

ONLINE BUSINESS COMMUNICATION
**(Quantitative Descriptive Study to the Students of Communications and
Informatics Faculty at the Universitas Muhammadiyah Surakarta in 2015)**



**Submitted as Partial Fulfillment of the Requirements for Getting Undergraduate Degree of
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Submitted by:

CINTIA PUSPA DEWI

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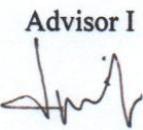
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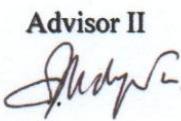
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L 100 112 004

Has been checked and approved to tested by:

Advisor I


(Dian Purworini, M.M.)
NIK. 1102

Advisor II


(Nieldya Nofandrilla S.E., MA)
NIK. 1531

RATIFICATION

ONLINE BUSINESS COMMUNICATION

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That prepared and arranged by:

CINTIA PUSPA DEWI

L100112004

Which has been defended in front of the board of thesis examiner

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Dian Purworini, S.Sos, M.M

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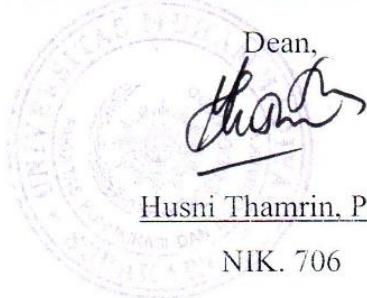
Nieldya Nofandrilla, MA

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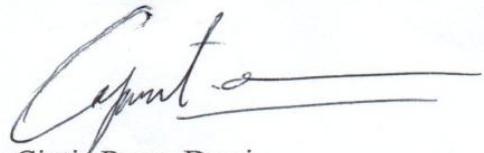
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Cintia Puspa Dewi
L10012004

ONLINE BUSINESS COMMUNICATION

(Quantitative Descriptive Study to the Students of Communications and Informatics Faculty at the Universitas Muhammadiyah Surakarta in 2015)

Abstrak

Cintia Puspa Dewi, L 100112004, Komunikasi Bisnis Online (Study Deskriptif Kuantitatif Pada Mahasiswa Fakultas Ilmu Komunikasi & Informatika Universitas Muhammadiyah Surakarta 2015), Skripsi, Program Studi Ilmu Komunikasi, Fakultas Komunikasi Dan Informatika, Universitas Muhammadiyah Surakarta, 2016

Bisnis online merupakan salah satu bidang usaha yang sekarang ini semakin digemari oleh sebagian besar masyarakat Indonesia. Kemudahan dan jangkauan yang luas membuat bisnis online sebagai tambang emas bagi kalangan anak muda seperti mahasiswa yang mampu menerima dan beradaptasi dengan perkembangan teknologi baru. Cara berkomunikasi menjadi faktor penting yang dapat menentukan kesuksesan atau kegagalan dalam bisnis online. Tujuan dari penelitian ini adalah untuk melihat bagaimana komunikasi bisnis online yang dilakukan oleh mahasiswa dari fakultas ilmu komunikasi dan informatika di universitas Muhammadiyah Surakarta. Penelitian ini menggunakan metode kuantitatif deskriptif, dengan tujuan untuk mendeskripsikan fenomena sosial yang sudah ada, secara detail dan sistematis. Teknik pengumpulan data menggunakan angket dengan daftar pertanyaan sebagai pelengkap. Teknik sapling dalam penelitian ini adalah purposive sampling. Kriteria dari responden adalah pendapatan bulanan minimal dua juta rupiah dengan pengalaman menjalankan bisnis onlen selama satu tahun. Responden dalam penelitian ini adalah mahasiswa FKI UMS yang menjalankan bisnis online yang berjumlah 30 orang. Hasil penelitian ini menunjukkan bahwa bentuk komunikasi bisnis online yang digunakan berupa komunikasi non-verbal dimana menggunakan symbol seperti pesan teks, gambar atau emoji untuk menyampaikan pesan persuasif dan informatif kepada konsumen. Selain itu, media online yang banyak digunakan adalah situs jejaring social, toko online, blog, website dan situs tertentu yang sesuai dengan karakteristik konsumen. Upaya promosi adalah dengan memberikan diskon pada hari khusus atau even tertentu, menyediakan game interaktif dan potongan harga untuk konsumen yang melakukan pembelian pada jumlah tertentu.

Kata kunci : *komunikasi bisnis, kuantitatif, online*

Abstract

Online businesses are one of business which is now increasingly favored by the majority of Indonesia society. Ease and breadth of coverage makes the online business as a goldmine for young people such as students being able to accept and adapt to new technological developments. The way to communicate become an important factor that is capable of causing the success or failure of an online business. The purpose of this research is to see how online business communication conducted by student of Communication and Informatics Faculty of the University Muhammadiyah of Surakarta. This research using quantitative descriptive method, with the aim of describing a social phenomenon that is already exist, detail and systematically. Data

collection techniques using questionnaires and questions of explanation as complementary. Sampling technique used in this research is purposive sampling. Criteria of respondent are the minimum monthly income more than two million rupiah and already running online business for one year. Respondent in this research are student of FKI UMS who run the online business totaling 30 people. The results of this study indicate that this form of online business communications used in the form of non-verbal communication, such as text messages, images or emoji to convey persuasive and informative communication message to consumers. In addition, the online media widely used such as social networking sites, online mall, blogs, websites and certain sites in accordance with the characteristics of customers. Promotional efforts is to give a discount on the special day / special events, interactive games and rebates for consumers who are shopping for a nominal amount.

Keywords: *Business* *Communication*, *Online*, *Quantitative*

1. INTRODUCTION

The progress of technology field today has given a tremendous impact for the development of communication and social interaction. Technology makes communication process become much more effective and easy. Kind of technology that currently used by many people in the world is the internet (International Networking). The Internet is a global communications network that is open with connecting millions of computers network around the world via communication channels such as cable, satellite, and else. Through the Internet, humans can be connecting with each other without any limitation of space and time.

The use of Internet is not only enjoyed by the developed countries, but also developing countries such as Indonesia. Research conducted by E-marketers ([kompas.com](#)) shows Internet users in Indonesia reached 83.4 million people in 2014 and is expected to increase 112 million people in 2017. Internet users that so many, is directly proportional to the amount of E-marketers in Indonesia. The process of buying and selling over the internet is then referred to as an online business.

E-marketers is people who sell their goods online. Goods can be marketed online through various sites in the Internet such as blogs, websites, and online mall. [Bukalapak.com](#), [elevenia.com](#), [tokopedia.com](#) is some examples of online Mall in Indonesia. Mall online is not much different from the mall in the real world. In the online mall there are many sellers who market their wares.

Communication conducted in an online business is basically just form of an exchange of text or photos only. As said by Rauch (2001) that the online business that occurs without direct face to face between the seller and the buyer. Majority of online businesses are student, just like what Saprikis (2010) said that the majority of users of online shopping is among the students.

The purpose of this research is to know how online business communication conducted by students of communication sciences and informatics at the Muhammadiyah University of Surakarta.

DALAM PENELITIAN INI PENELITI MENGUNAKAN LITERATUR:

A. Business Communication

Basically business communication consists of two important element inside such as communication and business communication. Good communication will only become a communication among human being in daily life, and in term of business, without communication things cannot be run in order. So communication in this term have some kind a close connection in business context in selling goods or service. Communication itself is as a process of people trying give meaning and cross messages in form of symbol (Moekijat 1993: 2).

In business world, communication become crucial thing that every business man must have. Business communication consist many form of communication, verbally or nonverbally to reach some purposes or goal (Purwanto, 2011: 5).

- a. Verbal communication can be done by speaking, writing and reading. In business, some of the verbal communication example are: message on by letter, memo, modern communication technology, meeting, and briefing to staff, job interview, speech, presentation and else.
- b. Nonverbal communication can be done by using gesture, body language as a communication medium to others. Other form of nonverbal communication is by showing picture, emoticon, and other symbol that can represent some meaning. In doing business communication, lies function and goal within. As stated by Sutrisna Dewi (2007: 23), such as:
- c. Informative

Head and member of organization need a lot of information to finish their task. That Information related to effort of organization and goal to reach it.

- d. Persuasive

Communication work as persuasion to others to follow or to do a task or idea.

B. Persuasion in Business Communication

Persuasion is the process of influencing a person, in order to change others behavior as our will by using verbal and nonverbal communication. Changing people's attitudes and behavior through the spoken and written word (Purnawan EA, 2002: 15). Persuasive communication is an effort to convince other to create conditional communication climate to behave like the communicator's will without force or threat (Dedy, 1994: 43).

Based on the statements above revealed that persuasion communication is some sort of a process which a communication deliver his / her stimulant (usually with verbal and nonverbal or symbol) to influence, to change other's point of view, attitude and behavior by persuading / convincing. With persuasive communication, communicant will do or behave as the communicator's will, and as if the communicant doing on his / her will.

Persuasion needed in the field of business because there are no direct contact or face to face between seller and customers. With doing persuasion correctly and correct message delivery, able to make customers do just like what we want without they realize

In doing persuasion, there are some technique that can be (Effendy, 2004: 23) such as:

a. Association technique

Delivering message technique by attaching to object or interesting thing for costumer.

b. Integration technique

Integrate can be done by positioning yourself same as communicant position to reach the emotional of communicant.

c. Reward technique

Reward technique is activity to influence others by giving profitable reward or promise about something in good.

d. Icing technique

Icing is an art of message structuring activity to persuade emotional appeal so the communicant will be attracted.

e. Red Herring technique

In correlation with persuasive communication technique, red herring is an art of a communicator to win the debate by weak argument to gradually move to the mastered aspect to be a deathly weapon for communicator to attack his rival.

C. Internet Media

Internet is an online network based technology with tons of advantage to whose skill it. The understanding and the knowledge of communicator about internet can make communicator able to aim communicator's target more specific, broad and without time and space barrier. Internet is accessible via computer or other device with server and network. Meanwhile the medium itself means facility.

New media in digital form, which ease people to exchange information and other activities. Type of mobile and accessible technology at anytime and anywhere is smartphone. Smartphone is a handheld device to access information via internet. Smartphone connect peoples in distance with facility or feature such as SMS, chatting, and also telephone and viber (telephone via internet).

Internet these days mostly only used for social media. Firmanzah (2010: 10) revealed that network sites revealed that social media network sites is a service based website which allow its user to make a profile, to make friend or group, to send or to receive multimedia messages and so on. Every social media website has their own distinctive features. Basically the purpose of all social media website is to help the user to communicate to each other easily by giving some facilities such as photo posting, messenger, instant messaging etc. the point is that social media based on web service that can be used to communicate with friends, family, or other people in some kind of community

D. E-Marketing

Basically E Marketing is an activity involving a communication between two people or among many people to introduce and sell the product by using internet as a medium of the communication (Stokes, 2008: 5). In another word, E-marketing is some kind of effort of an individual or a company to sell product or service and to build a good relation with its costumer via internet. This form of marketing is basically big public networking website among computers around the world into single communication medium / platform (Kotler and Armstrong, 2008: 237).

According to Boone and Kurtz (2005) e-marketing is a component in e commerce with specific purpose by marketer, such as making process strategy, distribution, promotion, and to implement new price of product or service to the internet via internet or other digital device.

According to Mohammed, Fisher, Jaworski, and Paddison (2003: 4), there are 5 component of Internet marketing, such as Process, Create and maintain relationship with customers, Online, Exchange, and Fulfillment of need.

2. METHODOLOGY

Research on online business communication at the faculty of science communication UMS student uses descriptive quantitative research methods.

Descriptive research is the basis for all research. This type of research is the type of survey, where this type of research is intended to provide a clear picture of the issues under study, in order to interpret and explain the data systematically. This study took place at the campus of the Muhammadiyah University of Surakarta, precisely at the Faculty of Communication and Information.

The sampling technique used in this study is the purposive sampling with criteria; one year experience in online business and two million rupiah of monthly income. To determine the amount of sample is using sempel jenuh. Sempel jenuh is a sampling technique in which all members of the population are taken and used as a sample (Hidayat, 2007: 83). So it can be said that the sample used in this study as many as 30 people.

3. ANALYSIS AND DISCUSSION

3.1 Analysis

The data according to questionnaire that has been spread to 30 respondent then grouped to every dimension according to the categories. To get score of mean for each category, then can be count with the formula bellow:

Scoring Scale =

$$= \frac{\text{highest score} - \text{lowest score}}{\text{categories}}$$

$$= \frac{4-1}{5} = 0,6$$

Category marking is as follow:

Table 1 Marking Category

Score	Category
1.00 - 1.60	Very not positive
1.61 - 2.20	not positive
2.21 - 2.80	positive enough
2.81 - 3.40	Positive
3.41 – 4.00	very positive

From the formula above, score of mean for each category are follow:

Table 2 Response of Respondent against Dimension of Business Communication

Dimension	Item Questioner	Total Score	Mean	sd
Business communication	1	111	3.70	0.595
	2	109	3.63	0.556
	3	107	3.56	0.626
	4	102	3.40	0.563
	5	114	3.80	0.406
	6	112	3.73	0.449
Total		655	21.82	
Mean		218,3	3.63	

Table 3 Response of Respondent against Dimension of Media Online

Dimension	Item Questioner	Total Score	Mean	sd
Media Online	1	86	2.86	0.819
	2	109	3.63	0.490
	3	90	3.00	0.909
	4	114	3.80	0.406
	5	106	3.53	0.681
	6	103	3.43	0.626

Total	608	20.25
Mean	101,3	3.37

Table 4 Response of Respondent against Dimension of Customers

Dimension	Item Questioner	Total Score	Mean	sd
Customer	1	105	3.50	0.508
	2	91	3.03	0.668
	3	74	2.46	1.306
	4	103	3.43	0.817
	5	112	3.73	0.449
	6	118	3.93	0.253
Total		603	20.08	
Mean		100.5	3.35	

Table 5 Response of Respondent against Dimension of Promotion

Dimension	Item Questioner	Total Score	Mean	sd
Promotion	1	99	3.30	0.595
	2	111	3.70	0.466
	3	109	3.63	0.490
	4	111	3.70	0.466
	5	111	3.70	0.466
	6	80	2.66	0.844
Total		621	20.69	
Mean		103.5	3.45	

Table 6 Response of Respondent against Dimension of Persuasion

Dimension	Item Questioner	Total Score	Mean	sd
Persuasion	1	78	2.60	0.498
	2	98	3.26	0.639
	3	99	3.30	0.702
	4	98	3.26	0.449
	5	109	3.63	0.490
	6	83	2.76	0.858
Total		565	18.81	
Mean		94.17	3.13	

Table 7 Response of Respondent against Dimension of Informative

Dimension	Item Questioner	Total Score	Mean	sd
Informative	1	89	2.96	.668
	2	87	2.90	.758
	3	105	3.50	.508
	4	114	3.80	.406
	5	96	3.20	.550
	6	99	3.30	.595
	Total	590	19.66	
Mean		98.33	3.27	

Table 8 Response of Respondent against Dimension of Non Verbal Communication

Dimension	Item Questioner	Total Score	Mean	sd
Non Verbal communication	1	101	3.36	0.808
	2	100	3.33	0.758
	3	68	2.26	0.449
	4	63	2.10	0.305
	5	99	3.30	0.466
	6	112	3.73	0.449
	Total	543	18.08	
Mean		98.33	3.01	

Table 9 mean scoring for each category

No	Dimension	Mean
1	Business Communication	3.63
2	Online Media	3.37
3	Customer	3.35
4	Promotion	3.45
5	Persuasion	3.13
6	Informative	3.27
7	Non-verbal Communication	3.01
Total		23.21
Mean		3.31

3.2 Discussion

From table nine above, can be explained that every dimension are as follow:

a. Form of Online Business Communication

In doing online business, communication is very important thing. This can be seen by mean score of Communication Dimension that get 3.63 mean very positive. This is show that respondent agree that process of good communication need to be done in the right way to reach customers (Moekijat, 1993: 2). Communication in business field must contain persuasive element. This is because persuasive need to be done in order to measure customers to do as we want (communicator want) (Dedy, 1994; 43).

The importance of persuasion in business communication showed by the score of mean that get 3.13 that means positive. Persuasive message that delivered to customers must be informative. Informative here by provide clear and complete information about product offered or about the seller. Seller providing individual research to find out what customers need and to decide market segmentation for the item offered.

Dimension of Informative here scored 3.27 for mean that means positive. This is prove that respondent agree to be informative in doing online business. Information about seller and product can be written in the description of product or in the page of seller profile that can be accessed through online media used by customers. This is more effective, because seller only write once to inform many of customers.

In doing business communication with customers, the use of nonverbal message like emoticon, picture or other symbol are important to provide clearer communication message (Purwanto, 2011: 5). Majority of respondent agree that the use of nonverbal message can reinforce content of business message. The mean score of nonverbal dimension is 3.01 that mean positive. Adding nonverbal message in delivering business message can make product become more interesting for customers (Moekijat, 1993: 2)

From the data above, can be conclude that student both from informatics or Communication faculty already use the right way to communicate informatively and persuasively. Respondent also use symbol of nonverbal message to make business message more interesting for customers. In other word, business communication already delivered effectively and maximally.

b. Media Online Mostly Used

According to data collection, most of respondent using internet as channel to reach their customers. The medium of communication used are website, blog and also online mall like

tokopedia.com, bukalapak.com and elevenia.com, while social media like BBM, Whatsapp, Instagram to keep in touch with customers.

Social media that used by respondent is according to reference of social media used by customers. The purpose of using same social media used by customers is to make communication easier and to sell item efficiently. There are some respondent that having income up to 100 million in a month by maximally using all media that available to reach marketing target.

Media online have score of mean 3.37 that means positive. Using correct online media, customers can seek complete information about product and seller by visiting profile page of seller in online (Firmanzah 2010: 10). Respondent cannot use social media randomly, but must provide survey to know social media mostly used by their customers. With this method, seller can effectively use online media and can reach large of marketing target.

Customers are very important element in business, that is why dimension of customer have score 3.35 of mean that means positive. Knowing characteristic of customers is very important thing to decide segmentation of customer in order to maximize marketing target.

c. Promotion Effort

Customers needed stimuli to be more attracted with item or service offered in online media. One of many effort can be use are promotion. There are many way to do promotion. Respondent in this research choose to give discount in special event or special day to attract customers attention. Providing interactive game with free reward are effective too. Beside, giving discount for purchasing item with specific number also good to make customer purchase much more item, the more customer purchase, and the more discount they get.

4. CONCLUSION

The result of this research shows that the students of the Faculty Communication and Informatics at the Muhammadiyah University of Surakarta that do online business, are using knowledge that they get from college to run online business. These can be seen from how they communicate with the selection of word that correspond, using the appropriate communication media and how they delivering a message. Students of FKI UMS have been able to apply the theory of business communication in their online business. To explain the conclusions based on the purpose of research, it can be described as follows:

- a. The forms of online communication conucted by online business people is to conduct a conversation infoemative and persuasive, using polite word and friendly to customers. Also uses language that is trendy and in accordance with the customers. Such as ‘sis’, gan or

- friend etc' as a pronoun consumers to get closer. Supported with interesting photos and product descriptions, so that forming a communication message is appropriate and effective.
- b. Internet site used by online businesses that most widely used are social media (Facebook and Instagram). The use of online mall like tokopedia.com, olx.com and bukalapak.com. Media chatting that often used are blackberry messenger and whatshap messenger, because these media are so popular in Indonesian people. In addition the use of blogs and website, more respondent from the majors of informatics who have blogs and website. This research found that internet site that used by business here are different between one another because of the differences between product that that offer. They follow characteristic of their costumer with maximized some media that they think it's most used by their audient targets.
 - c. Promotion effort that used are with giving special discount to loyal costumer for purchasing minimum order, following the major event and invites consumers to interact in a game to get the prize. This promotion efforts are purposed to make closer distance with customers and also to get attention from customer to remember our online shop.

Research about this online business communication have some restrictiveness, because this research using descriptive quantitative method and only using questioner to collect data from respondent. Otherwise, this research only aim at students that most of them only run this online business less than five years. So that data about online communication may be far from perfection. So that, researcher give some suggestion like:

- a. For online businesses expected can do evaluation, so that we can see what progress we are facing in present. Sharing with other will make your business grow better than before.
- b. For further research, in order to do better research, it will be great if you ask people that expert on the subject you chose. Accepting positive suggestion will also make research deeper, better and more valid

5. PERSANTUNAN

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Resource

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