

BUSINESS COMMUNICATION OF UMKM

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Abstract

This research is motivated to find out what and how business communication is carried out by SMEs Onion sticks from Mancak Village. By using qualitative research methods and a case study approach, by making Fatimah who is the founder of this MSME, and Febby Fitriani the owner, both of which are resource persons in this research, the authors found that MSME Sticks in Mancak Village initially only used interpersonal communication. by entrusting their products to the surrounding stalls. After two years since it was founded in 2015, it was only in 2022 that this Stick MSME began rejuvenation with new packaging which had a positive impact on increasing product sales. In 2022, UKMS Onion Sticks will start selling via e-commerce Shopee, but the complexity of e-commerce tools and the need for the latest or additional gadgets, therefore marketing through e-commerce has not run optimally. The SWOT analysis is also attached at the end of the discussion to provide positive input for the MSME Sticks of Mancak Village in particular, and MSMEs for food products in general.

Keywords: Business Communication, SWOT Analysis, MSME

Abstrak

Riset ini dilatarbelakangi untuk mengetahui seperti apa dan bagaimana komunikasi bisnis yang dilakukan UMKM Stik bawang dari Desa Mancak. Dengan menggunakan metode penelitian kualitatif dan pendekatan studi kasus, dengan menjadikan Fatimah yang merupakan pendiri UMKM ini, serta Febby Fitriani sebagai pemilik-nya, dimana keduanya sebagai narasumber pada riset ini, penulis menemukan hal bahwa UMKM Stik bawan Desa Mancak pada awalnya hanya menggunakan komunikasi interpersonal dengan cara menitipkan produknya ke warun-warung sekitar. Setelah dua tahun sejak didirikan tahun 2015, baru pada tahun 2022 UMKM Stik ini mulai melakukan peremajaan dengan kemasan packaking baru yang berdampak positif terhadap peningkatan penjualan produk. Tahun 2022 juga UKMS Stik bawang ini mulai melakukan penjualam melalui e-commerse Shopee, tetapi rumitnya tool-s e-commerce dan diperlukan gadget terbaru atau tambahan, maka pemasaran melalui e-commerse belum berjalan dengan maksimal. Analaisis SWOT juga penulis lampirkan diakhir pembahasan untuk memberikan masukan positif bagi UMKM Stik Desa Mancak pada khususnya, dan UMKM produk makanana pada umumnya.

Kata kunci: Komunikasi Bisnis, Analisis Swot, UMKM

INTRODUCTION

Today, there are many problems in the social field, especially poverty. The high poverty rate is caused by social jealousy between two social classes, namely the "rich" and the "poor". This condition has an impact on the high level of criminal acts such as theft, robbery, and so on. All of this happened massively and seemed impossible to abolish because the existing economic system was not able to prosper the community equally and systematically. So that the assumption emerged which later became a collective social agreement that "poor people are forbidden to live,". Seeing the current reality with the high

poverty rate that exists, of course, there is an error in the implementation of the economic system that is being carried out. There needs to be an application of an alternative economic system that is fair and honest and free from fraud such as usury, for the welfare of society as a whole, regardless of the existing social class, coupled with the era of globalization and economic liberalization, which has had a tremendous impact, apart from the emergence of crises & threats, also gave birth to fantastic business competencies. The development of communication & information technology has contributed to the fast, massive & rapid globalization era in various parts of the world (Prayogi, Sjafirah, Ariadne, & Dewi, 2020). Business people are continuously encouraged to be open to various innovations, competitions, and threats at any time because the orientation on product quality and promotions that they pioneered are not sufficient in dealing with various economic and business dynamics (Sumartias, 2020).

Any activity in human life, including business whether on a large or small scale, of course, requires a communication process (Helmayuni, Totok Haryanto, Siti Marlida, Rino Febrianno Boer, Saktisyahputra, Aminol Rosid Abdullah, Ichsan Adil Prayogi, Angelika Rosma, Nadiyah Abidin, 2022). A business will take place if two or more people are interacting and communicating (Sumartias, 2020). Business can be done by a person, however, in general, business is carried out by an entity (organization). The presence of the field of business organization or company involves several things: (1) the dynamics of the organization/company are getting bigger & growing; (2) the competition between organizations/companies is getting tougher; (3) the demands, desires, and expectations of the public (community) for the fulfillment of information needs are getting higher; (4) the public/community is increasingly critical; (5) the remarkable development of communication technology; (5) the magnitude of the influence of public opinion, image, attitude towards an organization is getting bigger; (7) supported by the mass media to influence the formation of public opinion/public image of an organization or company; (8) an organization or company cannot stand alone without the support of a public image related to the activities and development of the organization/company.

To answer business dynamics that increasingly show the importance of communication activities, we need to know the principles of business communication. There

are at least seven principles that must be adhered to when conducting business communication activities known as the 7Cs (Sumartias, 2020) :

1. Completeness, providing as complete information as possible to those who need it.
Complete information will provide peace, trust, and certainty
2. Conciseness, communication is conveyed through clear, concise, and concise words
3. Concreteness, the message communicated is structured specifically, not abstract
4. Consideration, the message conveyed must consider the situation of the recipient/communicant
5. Clarity, communicated messages are arranged in sentences that are easy for the communicant to understand
6. Courtesy, manners & manners are important things in communicating which is a form of appreciation to the communicant
7. Correctness, the message communicated is made carefully. For example, written messages are made by paying attention to grammar, and spoken messages are delivered keeping in mind the communicant's language skills.

These seven principles can be applied on various business scales, including Micro, Small & Medium Enterprises (MSMEs). MSMEs are business actors with a very large number, even the majority in the structure of business actors in the country (Sumadi, 2020). MSMEs are the biggest part in encouraging the national economy, this can be seen from the indicators of the level of community involvement in various sectors of economic activity. MSMEs have also proven to be reliable during a crisis that strengthens the community's economic business (Wika Undari, Anggia Sari Lubis, 2021). The development of Micro, Small, and Medium Enterprises (MSMEs) is a process that has the potential to be very good to bring a nation to prosperity & economic independence. The development of MSMEs also expands employment opportunities, by utilizing the potential of natural resources and available human resources.

LITERATURE REVIEW

The economic value of a product or service in the micro, small and medium enterprise (MSME) sector is not always determined by the production system or raw materials, but rather by how the process of utilizing creativity and creating innovation through the

development of information technology is growing rapidly. Industry can no longer compete in the global market by relying solely on price or product quality but must compete with innovation & creativity. The things that are most often encountered are limited physical capital both from finance & infrastructure, as well as difficulties in terms of marketing (Halim, 2020), difficulties in marketing can be seen as an impact of the lack of quality of workers & entrepreneurs, as well as limited technology that makes business products Micro, small and medium enterprises (MSMEs) do not yet have quality and competitive prices that can compete (Halim, 2020). Economic growth is essentially a series of government policy efforts in achieving a positive result that has an impact on people's welfare. In general, the roles of MSMEs in the economy are (1) main players in economic activities, (2) job providers, (3) important players in local economic development and community empowerment, (4) creators of new markets and sources of innovation, (5) its contribution to the balance of payments (Srijani, 2020).

From the five roles that have been mentioned, the development of MSMEs must be carried out carefully & planned, structured and sustainable, with the direction of increasing competitiveness and productivity, and can continue to create new entrepreneurs who are more resilient to improve the welfare of the community, to the existence of MSMEs. in Indonesia continues to experience development and continues to grow (Srijani, 2020), including MSMEs located in rural areas such as “MSME Stick” in Capang Calung, Mancak Village, and Serang Regency. The location of this MSME with snack products is 30 km from the city center of Serang. In this article, the author wants to examine how the MSME Stick business communication is. The author will also attach the results of field research in the form of a SWOT analysis, to strengthen the results of the research and provide better input for the development of MSME Sticks in particular, and Food MSME actors in general.

RESEARCH METHODS

The research method in this article is qualitative with a case study approach. Qualitative research methods have the aim of explaining the phenomenon in detail through comprehensive data collection (Firdausi, Prayogi, & Pebriane, 2022). Qualitative research methods are research that correlates with ideas, perceptions, and opinions, all of which are

difficult to measure with numbers. While the type of research used is a case study type, which is a type of qualitative research that examines a particular case in a contemporary real-life context (Cresswell, 2015). A case study is a qualitative approach in which researchers will explore real-life (cases) through detailed and in-depth data collection involving various sources of information (Prayogi et al., 2019). Case studies focus on developing descriptions and analyzes of a variety of cases (Cresswell, 2015). The approach taken in this research is a case study on SMEs with snack products located in Mancak Village, Serang Regency, Banten Province. To strengthen the research results, the author will also attach a SWOT analysis at the end of the discussion to examine what & how this MSME business communication is, and whether there is an impact on the marketing or sales of this MSME Stick product.

DISCUSSION & RESEARCH RESULT

From the results of the author's field research, it is known that the Onion Stick UMKM was founded by Fatimah, a housewife in Capang Cakung village, Mancak village, Serang Regency in 2015. The establishment of this MSME was initially only based on improving the fulfillment of daily needs and was expected to provide employment opportunities for residents. There is also a reason for choosing this snack product as an MSME product. Onion sticks are because the raw materials for their manufacture are easy to find, and the prices of raw materials are relatively affordable. Currently, the management of the MSME Sticks in Mancak village is managed by Fatima's daughter, Febby, only employing three employees, with an average profit of two million rupiahs per month. With the target market of the surrounding community, both small children and adults, this MSME sticks is a constraint, namely when the price of raw materials for making sticks has increased in price, as for the convenience when managing MSME Sticks, namely the process of making sticks is very easy and uncomplicated. The marketing process for these sticks is by sending them to the nearest stalls or door to door and online such as Whatsapp and Facebook.

In the process of sending to the local stalls around the village of Mancak, the manager of this UMKM Stick performs face-to-face or interpersonal communication, in interpersonal communication that will be practiced in business communication it must be remembered that several principles need to be considered, first we communicate what and who we are

(Sumartias, 2020), in this face-to-face marketing, Febby as Fatimah's child, of the course introduces herself & what her purpose is, in this case, of course offering MSME products, onion sticks. Second, interpersonal communication is centered on self-interest or the urgency of the communicator so that other individuals who become communicants act as the sender says, Third, the communicant reacts to the actions of the communicator (Helmayuni, Totok Haryanto, Siti Marlida, Rino Febrianno Boer, Saktisyahputra, Aminol Rosid Abdullah, Ichsan Adil Prayogi, Angelika Rosma, Nadiah Abidin, 2022). At the time of sale or storage of these onion sticks, the majority went well because the surrounding community received them well, especially in the village of Capang Calung neighborhood, Mancak Village, and Serang Regency.

In addition to principles, interpersonal communication in the context of business communication also has several characteristics, first, interpersonal communication can occur anywhere & anytime (Iriantara, 2017), this description of communication shows that humans cannot avoid communication, communication is present in traditional & modern society, both in rural and urban areas, just like the Stick SMEs in Mancak village. Second, interpersonal communication is a continuous process, continuity between the past, present & present (Sumartias, 2020), it is also often mentioned that interpersonal communication is a series of continuous and simultaneous processes, as well as in the practice of business communication in the UMKM Stick. The continuous communication process has been carried out for seven years since the Stik Desa Mancak UMKM was founded in 2015. Third, interpersonal communication has a specific purpose (Iriantara, 2017), in communicating each person always has a goal, both explicit and implicit, verbally, the goal may not be. revealed, but the mood of each individual who communicates has a specific goal, sometimes the goals are set together, and sometimes incidentally the themes of the conversation appear by themselves, when researchers interviewed the MSME Stik manager in Mancak village, MSME actors often hoped for agar buyer willing to become regular customers, for which communication with that purpose is not explicitly disclosed.

Fourth, communication between persons produces reciprocal relationships (Iriantara, 2017), creating and exchanging meanings where every communication will produce relationships which then develop into relationships and transactions that complement and create relationships, this practice is implemented by Febby as the manager of MSMEs by

establishing relationships good with the residents around the village of Mancak so that they want to participate in marketing these onion sticks by being willing to deposit MSME products in community stalls. This is difficult to happen if MSME actors do not establish good relations with the Mancak village community, and may cause these MSMEs to no longer to operate due to losses and so on. Fifth, interpersonal communication is something that is learned (Sumartias, 2020). In communication, there is also the principle that one person learns the nature of another individual. Consciously or not, when we communicate, we pay attention to the ability of others to express, use, and choose words. Likewise, the habits of using nonverbal messages, such as body movements, facial expressions, and tone of voice so that we learn something that other individuals like or don't like. adapting to the surrounding community & buyers of their MSME products, because in this way good relations can be maintained by understanding what the market wants or the consumers of MSME products.

In addition to interpersonal communication that is practiced in the product marketing process, this UMKM of onion sticks from Mancak Village also sells through online media such as Whatsapp, Facebook & Instagram. To make a product look attractive, visual communication is needed so that netizens who see it become interested in buying it. In the context of communication science, visual communication is often also called visual communication design. In this era of globalization, the role of visual communication design is inseparable from everyday human life and becomes very important, especially in marketing products or advertising activities. Humans with daily activities that take up most of their time tend to prioritize effectiveness (Sumartias, 2020). Effectiveness can be achieved by communicating a piece of information or message visually. Along with the advancement of the level of human intelligence, many of us have a tendency and are fluent in visualization, this is where visual communication in the form of visual communication design can be implemented in the marketing process of MSME products.

Visual communication design is closely related to the use of signs, images, symbols & symbols, typography, illustrations, and colors (Sumartias, 2020), all of which are related to the sense of sight. The communication process here is carried out through the exploration of ideas by adding images in the form of photos, diagrams, etc. as well as colors other than text users so that it will produce an effect on the viewer. The effect depends on the purpose to be

conveyed by the sender of the message and also the ability of the recipient of the message to decipher it. The practice of visual communication in the form of product visual communication design using social media (Instagram) has been carried out by UKMK Stik Bawan of Mancak Village, as shown in the attached image.



Picture 1. This visual communication in the form of a simple design is marketed through social media, Instagram UMKM Stik Bawan Mancak Village, using *the tag line snack kita-kita* (Researcher Documentation)

The function of the visual communication designer seeks to influence a group of observers. In this case, MSME Sticks Desa Mancak strives for most people or prospective customers to give a positive response to the visual, in other words, the visual communication design must be communicative, recognizable, readable, and understandable by the audience. In general, visual communication design has three basic functions. First, as a means of identification (Sumartias, 2020), a person's identity can say about who that person is, or where he comes from, as well as a product, if it has an identity it will be able to reflect the quality of the product and be easily recognizable, both the producer and the consumer. This practice has been carried out by MSMEs on onion sticks in the form of packaging, previously

the packaging of SME sticks only used clear plastic packaging, and now they use black and more attractive plastic packaging, and the packaging sticker design is much more attractive.

The second function, as a means of information & instructions (Sumartias, 2020), visual communication design aims to show the relationship between one thing and another in directions, directions, positions, and scales; examples of maps, diagrams, symbols, and directions. Information will be useful if it is communicated to the right people, at the right time and place, in an understandable form, and presented logically and consistently. Symbols or whatever is on the product packaging must be informative & communicative and can be read and understood by people from various backgrounds and circles. This is once again one of the reasons why visual communication design must be universal, with a simple product design & tag line “snack kita-kita” UMKM Onion sticks in Mancak Village try to implement the functions of both visual communication designs in marketing their products. The third function of visual communication design as a means of presentation & promotion is to convey messages, get visual attention and make the message easy to remember (Sumartias, 2020); For example, posters or stickers. The use of pictures and words is minimal, has one meaning, and is impressive. Generally, to achieve this goal, the words or images used on the packaging of a product need to be persuasive and attractive, because the ultimate goal is to sell a product or service. With persuasive taglines & attractive stickers as well as different packaging from before, the MSME Onion Sticks in Mancak Village is trying to increase sales & products by practicing the third function of Visual Communication Design in MSME business communication. The results of the author's field research also found that there were at least three positive impacts resulting from the design of visual communication in the form of product packaging and marketing of business communications via online media carried out by SMEs Onion Sticks in Mancak Village, these three things were:

1	Interest Buy	Interest buy low because still packaging _ use plastic clear like product other.	Interest buy product taller because packaging more _ interesting and new.
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2	Sale	± 100 pcs/ week	± 150 pcs/ week
3	Reach Distribution	Buyer only from region Kp. Capang necklace Village great	Buyers originated from various outside areas _ Village great like Cilegon, Serang, and others.

In addition to selling via social media, onion sticks SMEs are also trying to do product marketing through *e-commerce*. *E-commerce* systems can be classified into three types of applications, including:

- a) *Electronic markets* (Ems), are facilities that use information and communication technology to make or present offers in a market segment (Sumartias, 2020), so that buyers can compare the various prices offered. In another sense, EMS is an inter-organizational information system that provides facilities for sellers and buyers to exchange information about prices and products offered.
- b) *Electronic data interchange* (EDI), is a means to streamline the data exchange of regular, repetitive transactions in large quantities between commercial organizations (Sumartias, 2020). Formally, EDI is defined by *the International Data Exchange Association* (IDEA) as a structured data transfer with an agreed standard format, which is carried out from one computer system to another using electronic media. EDI is very widely used, usually used by large retail groups, when conducting business transactions with *suppliers*. EDI has standardized the coding of trade transactions, so that commercial organizations can communicate directly from one computer system to another, without the need for *hardcopy* or invoices to avoid delays, unintentional errors in file handling, and intervention from other individuals.
- c) *Internet commerce* is the use of the internet based on information and communication technology for trading activities (Sumartias, 2020). These commercial activities, such as advertising in the sale of products and services. Transactions that can be made on the internet include ordering/purchasing goods

in this case the goods will be sent via an expedition service after the money is sent to the seller's account.

Internet commerce is an *E-commerce* system carried out by SMEs Onion Sticks in marketing their products, but in its application, there are obstacles such as product delivery to consumers who are too far from the place of manufacture of the product so that the application of Shopee *E-Commerce* is not active. In addition, the *tools* from *Shopee's e-commerce* are not well understood by MSME actors with onion sticks and are quite complicated for them. The results of the author's field research show that it is enough social media networks such as WhatsApp and Instagram that it has a positive impact on increasing consumer purchasing power for products. The profit received every month by the founder is around Rp. 2,000,000 with initial capital when setting up MSME Sticks of Rp. 3,000,000 including production equipment and initial raw materials.

After conducting field research and several aspects regarding the advantages and disadvantages of this Onion Stick SMEs, the author has successfully attached a SWOT analysis as follows:

STRENGTH	WEAKNESS
1. Raw materials are relatively easy to obtain.	1. The distance between services and products is very far from outside the city.
2. Affordable raw material prices.	2. Do not have a gadget to market products in e-commerce.
3. Product prices are affordable for various groups.	3. Products can be easily destroyed if not stored properly and right.
4. Products can be consumed by all groups.	4. Production process with amount big will need more power _ a lot.
5. Products can last a long time.	
6. Attractive packaging.	
7. Various flavors.	
8. Interest in snacks is very high.	

OPPORTUNITY	THREAT
<ol style="list-style-type: none"> 1. Because many fans, of course, the target market for snack sticks are classified as large and the number is large. 2. With good marketing, handmade snack brands can easy known to consumers wide. 3. Marketing is easy because could target various among. 	<ol style="list-style-type: none"> 1. Moment these competitors who make snack stick business counted a lot. 2. Moment this ingredient raw smack high, so businessman only make an order with the amount a lot. 3. Appearance various results more light snack products _ interesting that makes snack stick lost compete.

CONCLUSION

Business communication carried out by SMEs Onion sticks from Capang Calung Village, Mancak Village, and Serang Regency initially only used interpersonal communication by entrusting their products to nearby stalls. After two years after its establishment in 2015, in 2017, the Onion Stick SMEs began marketing through social media such as Instagram. In 2022, MSME Sticks will start rejuvenating them with new packaging which has a positive impact on increasing product sales. In 2022, UKMS Onion Sticks will start selling through e-commerce, but with the complexity of e-commerce tools and the need for the latest or additional gadgets, marketing through e-commerce has not run optimally.

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