

THE CONCEPT OF TWO-WAY COMMUNICATION AND ITS IMPLICATIONS FOR SOCIAL INTERACTION AND RATIONAL THINKING 2026

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Abstract

Two-way communication is a process of information exchange that involves active interaction between the communicator and the recipient. This study aims to examine the implications of two-way communication on social interaction and individual rationality. In two-way communication, each party has the opportunity to express opinions, provide responses, and build mutual understanding. The method used in this study is a literature review, involving the collection of various theories and research related to interpersonal communication, social interaction, and rational thinking. The results of the study indicate that two-way communication plays a crucial role in fostering harmonious social relationships, enhancing openness, and strengthening individuals' ability to understand others' perspectives. Furthermore, two-way communication also fosters the development of critical, reflective, and rational thinking through the process of discussion and the exchange of ideas. Thus, two-way communication serves not only as a means of conveying information but also as a medium for fostering effective social interaction and the development of rational thinking in society.

Keywords: *two-way communication, social interaction, rational thinking, interpersonal communication.*

INTRODUCTION

Communication is an essential part of human life because it is used to share information, opinions, and feelings with others. In social life, communication is closely related to the process of human interaction because, through communication, individuals can build social relationships and foster mutual understanding. One type of communication frequently used is two-way communication, which is a process involving a reciprocal exchange between the communicator and the recipient, thereby creating an active exchange of messages (Sapari, 2018).

The term “two-way communication” indicates the presence of mutually influential interaction in the process of sharing information, where everyone is given the opportunity to provide a response or opinion regarding the message received. Two-way communication is crucial for fostering social interaction, as it allows individuals to understand one another, provide feedback, and build more vibrant social relationships. The interaction process facilitated by two-way communication supports the formation of more effective social relationships in daily life (Girsang and Kartikawangi, 2021).

However, two-way communication also has implications for an individual's rational thinking. The continuous process of information sharing can influence how a person understands, evaluates, and responds to specific information. In certain situations, a person may exhibit an emotional or hasty response without critically analyzing the information. Therefore, the ability to think rationally is crucial in the communication process so that individuals can sort through information and make appropriate decisions (Aryanto and Sitorus, 2025).

The relationship between two-way communication, social interaction, and rational thinking is an important topic for research, as communication not only impacts social relationships among individuals but also influences how a person thinks and behaves in daily

life. Therefore, this study aims to analyze the implications of two-way communication on social interaction and rational thinking in society.

THEORETICAL REVIEW

1. Interactional Communication Theory

Interactional communication theory addresses the limitations of linear communication theory by introducing the concept of feedback. Communication is viewed as a two-way process, in which the sender and receiver exchange roles. This model was developed by Wilbur Schramm in 1954, who added the element of feedback to emphasize that communication is an ongoing process. According to this theory, the communication process involves not only the transmission of a message from the sender to the receiver but also the response received from the receiver that influences the sender in subsequent communication processes. In other words, communication is regarded as a reciprocal process in which each party is actively involved in encoding and decoding messages, as well as providing feedback that influences the understanding and interpretation of the message.

Interactional communication models, such as those described by Barnlund and Schramm, demonstrate that communication takes place through the exchange of messages and feedback among the various parties involved. This model emphasizes that communication does not occur solely when a message is sent, but also through a continuous interactive process that can be influenced by context, experience, and interpersonal relationships.

2. Theory of Communicative Action

Theory of Communicative Action is a theory proposed by Jürgen Habermas, a leading figure in Critical Philosophy. Habermas's Theory of Communicative Action emphasizes the importance of communication in social life. According to Habermas, the ideal social relationship is one built on the basis of intersubjective rationality. Therefore, the Other must be viewed as a communicative subject. Habermas understands the Other as a communication partner capable of engaging in communicative argumentation within the public sphere. Through intersubjective communication, each participant is granted the freedom to express their views while simultaneously bearing the obligation to accept criticism or rejection of the communicative claims they articulate. Consequently, intersubjective communication emphasizes the verification of claims made by each participant. Furthermore, intersubjective communication is, in turn, expected to achieve a consensus mutually agreed upon through rigorous discussion (Nada, 2020).

METHOD

This study employs a qualitative approach using the literature review method. The qualitative approach was chosen because this study aims to deeply understand and analyze the phenomenon of two-way communication and its implications for social interaction and rational thinking. This approach does not focus on numerical data, but rather on understanding the meanings, concepts, theories, and social phenomena related to the research object. Through a qualitative approach, the researcher can explain how two-way communication occurs in society and how it influences social relationships and individual thought patterns. Thus, this study places greater emphasis on the process of analyzing various theories and previous research findings relevant to the research topic.

The literature review method was conducted by collecting and analyzing various written sources, such as scientific journals, academic articles, undergraduate theses, master's theses, and previous studies related to two-way communication, social interaction, and rational

thinking. The researcher read, understood, reviewed, and compared various scientific references to obtain data and information relevant to the research focus. This study does not involve direct data collection in the field but focuses on the analysis of theories, concepts, and previous research findings as the basis for the research discussion. Through the literature review method, the researcher is expected to gain a broader and deeper understanding of the importance of two-way communication in fostering harmonious social interaction and shaping rational patterns of thinking in society.

DISCUSSION

Two-way communication is a form of communication that allows an active exchange of messages between the communicator and the communicant. In this process, both parties not only act as message senders but also as message receivers who provide feedback to one another. Based on the interactional communication theory developed by Wilbur Schramm, communication is understood as a continuous process through feedback or responses from the receiver of the message. This shows that communication is not merely the delivery of information in one direction, but rather an interaction process involving mutual understanding between individuals.

In social life, two-way communication has a significant influence on the formation of effective social interaction. Social interaction can occur when there is a reciprocal relationship among individuals in society. Through two-way communication, a person can express opinions, receive input, and understand the perspectives of others. This process creates more harmonious social relationships because there is openness and an opportunity for each individual to respond. Therefore, two-way communication can strengthen cooperation, increase mutual respect, and minimize misunderstandings in social relationships.

Interactional communication theory also explains that communication is influenced by experiences, context, and interpersonal relationships. This means that the effectiveness of two-way communication greatly depends on each individual's ability to understand the conveyed message. When the communication process runs effectively, the resulting social interaction becomes more positive and is able to build healthy social relationships within society. On the other hand, ineffective communication may lead to conflicts, differences in understanding, and misunderstandings among individuals.

In addition to influencing social interaction, two-way communication also has implications for an individual's rational thinking. In the communication process, individuals receive various kinds of information, opinions, and arguments from others. This information can influence the way people think, understand problems, and make decisions. Therefore, rational thinking skills are highly needed so that individuals can critically evaluate information and avoid being easily influenced by emotions or unverified opinions.

This is in line with the Theory of Communicative Action proposed by Jürgen Habermas, which emphasizes the importance of rationality in communication. According to Habermas, ideal communication occurs when every individual is given the freedom to express opinions and accept criticism of the arguments presented. In this communication process, each participant is viewed as a communicative subject who has the ability to think and argue rationally. Thus, communication is not only a means of exchanging information, but also a medium for achieving mutual understanding through discussion and logical consideration.

Through intersubjective communication, individuals are encouraged to verify the information they receive before drawing conclusions. This process is very important in modern society, especially in the era of information technology development where information spreads rapidly. Without rational thinking skills, individuals can easily be influenced by inaccurate

information, hoaxes, and provocative opinions. Therefore, two-way communication should be accompanied by a critical attitude so that the communication process can produce correct understanding and appropriate decisions.

Based on the discussion above, it can be understood that two-way communication has a close relationship with social interaction and rational thinking. Two-way communication is able to create more effective social relationships because of the reciprocal process and active involvement among individuals. In addition, communication also influences the way individuals think in understanding information and making decisions. Therefore, the implementation of good two-way communication accompanied by rational thinking skills is very important in creating harmonious social life and a society that is more critical in responding to various kinds of information.

CONCLUSION

Two-way communication is a communication process that involves the active exchange of messages between the communicator and the communicant through feedback. Based on interactional communication theory, communication is not only understood as the delivery of information in one direction, but also as a reciprocal process that continuously occurs and is influenced by context, experience, and interpersonal relationships. Through two-way communication, every individual has the opportunity to express opinions, receive responses, and build mutual understanding in social life.

The findings of this study show that two-way communication plays an important role in creating effective and harmonious social interactions. Communication processes that are open and responsive can strengthen social relationships, increase cooperation, foster mutual respect, and minimize misunderstandings among individuals. Therefore, two-way communication becomes an important factor in building healthy social relationships within society.

In addition, two-way communication also has implications for individual rational thinking. The exchange of information and ideas that occurs during the communication process can influence how individuals understand, evaluate, and make decisions regarding certain information. Therefore, rational thinking skills are highly necessary so that individuals are able to critically filter information and are not easily influenced by emotions or unverified information. This is in line with the Theory of Communicative Action proposed by Jürgen Habermas, which emphasizes the importance of rational communication in achieving mutual understanding through discussion and logical argumentation.

Based on the overall discussion, it can be concluded that two-way communication not only functions as a medium for delivering information, but also as a means of forming effective social interactions and developing rational thinking patterns in society. Therefore, the implementation of proper two-way communication accompanied by a critical attitude is very important in creating a harmonious, open, and wiser social life in responding to various kinds of information in the modern era.

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