted research using case studies because it involved research on events, time, and activities.

The subject of this study is the Oxa Yoga community, while the object of this study is verbal communication and nonverbal communication. Location and time of research on Jalan Tanjung Duren Raya 356, West Jakarta. The research period took place from October 2022 to November 2022 which included data collection by conducting interviews with resource persons, namely yoga instructors in the Oxa Yoga community and three members of the Oxa Yoga community who were related to the author's research to obtain accurate data.

The data collection method used by the author to obtain accurate data includes, participatory observation, in observations made by researchers involved in activities carried out daily with individuals observed to be used as a source of research data. In this observation, the author observes how verbal and nonverbal communication is formed in the Oxa Yoga community.

Interviews as one of the techniques to obtain data collection that is useful for studying problems and of course if you want to conduct a more in-depth study, the number of speakers is less.

The purpose of the interview is to obtain and gather information. The author interviewed Oxa Yoga yoga teachers and members of the Oxa Yoga community to obtain data and the last one was using literature studies. In conducting this research, the author used books and journals related to communication science to obtain data sources in writing this research report.

To obtain accurate data, the author uses data collection analysis techniques including searching, recording and collecting all information objectively and according to the results of field observations and interviews, data reduction, summarizing, selecting, sorting and focusing on important things. The reduced data thus provides a clearer picture and makes it easier for researchers to collect and search for information when needed. Researchers search, select information and focus on important information. This makes it easier for researchers to collect data, data presentation is often used in qualitative research using narrative text.

At this stage the researcher will display the data that has been reduced to a report in a structured manner. The presentation of data can be done in forms such as description, brief, related to categories, and drawing conclusions after presenting the data, the author will draw conclusions from something that has been discussed before, namely answering the focus of the research problem.

3. RESULT AND DISCUSSION

Oxa Yoga is a yoga studio specifically for women and was established on May 26, 2015. This yoga club has a vision to unite a community that loves yoga and provide a positive environment for its community. Its mission is to share positive knowledge about the benefits of yoga for the community. Oxa Yoga provides regular classes with a variety of yoga techniques ranging from hatha, vinyasa, power, restorative, kurunta, and mindful yoga and classes are held from Monday to Saturday every 7:30 WIB and 18:30 WIB.

The members of the Oxa Yoga community are 64 people. Based on observations and interviews with yoga instructors at Oxa Yoga, namely Mariana who is a 41-year-old yoga instructor job, she said every time she starts yoga activities there is a chant of the mantra "aum" which means to cleanse negative energy from various things from the surrounding environment.

The Oxa Yoga community starts yoga activities with meditation first. Members of the Oxa Yoga community always give positive sentences to support their community members who are undergoing yoga activities such as "Let's try it first, if you don't try it there will be no results" so that Oxa Yoga community members are motivated in undergoing yoga activities.

At Christmas celebrations, members of the Oxa Yoga community will exchange gifts after doing yoga activities. The habit carried out by the Oxa Yoga community is to document in the form of videos or photos to be uploaded on Instagram @oxayoga. Wenda as a member of the Oxa Yoga community, he said the most memorable thing in the Oxa Yoga community is that after every yoga activity the members of the Oxa Yoga community will take the time to keep gathering in the studio with the aim of talking and taking pictures.

Communication is the process of conveying messages through one individual to another in both verbal and nonverbal forms. Communication between fellow members of the Oxa Yoga community went smoothly and well. The first key informant of yoga instructors, namely Mariana, established communication with members of the Oxa Yoga community both directly in carrying out yoga activities and through WhatsApp social media groups.

Mariana communicates with members of the Oxa Yoga community through WhatsApp groups such as inviting members of the Oxa Yoga community to come yoga and members of the Oxa Yoga community also communicate through WhatsApp groups such as sharing information and sharing photos.

According to the second key informant, Wenda, he also established good communication with members of the Oxa Yoga community. Every time Wenda finishes yoga, Wenda usually does not go home immediately but talks first with members of the Oxa Yoga community, because he has been part of the Oxa Yoga community members for 3 years, Wenda is very familiar with members of the Oxa Yoga community.

Usually, community members discuss and share information about yoga clothing or aesthetic yoga movements to be imitated in the studio. Communication has a function as motivation. The Oxa Yoga community motivates fellow members by encouraging their community members when doing yoga activities.

Verbal communication that exists between members of the Oxa Yoga community with each other, based on the author's observation is a call between fellow members of the Oxa Yoga community

is called "yogis" this call has the meaning of freedom or independence. All members of the Oxa Yoga community call yoga instructors "teacher" which means teacher in English.

In addition, verbal communication that is established in the Oxa Yoga community is when yoga instructors instruct members of the Oxa Yoga community to do yoga movements. The Oxa Yoga community also cheers when members of the Oxa Yoga community succeed in making difficult moves.

Members of the Oxa Yoga community also provide positive sentences in the form of sayings such as "Come on, can Jess endure pain, it will pay off with a good body shape" for members of the community who are undergoing yoga activities, so that members of the Oxa Yoga community are motivated in carrying out yoga activities.

When starting yoga activities, the Oxa Yoga community will chant the mantra "aum" which means to cleanse negative energy from various things from the surrounding environment. After finishing yoga activities, the Oxa Yoga community will greet each other "namaste" which means giving mutual respect and gratitude to others.

The Oxa Yoga community uses WhatsApp social media to communicate with fellow members almost every day, community members usually discuss the latest news, give greetings and congratulate if there is a birthday in the Oxa Yoga community WhatsApp group.

Verbal communication has one of the characteristics, namely Intonation. When doing yoga, members cheer as a form of support to fellow community members.

In addition, nonverbal communication in the Oxa Yoga community is in the form of when yoga members of the Oxa Yoga community who feel tired will usually do movements of putting their heads and heels to the floor, in order to stretch the body and take a breath. After doing yoga activities in the last session, community members will put their bodies to sleep on the mat to calm negative thoughts and release fatigue that they have gone through in the day.

The Oxa Yoga community also uses a green yoga mat which means that green approaches nature and the environment, so that community members can do yoga calmly and peacefully, besides the function of this green yoga mat is to show the cohesiveness of the Oxa Yoga community.

The Oxa Yoga community uses the same color of clothing as a form of solidarity between its members. Yoga instructors will play song instruments during the process of yoga activities as a form of calm and relaxation during yoga.

4. CONCLUSIONS AND RECOMMENDATIONS

The Oxa Yoga community was formed because they have the same passion and goal, which is to love yoga and want to have a strong physique both physically and spiritually. The Oxa Yoga community establishes communication with its community members so as to form verbal and nonverbal communication between fellow members in the Oxa Yoga community. For example, by greeting, doing movements such as clasping both hands in front of the chest which means giving respect to others, then using clothes of the same color to show community solidarity.

The Oxa Yoga community communicates and interacts so that verbal communication and nonverbal communication arise. The forms of verbal and nonverbal communication in this community can be in the form of communication media they use, the clothes they use, and the

pronunciation and yoga movements that members of the Oxa Yoga community apply every time they do yoga.

Communication between Oxa Yoga communities tends to run both directly and using social media. There is a vocation between fellow members of the Oxa Yoga community with the name "yogis" meaning freedom and independence. While members of the Oxa Yoga community call Oxa Yoga instructors as "teacher" which means teacher. Provide support to fellow members while doing yoga activities.

Nonverbal communication in the Oxa Yoga community such as using leggings and sports bras when doing yoga activities, besides that during outdoor yoga events the Oxa Yoga community will determine the color theme of clothing for the community, for example wearing white clothes when doing outdoor yoga.

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