

Meningkatkan Kapasitas Komunikasi Bisnis Bagi Usaha Kecil Menengah Di Sektor Industri

Enhancing Business Communication Capacity For Small and Medium Enterprises In The Industrial Sector

Hendry Qurniawan¹, Helfi Nolia², Soni Suharmono³, Ujang Permana⁴, Irsan Herlandi Putra⁵

¹STIKOM Tunas Bangsa, ²Poltekkes Kemenkes Medan, ³Universitas YPIB Majalengka, ⁴Universitas YPIB Majalengka, ⁵Universitas YPIB Majalengka

Email: hendry@amiktunasbangsa.ac.id

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Abstract: *In Regency Majalengka, West Java, this community service adopts the idea of business communication training for public perpetrators in Industry Small Intermediate (IKM). The goal of this activity is to increase the public's ability to rise beyond COVID-19 by teaching them more effective communication skills and how to perceive and analyze market trends. At this point, a lot of people are interested in learning about these topics. Method implementation activities take the form of seminars or workshops with around 49 participants over the course of a full day. Outcomes of the action In particular, society has developed the ability to do role-playing, commercial communication, and product interpretation in order to boost income.*

Abstrak: Di Kabupaten Majalengka, Jawa Barat, pengabdian masyarakat ini mengadopsi ide pelatihan komunikasi bisnis bagi pelaku masyarakat di Industri Kecil Menengah (IKM). Tujuan dari kegiatan ini adalah untuk meningkatkan kemampuan masyarakat untuk bangkit melampaui COVID-19 dengan mengajari mereka keterampilan komunikasi yang lebih efektif dan cara memahami serta menganalisis tren pasar. Saat ini, banyak orang yang tertarik mempelajari topik ini. Kegiatan pelaksanaan metode berupa seminar atau workshop dengan peserta sekitar 49 orang selama sehari penuh. Hasil dari tindakan ini Secara khusus, masyarakat telah mengembangkan kemampuan untuk melakukan permainan peran, komunikasi komersial, dan interpretasi produk untuk meningkatkan pendapatan.

Kata Kunci : Industri Kecil Menengah (IKM), Bisnis Komunikasi, Produk Interpretasi.

INTRODUCTION

Indonesia's industrial expansion is unstoppable since it is happening so quickly. The matter that is causing it presents a significant opportunity for the economic well-being of different locations in Indonesia. Industry is the backbone of regional development, and it plays a vital role in the public economy's sustainability (Yusuf et al., 202-3). According to Saepudin (2020), every nation should continue to strive to expand its economy through the strengthening of its industry. Business Both big and small industries are equally important to Indonesia's economy (Yusuf et al., 202-3). The Small and Medium Industry (IKM) subsector of small industry comprises the public sector with modest capital requirements and basic equipment (Joseph & Saepudin, 20–22). According to Kushendar in Suryanto et al. (2022), Indonesia's Industry Small Intermediate (IKM) recorded its own diverse activities and public creativity in order to generate something innovative.

* Hendry Qurniawan, hendry@amiktunasbangsa.ac.id

In Majalengka, Java At such a point, this has become a top destination in Indonesia, and the function of small and medium-sized businesses is inextricably linked to it (IKM). Different disciplines are partnering with companies that assist in the economy's acceleration following the COVID-19 outbreak to restore business actors' prosperity through a variety of initiatives. Business communication training for offenders at Majalengka's Industry Small Intermediate (IKM) is one program that's thought to be beneficial.

The Service Trade and Industry Regency Majalengka initiated an activity wherein a team from Majalengka University was invited to collaborate and provide training to the public offenders of Industry Small Intermediate (IKM) in Majalengka.

APPROACH

Approaches for corporate communication education at Kab. Majalengka's Small and Industrial Communities Middle School (IKM) include exposure to industry and communication theory through seminars and workshops. Approach According to Yusuf et al. (2023), this is a useful technique for raising participants' insight sensitivity. Provide a variety of theories first, then go on to practice. According to Suryanto et al. (2022), practice can support participants' use of aspect theory in the field as well as their understanding of it.

Creating a corporate narrative that is tailored to each industry will have a big impact on raising the caliber of the final product. It is known that participants in this activity are artisans from the handicraft sector, specifically potters and rattan workers. Participants proceeded with the practice interpretation product they had previously developed after creating a story business (Yusuf & Suryanto, 2022).

Engagement Along with the lecturer serving as a resource and facilitator, this also involves the student serving as an instructor in the form of accompaniment during the composition of product narratives and interpretations to create high-quality product narratives (Saepudin et al., 202 2). Regarding implementation, 49 individuals from various subdistricts in Regency Majalengka participated in this activity on October 21, 2023. Students' roles during process validation are particularly helpful in providing feedback and supporting participants. Students actively share different ideas with the public. They employ them to boost production.

RESULTS AND TALK

The maximum results were obtained during the two full days of training at the Putra Jaya Majalengka Hotel. The general public can learn about the foundational theories of communication business (Kurhayadi, 202–03). knowledge of the sector, analysis of the target market, and ability to understand the products they wish to present to potential customers. Not only that, but students also play the function of public assessor and validator of job outputs, working in stages:

- a. The participant was asked to write about his possible product, which he possesses.
- b. Each participant asked for the writing quality of the final result.
- c. The participant asked to have the product interpreted.
- d. The participant practiced communicating with the other participant.



Picture 1. Exposure Material Beginning To Para Participant

Although the participant's background is not highly educated, they do know how to sell romance products to clients. However, the marketing technique is still unfamiliar to them. The most essential topic that participants have not yet mastered is how to craft a compelling story to sell a product. Establish communication with customers and select

conversational themes to persuade them to buy the product.

Participants in the training process documented every challenge they faced in running their businesses. Write in-depth about the things that are essential to their business and cause them trouble when it comes to product promotion. The findings indicate that two-party communication can become a limitation. more precisely, interpersonal communication in the workplace. According to Joseph & Suryanto (202–3), we can do the same by approaching our target market directly. Someone can manage every story they wish to tell a potential consumer by using the interpersonal method.

The community receives practical experience in addition to theoretical reinforcement of the communication industry during this course. How to use effective communication techniques to handle client interactions (Yusuf & Suryanto, 202–3) Using a role-playing paradigm, business communication strategies are demonstrated, with participants demonstrating the negotiation process with potential consumers based on the product's market segmentation criteria. K. Ushendar (2022) defines technique communication with play roles as a method of communicating with a role model. Each participant will take turns marketing the idea they have created and exercising it with other participants who are also colleagues.

Role-playing exercises and business communication are closely related. Participants will be more aware of the industrial setting and have a clearer understanding of the goals of corporate communication by using role-playing strategies. As per Suryanto (2023), business communication is Six (6) components make up an effective information exchange with customers:

- a. the communication business's own goal (target), which has already been set;
- b. the communication business's requirement to involve communicators in the information exchange; and
- c. the communication business's idea, which is in line with the objective, which has been set.
- d. Communication businesses always employ good-form media, whether it be print or online.
- e. Communication businesses employ customer-friendly methods.

- f. The management of a company makes a decision when referring to a communication business.

Everybody involved in this activity puts up their best effort to advance their endeavors. Using approach six (6) aspects to comprehend draft business communication yields satisfactory results. Following comprehension and identification of the suitable methodology from the sixth (6) communication business factor, the participant can carry out mapping that aligns with their product requirements. For specific purposes that differ from model marketing, communicators and ideas serve as the foundation of communication businesses, which contemporary para-participants then carry out.

FINAL SAY

From beginning to end, this corporate communication training exercise was well received and received positive feedback from all of the participants. No special thanks from the industry or service trading at the moment Majalengka Regency's public industrial players are receiving this intensive instruction.

According to the findings of the Role Play Technique training, references from Engineering Suryanto Business Communication (2023) apply six (6) business communication elements. Of the six elements, elements two and three stand out as being the most significant. Hence, when corporate communication components are blended with role play, the result is a well-interpreted product.

The ability of the training participants to practice directly and effectively without uncertainty about the outcome of their product interpretation was what impressed me the most. Our recommendations are as follows: This training exercise is best completed in sequence to enable participants to gain the most practice and understanding. It would be more intriguing if this activity were done in every area with Malaysian resources and possible goods. Novice and novice paraprofessional levels should both be included in this activity.

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