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EFFECTIVE UTILIZATION OF BUSINESS COMMUNICATION
IN THE SOCIETY 5.0 ERA : A LITERATURE REVIEW

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ABSTRACT

The demands of industrial competition that will soon shift to the era of society 5.0 make digital business transformation unavoidable. Therefore, communication has a strategic role in the business world. To support the effectiveness of business activities, effective business communication is needed. This study aims to determine the concept of business communication, the implementation of effective business communication, and the effect of business communication on sales and service quality. The research method used is a literature review, with data sourced from secondary data through library analysis in journals, articles, books, and others. The results of this study indicate that an effective form of public communication implementation is carried out by taking into account the 7C principles (Concrete, Coherent, Clarity, Commitment, Consistent, Completeness, Courteous). The effect is that the increase in income earned is getting bigger, so the company can increase sales and quality of service products.

Keywords:

Business Communication, Effective, Era Society 5.0

INTRODUCTION

The general public and the economy have not all implemented the 5.0 industrial system in Indonesia. This can be seen from the way the general public interacts. Indonesia is a developing country and requires several factors to become a developed country, namely natural resources (SDA) and human resources (HR). However, natural resources will not be helpful without being supported by the quality of their human resources (Kanedi *et al*, 2022). One way to improve Indonesia's human resources is to improve the quality of the economy and workforce skills with digital technology (Gusdwisari, 2020)

The COVID-19 pandemic has forced small and medium-sized entrepreneurs to adapt quickly to new conditions so that their business activities can run normally. During the COVID-19 pandemic, there were restrictions on community activities, so community mobility was reduced. Therefore, community activities emerged that were originally offline (offline) into online activities (online) (Djamilah *et al*, 2022). Based on the results of Hootsuite's Wearesocial research released in January 2019, online media users in Indonesia reached 150 million, or 56% of the total population. The number is up 20% from the previous survey. A large number of internet users in Indonesia is a potential for the national digital economy, so e-commerce, online shops, and other businesses based on communication/internet technology emerge. And this will be the power of the digital economy in Southeast Asia. Even e-commerce parties develop special online shopping applications that can be downloaded and installed via smartphones. This unique application makes online shopping easier for anyone and anywhere, so it is expected to increase sales (Fauziah, 2020).

In the corporate world of business, communication serves as a liaison between each other so the company can develop and progress. Communication between companies and consumers is important because it can increase the company's success. According to Zahra (2022), companies that carry out good communication can give individuals or groups confidence to know, understand and buy the products offered by the company. Business communication is the exchange of ideas or ideas about information through symbols or signs to achieve business goals (Sugino, 2020). Effective business communication can be a powerful tool for systematically managing a company at various levels. Incomplete communication can result in wrong perceptions, and the meaning can differ. The exchange of information will be easier if the communication is effective and the information is related to work (Asriadi, 2020). Effective communication in conveying information will improve organizational work performance. Effective

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communication needs not only to know the process can also apply knowledge creatively (Robbins, 2010). According to Jalaluddin (2008), effective communication is known to cause happiness, increase social interaction and understanding, and lead to action in the last stage. The most critical aspects of effective communication skills include communicators, communication, and media. These are the tools to convey the information you want to communicate.

Thus, the relationship between the company and the consumer can become negative without proper communication. The success or failure of a company also depends on how well it meets consumer expectations and their perception of its value. Effective communication can help in managing the perceptions and expectations of consumers. The purpose of effective communication is to facilitate understanding of messages sent between sender and receiver. Make messages more precise and more complete, balanced comments, and practice using nonverbal language correctly (Zahra, 2022).

METHODOLOGY

The research method used in this study is the literature review method. Literature review can be interpreted as a research method that uses a collection of a number of books and journals which are then read, understood, analyzed, evaluated and synthesized. In accordance with research findings, theories, and practices related to research problems and objectives. Analyzing knowledge in a number of theories related to the problem under study becomes a reference in the discussion of research.

According to Snyder (2019), literature review is a research technique designed to combine and examine the essence of previous research, reviewing researcher reviews written in research. Snyder (2019:339) formulated that literature reviews can be used as a basis for various types of research because the results of literature reviews provide an interpretation of scientific development, become a source for triggering new research ideas, and can be used as guidelines for research in certain fields. The literature review is compiled through a search for research articles that have been published and are original research. Searching research articles using a database from Google Scholar using the keywords communication, business communication, effective communication, and society 5.0 era, and literature review.

Based on the literature reviewed, an effective form of implementing public communication is carried out by taking into account the 7C principles (Concrete, Coherent, Clarity, Commitment, Consistent, Completeness, and Courteous). The effect is that the increase in income earned is getting bigger, so the company is able to finance expenses and events that the company will carry out.

Business Communication Concepts

Communication is generally a process of sending and receiving messages (Saputra *et al.*, 2020). Two or more people carry out communication, and the process of transferring the message can also be done using the usual way of communicating someone verbally, either through oral or written or non-verbal language. At the same time, business is any activity or business aiming to create profit (Simarmata *et al.*, 2021). In another definition, business is a process or form of activity carried out by a company or industry that combines factors of production to create products in the form of goods or services to obtain the expected profit. (Purwanto, 2017). So, if it is elaborated, then what is meant by the notion of business communication is communication used in the business world, which includes verbal and non-verbal communication to achieve specific goals following the business interests of the communicator.

Effective communication in business communication is communication that can cause a change in attitude or can affect the consumers involved in the communication. For example, ineffective communication between companies and consumers, companies communicate their products or services to consumers, and consumers are moved to buy the company's products or services. As stated by Rochmah, effective communication can change the attitude of all parties involved in the communication (Zahra *et al.*, 2022).

In this study, the framework suggested in the work of Bourne (2016) is considered to understand the concept of effective communication management. He has told five essential steps to manage stakeholder relations through effective communication. The same is considered in this study as a reference for understanding the concept of efficiency in communication. The steps:

1. Identify all company interests.
2. They are prioritizing the needs and interests of consumers.

3. Visualize and decide the required company management strategy.
4. Involve consumers.

1 Monitor consumer communication with the company during all stages.

The effectiveness of business communication, as with other types of communication, is determined by several things (Nurrohm & Anatan¹ 009):

1. Perception, the communicator must be able to predict whether the communicant can receive the message conveyed
2. Accuracy, the communicant or audience has a frame of mind. Therefore, so that the communication carried out is right on target, the communicator needs to experiment with what he wants to convey, following the communicant's frame of mind.
3. Credibility, communicators, need to believe that the communicant can be trusted. But, on the other hand, he must also be able to gain the trust of the communicant.
4. Control, the communicant provides a reaction/feedback on the message conveyed. This reaction must be anticipated and controlled by the communicator so that it does not deviate from the expected communication target.
5. Compatibility, good communicators can always maintain a pleasant, friendly relationship with the communicant

Efforts to Improve Communication To Achieve Effectiveness of Business Communication in the Era of Society 5.0

In this business world, it is necessary to have a tough, firm person who likes challenges and does not give up easily. This is because business is very closely related to business. The better the effort is, the better the results will be received (Rosmida, 2019). In carrying out this business, there will be challenges and obstacles that business people must face. The application of effective business communication can be made by referring to the 7C principles as stated by Rozalena (2020):

1. Concrete means that the message is concrete and following the supporting data. Everyone can state their arguments, but complementing the communication with factual data and material is more convincing to be heard or read by the recipient of the communicant.
2. Coherent includes all information that is clear, reasonable, logical, planned, and sequential, related to the purpose of the message to be received by the other party.
3. Clarity also includes how statements in sentences are made simpler, shorter, voice actor, and stated point by point.
4. Commitment is a significant part of effective communication in the workplace. Commitment can measure a person's dedication and the extent to which a person communicates the credibility of his argument so that others can confidently accept it. Commitment ensures that a person, group, or company raises its morale.
5. Consistent, it can be seen from the content or communication material in every context. Commitment is the same as not making every information and decision confusing and creating a new perception for the recipient. Choice of words, tones, and sounds, and try to use short sentences and phrases.
6. Completeness, relating to sentences whose writing is not cut into pieces and has the potential for logical conclusions. Make sure when communicating fully covers the need to be informed.
7. Courteous, very synonymous with a positive way of thinking, behaving and behaving. Sentences expressed, of course, must make other people respect. The trick, try to be honest, respectful, and polite. It never hurts to sort out the words carefully and essential to the recipient.

Excellent and effective business communication in selling products and services can be done through several steps as follows (Loizou, 2022):

1. Understanding the characteristics of buyers, this first step is used to analyze the tendency of buyers on the products offered. Consumers are the determinants of whether the goods are liked or not, and it is not funny if the products offered are not following the characteristics of consumers. For example, offering lollipop candy products to adults will certainly not be as suitable if provided for children's consumers.
2. Provide offers to consumers. Offers to consumers do not just give ordinary offer sentences, such as "please, do you want this product?", not sentences like that that can influence people to buy. There are several things to consider when offering a product.

- a) Enter double information between the strengths and weaknesses of the product with competitors. With a note that our consumers know product information from our competitors. Make the weakness of our products as strengths and weaken the powers of competitors' products.
 - b) Enter one-way information, show the advantages of our products only. In this case, we must ensure that consumers do not have data from competing products, so we only offer the benefits of our products.
 - c) Show reasonable reasons related to the function of the products we offer. There are two ways of conveying the reasons for the advantages of our products. The first is to get the imperative sentence first and then the cause, or secondly, the reason is then the imperative sentence (Guffey *et al*, 2022)
3. If the two steps above are successfully carried out, don't forget the third step, satisfying service when someone buys a product. We are obliged to provide after-sales service and hold a warranty. This is important because of the contract, and we can maintain the trust of our consumers. Selling is an activity full of artistic value; don't consider it rigid or perfunctory.

The indicators used in business communication with online promotion (Rangkuti, 2019) are: (a) Offering something for free, (b) providing coupons or discounts or other special offers, (c) Providing programs related to loyalty programs, (d) provide programs related to sweepstakes, games and various games that will determine the winner, (e) create online games. In addition, sales growth indicators can be used as material for analysis (Clifton, 2006).

To measure the level of customer satisfaction, dimensions are needed to show how much the level of customer satisfaction with a product or service is. According to Kotler (2005), there are several methods that every company can use to measure customer satisfaction, namely (1) Complaints and suggestions system, and every customer-oriented company needs to provide easy and convenient access for consumers to submit suggestions, their criticisms, opinions, and complaints, (2) Shadow buyers, namely by employing several ghost shoppers who act or pretend to be potential customers of the company's products and then assess the way the company serves specific consumer requests, answers consumer questions and handles complaints, (3) Analysis of switching consumers. As far as possible, the company should contact consumers who have switched to other companies to understand why it happened and to take further improvement or refinement policies, (4) Customer satisfaction surveys (customer satisfaction surveys), satisfaction surveys customer. Through surveys, companies will get direct customer responses and give a positive impression that the company is paying attention to its consumers.

Effect of Business Communication on Sales and Service Quality

Through the implementation of 7C's effective business communication, a sale can increase by 0.248 units for every additional one unit. So if Effective Business Communication increases by 1 unit, the Sales Increase will increase by 0.248 units (Ramadhayanti, 2022). Income is very influential for the survival of the company, the more income earned, the greater the company's ability to finance all expenses and events that will be carried out by the company (Chaturvedi, 2011).

Not only that, the income also influences the company's profit and loss which is presented in the income statement, and what needs to be realized again. Income is the lifeblood of the company. Without income, there is no profit; without profit, there is no company. This, of course, cannot be separated from the influence of income on the company's operating results (Hasanudin, 2018). The ever-increasing growth in sales value is one indicator of the success of this chain. It cannot be denied that an increase in sales always indicates an increase in performance (Schiuma, 2012).

Research Djamilah *et al.*, (2022) show that effective business communication can improve service quality for MSMEs during the covid-19 pandemic. Furthermore, Putri & Ruliana's research (2019) shows that effective business communication can increase customer satisfaction by the Grand Tarakan Mall management almost entirely following the theoretical stages that the researcher uses.

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CONCLUSIONS

Business communication is communication used in the business world, which includes verbal and non-verbal to achieve specific goals in the business interests of the communicator. Based on the literature reviewed, an effective form of implementing public communication is carried out by taking into account the 7C principles (Concrete, Coherent, Clarity, Commitment, Consistent, Completeness, and Courteous). The effect is that the increase in income earned is getting bigger, so the company can finance expenses and events that the company will carry out.

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