



Cyber-Communication: Strategies To Establish Mutually Beneficial Cooperative Relationships

P S Kurniati^{*1}, F Octa², C Andreani³, R Rahayu⁴

1Departemen Ilmu Pemerintahan, Universitas Komputer Indonesia, Indonesia

2,3Departemen Ilmu Komunikasi , Universitas Komputer Indonesia, Indonesia

4Departemen Sistem Informasi, Universitas Komputer Indonesia, Indonesia

Email: poni.sukaesih@email.unkom.ac.id

Article Info

Article History:

Received: March 28, 2021

Revised: April 2, 2021

Published: April 2021

e-ISSN: 2623-2324

p-ISSN: 2654-2528

DOI: 10.5281/zenodo.4683473

Abstract:

This study aims to describe and facilitate how to communicate remotely using the internet and establish mutually beneficial cooperation within a company. This research design uses a descriptive method that is supported by conducting surveys and interviews. The population of this study are business owners who are still running in the city of Bandung. The data was collected using survey techniques for business owners who use virtual world communication to interact and interview. The results showed the effectiveness of long distance communication using technology and the internet for business purposes. The criteria studied were the use of cyber communication technology in businesses, companies that are still active, and companies that are self-managed. This research shows that increasingly sophisticated technology makes various jobs more accessible and more practical to communicate and add relationships easily for the progress of a company. The progress of a company can be assessed from the communication design used by a company. Communication without any distance restrictions will help maintain relationships and cooperation between companies.

Keyword: cyber-communication, technology, business, relationships

INTRODUCTION

Communication is a key element of all business relationships since it can mediate various business relationships (Hänninen, N, et al., 2017). At this time, the emergence of information and communication technology has changed people's daily lives. Anyone connected to ICT (Information and Communication Technology) can use the internet to access information and communicate with anyone anywhere (Suryawati, I. G. A. A. 2020).

Online marketing communication covers a wide variety of fields, promoting the spread of advertising to a wide audience. In the online environment, measuring the effectiveness of communication tools is still a challenge in the business world, especially because of the complexity of the process (Engesser, S, et al., 2017). Poor communication or inefficiency usually leads to poor organizational management and poor business results. Companies are encouraged to maintain a good flow of information throughout the organization to improve employee performance and business profitability in the long term (Kalogiannidis, S. 2020). Online interaction has become the main way for companies and customers to exchange. The definition of fostering online relationships is exchanging relationships through internet-based media that presents challenges and opportunities for companies (Steinhoff, L, et al., 2019).

In previous research, it was explained that business communication is an important part of business success. Effective communication in maintaining good relationships with business partners, customers, and stakeholders. Effective communication is considered a milestone in maintaining a successful business (Kalogiannidis, S, et al., 2020). With improved communication technology, online communication to deal with environmental problems (global) and public health also continues to develop. In this study, trust is very important for collaboration and sustainable corporate organization (De Vries, J. R, et al., 2018). Currently, many organizations and companies use online media to communicate because it can attract a broad audience, while other organizations and companies still seem uncomfortable with online media because they do not understand how to interact effectively (Pang, A, et al., 2018). In another study, it was explained that in a business-to-business (B2B) context, the effect of online content personalization and interactive content communication on online relationships was examined through trust, satisfaction, and commitment as dimensions of emotional mediators. Online communication has a positive impact on online relationships through trust and satisfaction (Vilas Boas, A. F. M. 2018). Therefore, good communication skills are very important in the business world to benefit each other (Radovic Markovic, M, 2018).

This study aims to describe or analyze research results and promote the use of the internet to establish long-distance communication for mutually beneficial cooperation within the company.

RESEARCH METHOD

This research used descriptive methods with surveys and interviews from various companies in the Bandung area to research or analyze a way of interaction, especially in the company's business world, by using cyber communication or remote communication. Therefore, researchers ensure that cyber communication in the world of businesspeople in the company to establish cooperation relationships can run well.

Qualitative research is rooted in wholeness's natural background, relying on man as a research tool, utilizing qualitative methods, and conducting data analysis inductively. Directing his research objectives to find the theory from the ground, descriptive, more concerned with the process than the results, limiting the study with focus, having a set of criteria to examine the validity of the data, the design of the research is temporary. The study results are agreed upon by both parties: researchers and research subjects (Moleong, Lexy. 2004).

The population used in this analysis is a company of washing machine and laundry equipment based on Jl. Soreang, Bandung Regency and laundry company GT77 located on JL. Gerlong Tengah, Gegerkalong, Bandung City, west Java. The time required in this study was one month from December 20, 2020, to January 20, 2021, with the method of interviewing the company's owner. In finding out the effectiveness of communicating online, we use the purposive sampling method. Purposive sampling is a sampling technique by determining the required criteria to find sample search information that can be representative of research. Purposive sampling is shown in Figure 1.

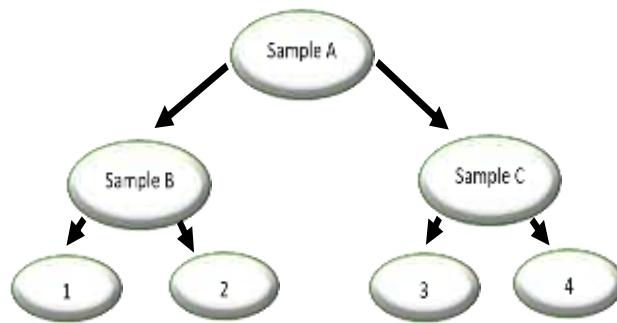


Figure 1. Purposive Sampling (Moleong, Lexy. 2004).

RESEARCH RESULTS AND DISCUSSION

In this modern era, the sophistication of technology in communication greatly facilitates the communication process so that it can be done quickly and infinitely by distance. For example, when we send messages through chat applications, calls, video calls, etc. These communications are some examples of online communication, which stands for communication in the network. As for the process, we need internet access to conduct online communication. The communication model is shown in Figure 2.

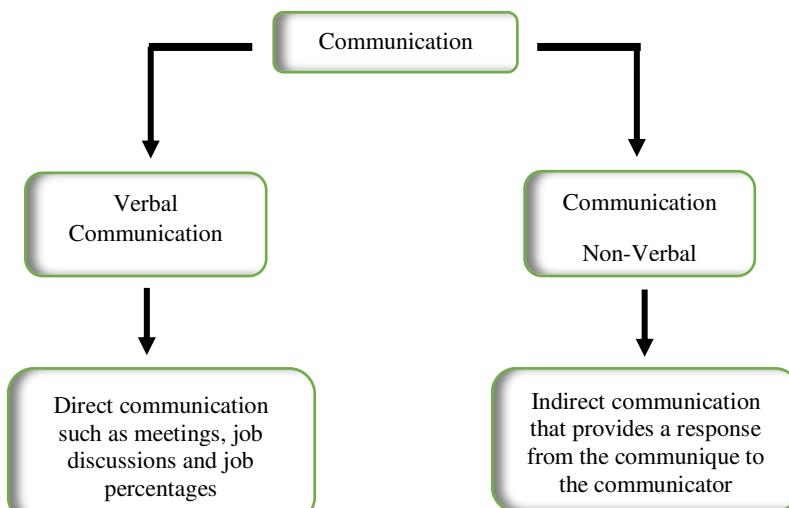


Figure 2. Communication Model (Moleong, Lexy. 2004).

In a communication form of cyber communication, there is a classification that occurs in the business world. In verbal communication, communication can still be used to communicate with colleagues online and can still be clearly understood by the interlocutural. Verbal communication is direct communication in the form of writing and oral communication. So that in the world of work-based online can still communicate clearly and facilitate a person.

While in non-verbal communication, communicating using digital technology skews more can't be used. Because it will give rise to a misinterpretation of the recipient of the information by the communicator, examples of non-verbal communication that cannot be done in this cyber communication are communicating in the form of writing or message text that we as the recipient of information can't know the reaction caused by the informer. Therefore, establishing non-verbal communication in the cyber communication business space cannot be done to the maximum.

3.1. Resource Sample Search Survey

In research, businesses and business people who use technology in developing their business for the city of Bandung are arguably not difficult. As we know, many millennial businesspeople use technology as a partner for their business in today's digital era. The advancement of technology is utilized as much as possible to make it easier for business people to cooperate or do work. Resource sample searches are shown in Figure 3.

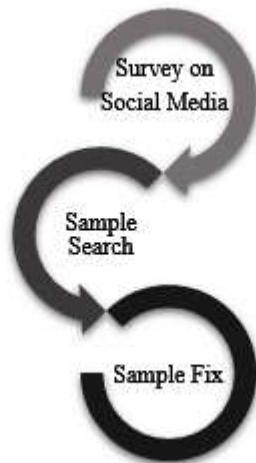


Figure 3. Resource Sample Search (Moleong, Lexy. 2004).

Sources are searched based on criteria that the author thinks are suitable to be sampled representing other businesspeople. As for such criteria as using cyber communication technology to run a business, a purely self-managed business from scratch, managed companies are still active today. Therefore, the author appointed a young businessman from Bandung who sliced the industry in laundry services (laundry) with the name of laundry company GT77. And samples for cooperation partners are laundry equipment companies such as washing machines, laundry soap, and special perfumes that are quite famous.

Find a sample of the research that meets the above criteria is quite difficult. It takes the author a long time to figure out which companies are using cyber communications to run their businesses. Not all companies on social media use cyber communications to interact with them.

3.2. Resource Interview Techniques

Therefore, the author appointed a young businessman from Bandung who sliced the business in laundry services (Laundry) located on Jl. Gegerkalong Tengah No.77 Sukasari District of Bandung city with the company HayangBeursih as a company that runs on laundry equipment such as washing machines, laundry soap, and special perfumes are quite famous. The company is located in the Soreang area of Bandung Regency, which uses cyber communication to interact with its users. Interview techniques are shown in Figure 4.



Figure 4. Interview Techniques (Moleong, Lexy. 2004).

After obtaining the sample to be interviewed, the authors prepare the time and place for the interview. On January 11, 2021, the authors and resource person agreed to hold a short interview to get information about business communication conducted by the Laundry company with its business partners who focus on using long-distance communication and relying on current technology to establish this long-running cooperation. Related to the Covid-19 pandemic situation, the authors conducted an interview using the online communication application, Zoom. From the interview results, the author gets the information needed in the making of this paper.

After the interview is conducted, the authors get the information needed, which is not an obstacle when used cyber communication in the business world. Even the company owner explained that using increasingly sophisticated technology can facilitate his business activities. He also explained that by using this cyber communication, the business he is running today is growing and getting bigger.

CONCLUSION

From the problems that occur above, the authors concluded that even in the business world. The design of technology-based communication is very influential for the continuity of a business. Increasingly sophisticated technology will have a significant impact in the future, how we use it as best we can. Because increasingly sophisticated technology will have a very bad effect, it can even make a business bankrupt and collapse if it cannot be used wisely and safely according to the rules that apply in the business world. But in the many negatives that can happen, various benefits can be felt if we are good at using it as best. It does not close the possibility of cyber communication in the business world will grow among young businesspeople in the future.

BIBLIOGRAPHY

De Vries, J. R., Van Bommel, S., & Peters, K. 2018. Trust at a distance—Trust in online communication in environmental and global health research projects. *Sustainability*, 10(11), pp.4005.

Engesser, S., Fawzi, N., & Larsson, A. O. 2017. Populist online communication: Introduction to the special issue.

Hänninen, N., & Karjaluoto, H. 2017. The effect of marketing communication on business relationship loyalty. *Marketing Intelligence & Planning*.

Kalogiannidis, S. 2020. Impact of Effective Business Communication on Employee Performance. *European Journal of Business and Management Research*, 5(6).

Kalogiannidis, S., & Papaevangelou, O. 2020. Impact of Business Communication on the Performance of Adult Trainees. *Development*, 9(3), pp.213-222.

Moleong, Lexy. 2004. *Metode Penelitian Kualitatif*. Bandung: Remaja Rosda Karya.

Pang, A., Shin, W., Lew, Z., & Walther, J. B. 2018. Building relationships through dialogic

communication: organizations, stakeholders, and computer-mediated communication. *Journal of Marketing Communications*, 24(1), pp.68-82.

Radovic Markovic, M., & Salamzadeh, A. 2018. The importance of communication in business management. In Radovic Markovic, M., & Salamzadeh, A. 2018. *The Importance of Communication in Business Management*, The 7th International Scientific Conference on Employment, Education and Entrepreneurship, Belgrade, Serbia.

Steinhoff, L., Arli, D., Weaven, S., & Kozlenkova, I. V. 2019. Online relationship marketing. *Journal of the Academy of Marketing Science*, 47(3), pp.369-393.

Suryawati, I. G. A. A. 2020. The Role of Stakeholders Assisting Teenagers in Responding to Cyber Media. *International Journal Of Research-Granthaalayah*, 8(6), pp.196-201.

Vilas Boas, A. F. M. 2018. Online business-to-business personalised and interactive content communication and its influence on online relationship: the case of the reseller market in the IT sector in the Portuguese context (Doctoral dissertation).