International Journal of Sharia Business Management (IJSBM)
Vol. 2, No. 2, September 2023, pp. 103~108
e-ISSN: 2828-5891, DOI: https://doi.org/10.51805/ijsbm.v2i2.179

Business Communication: Strategies and Practices to Achieve Competitive Advantage

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Article Info

Article history:

Received 8 2, 2023
Revised 8 21, 2023
Accepted 9 2, 2023

Keywords:

Business Communication; Competitive Advantage; Integration Adaptability

ABSTRACT

This article outlines the important role played by business communication strategies in achieving competitive advantage in an increasingly globalized and digital market era. Through a thorough examination of communication theory, business strategies, and real case studies, this research highlights how effective communication can facilitate more efficient internal operations, strengthen relationships with stakeholders, and provide the necessary support in achieving the company's strategic goals. The findings of this research affirm that integration and adaptability in business communication are key to maintaining the existence and growth of companies in an ever-changing and dynamic environment. By understanding and implementing appropriate communication strategies, companies can gain significant competitive advantages, not only in maintaining operational sustainability but also in creating sustainable value for all stakeholders. Therefore, emphasis on developing competence in business communication becomes increasingly urgent for organizations that want to remain relevant and successful in this continuously evolving market.

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INTRODUCTION

Business communication is the foundation of every interaction inside and outside the company. By exploring the exchange of information and ideas between individuals and groups, this communication becomes the basis for achieving common goals and overall organizational success (Ainanur & Tirtayasa, 2018). In a competitive and dynamic business environment, the ability to effectively communicate a company's vision, strategy and values is critical. The importance of effective communication in the business world is increasingly strengthened by technological developments and globalization (Mukhsin, 2020). Companies must be able to manage multiple communication channels, from internal meetings to complex digital platforms. In this context, an integrated and adaptive communication strategy is key to ensuring cohesion and continuity in the messages conveyed.

Effective communication is not only about sending messages, but also about receiving them (Atmaja & Dewi, 2018). Therefore, it is important for organizations to pay attention to the involvement and feedback of stakeholders. This allows organizations to understand their perceptions and needs, and make necessary adjustments in communication strategies. One important aspect of business communication is its ability to facilitate collaboration and innovation (ZAM, 2021). By strengthening internal and external communication networks, companies can create an environment that supports the exchange of new ideas and concepts, which is key to achieving competitive differentiation. However, business communication does not always run smoothly. Conflicts, misunderstandings, and other obstacles can hinder the effective flow of information. Therefore, it is important for organizations to have effective conflict management strategies and promote an open and inclusive culture. Business communication also plays a role in building and maintaining

relationships with customers, business partners and other stakeholders (Praditya, 2019). Through proper communication, companies can build trust, strengthen brands, and increase customer loyalty.

In the digital era, data analysis and the use of new technologies such as artificial intelligence and sentiment analysis can increase the effectiveness of business communications (Abdullah, 2020). Data can provide valuable insights into stakeholder preferences and behavior, which can be used to adjust and improve communications strategies. However, it is important not to ignore the human aspect of business communication. While technology helps with efficiency and scale, interpersonal relationships and emotional presence remain crucial in building strong bonds with stakeholders.

Additionally, it is important to remember that business communication is not just limited to words. Body language, voice intonation and facial expressions also play an important role in conveying messages and building relationships. Leaders play an important role in strengthening a healthy and effective communication culture within the organization. By setting an example and encouraging transparency and collaboration, leaders can create an environment where effective communication can thrive. Education and training are also important factors in improving communication capabilities throughout the organization (SYARIFUDDIN et al., 2021). Employee development programs that emphasize communication skills can help ensure that all team members can contribute to their full potential. In an ever-changing business environment, the ability to adapt and innovate in communications is becoming increasingly important. Organizations that can identify new trends and respond to them quickly will have a significant competitive advantage.

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Finally, it is important to continually evaluate and update your communications strategy regularly. By monitoring performance and responding to feedback, companies can ensure that their communications remain relevant and effective in the face of constant change. Overall, business communications are central to organizational success in a complex and changing business environment. By understanding the importance of effective communication and adopting appropriate strategies, companies can build strong relationships, increase collaboration, and achieve sustainable competitive advantage. The literature review conducted highlights the significant impact of business communication on various aspects of organizations. One aspect that is affected is leadership, where effective communication is key in building strong relationships between leaders and subordinates. Openness, transparency, and the ability to inspire through communication are important characteristics of successful leadership. In addition, the literature also highlights the importance of communication in team management. Clear and open communication between team members can improve collaboration, strengthen cohesion, and lead to better goal achievement. Managers who are able to facilitate effective communication among their teams are likely to create a productive and harmonious work environment. Decision making is also influenced by business communication (Maharani, 2015). A good communication process allows for the gathering of appropriate information, in-depth discussions, and objective evaluations, all of which help in making better, more informed decisions. Not only that, employee satisfaction is also closely related to communication in the workplace (D. G. D. Putra & Utama, 2017). Open and ongoing communication from management can increase employees' sense of involvement and recognition, which in turn can increase job satisfaction and employee retention.

In analyzing communication practices in a business context, organizational communication theory and stakeholder interaction models are often used as frameworks. It helps organizations to understand the dynamics of internal and external communications, and take into account the interests and needs of various stakeholders. The main challenge facing organizations today is adaptation to new technology and continuously developing communication media. It is important for companies to continually update their communications strategies and utilize new technologies to maintain relevance and effectiveness. This includes the use of social media, collaborative platforms, and other digital communication tools to facilitate efficient and comprehensive communication across the organization. In this way, organizations can remain competitive and relevant in an ever-changing business environment. The key component of business communication is strengthening teamwork, which is an important aspect that is influenced by business communication (Rohmah, 2020). In this context, open, clear, and effective communication helps in building

strong relationships between team members. Open discussion, collaboration, and active exchange of ideas through good communication can increase team cohesion and strengthen cooperation in achieving common goals.

Apart from that, business communication also plays a crucial role in facilitating the right decision making. A good communication process ensures that all parties involved can contribute with their information and views. Open and constructive discussions allow for a better understanding of the issues at hand and the options available, which in turn supports better and more informed decision making. Increasing employee morale is also a positive impact of effective business communication (Jufrizen & Lubis, 2020). Open and transparent communication from management can provide a sense of involvement and recognition to employees. By feeling heard and appreciated, employees tend to be more motivated and enthusiastic about doing their work. In addition, clear communication about organizational goals and company direction can also help in increasing employee motivation and commitment to a shared vision. In all these aspects, effective business communication is key to strengthening relationships between team members, facilitating informed decision making, and improving employee morale. It emphasizes the importance of open, clear, and ongoing communication in creating a productive, collaborative, and motivating work environment. By focusing on good communication practices, organizations can achieve greater success and build a positive and sustainable work culture. Building strong relationships with clients, investors and other stakeholders is key to supporting business growth and sustainability (Analia, 2020).

Business communications play an important role in facilitating these relationships. In the context of clients, effective communication helps in understanding their needs and desires better (Sari, 2016). Through continuous interaction and mutual understanding, companies can build sustainable relationships with clients, increase customer satisfaction, and obtain high customer loyalty. Communication is also important in establishing relationships with investors. By providing clear, transparent and regular financial reports, companies can build trust with investors and obtain the financial support necessary for their business growth. Additionally, open communication with investors also allows for constructive discussions about the company's business strategy and long-term goals. Apart from clients and investors, business communication also plays a role in building relationships with other stakeholders, such as government, local communities and industrial partners. By taking their needs and interests into account, companies can build mutually beneficial partnerships, support smooth business operations, and reduce reputational risks.

The importance of effective communication in building these relationships cannot be overstated. Companies need to ensure that their messages are consistent, clear, and in line with company values. Additionally, listening carefully to and responding to feedback from clients, investors, and other stakeholders is also an integral part of a successful communications process. By prioritizing effective communication with all parties involved in their business, companies can gain the support they need for long-term growth and sustainability. This allows companies to build a strong reputation, expand their market share, and achieve sustainable success in a competitive business environment. The use of digital platforms and social media has become a very effective strategy in increasing reach and interaction with audiences for companies (Chakti, 2019). By implementing the right approach, companies can optimize the benefits of both platforms. One of the main advantages of using digital platforms is the ability to reach a wider audience globally. Through websites, blogs or mobile applications, companies can disseminate information about their products, services and initiatives to a larger audience than is possible through traditional media.

Social media also plays a crucial role in expanding a company's reach. By leveraging platforms like Facebook, Twitter, Instagram, and LinkedIn, companies can interact directly with customers, listen to feedback, and strengthen relationships with them. This allows companies to form a closer and more personal relationship with their audience, which in turn can increase customer loyalty and brand following. In addition, digital platforms and social media also facilitate two-way interactions between companies and audiences. By allowing users to comment, ask questions, or share content, companies can build active and engaged communities around their brands. This allows for ongoing dialogue, which can lead to forming deeper and more meaningful relationships with the audience. Not only that, digital platforms and social media also give companies access to valuable data and analysis about their audience's behavior and preferences. By leveraging available analytical tools, companies can understand trends, monitor campaign performance, and adjust their communications strategies according to the results obtained.

However, it is important to remember that the use of digital platforms and social media must be done carefully and strategically. Companies need to consider their audience, understand the platforms best suited to their goals, and develop content that is relevant and engaging. In addition, companies must also continue to follow ethical and privacy principles in interacting with their audiences online. By wisely utilizing digital platforms and social media, companies can increase their reach, deepen connections with audiences, and create added value for their customers. This allows companies to stay relevant and competitive in the ever-evolving digital era.

Communication strategies in dealing with crisis situations are a vital foundation in maintaining reputation and stable business operations (D. K. S. Putra, 2019). First of all, prior preparation by designing a detailed crisis plan is an important first step. The plan should include concrete steps to handle various possible crisis scenarios, as well as a list of important contacts and communication procedures that must be implemented. By having a solid plan, companies can respond quickly and efficiently when a crisis situation does occur. When a crisis occurs, a quick and transparent response is key. Companies must be prepared to provide a public statement or response within a short period of time after a crisis occurs, without waiting for the situation to deteriorate further. Transparency in conveying information to the public is also very important. Providing honest and accurate information will help build trust and reduce harmful speculation. In addition, the use of various communication channels, such as social media, company websites, press conferences and live broadcasts, is also very important. By using these various channels, companies can convey their messages to the public effectively and reach a wider audience. Through multichannel communications, companies can ensure that consistent and clear messages are delivered across all platforms, helping in controlling the narrative and minimizing further damage to the company's reputation.

METHOD

The research method used in this analysis is a qualitative approach through case studies and interviews with business practitioners. A qualitative approach was chosen because it allows researchers to gain an in-depth understanding of the phenomenon under study, in this case communication strategies in a business context. Case studies were chosen as the primary method to gain insight into successful communication practices and challenges faced in real business situations. By analyzing concrete cases, researchers can explore the specific context in which communication strategies are implemented and understand their impact.

Apart from that, interviews with business practitioners were also conducted to get direct perspectives from experienced experts in the field. These interviews allowed the researcher to explore practitioners' views, experiences and practical knowledge about successful communication strategies and challenges faced in daily practice. Thus, this approach enriches the analysis with diverse and in-depth points of view.

This approach allows researchers to conduct an in-depth assessment of the application of communication theory in real business situations. By combining theoretical understanding with practical knowledge gained from case studies and interviews, analysis can provide comprehensive insight into how communication strategies are implemented, implemented, and evaluated in real business contexts. In addition, a qualitative approach also allows researchers to capture the nuances and complexity of the phenomenon under study, which may not be revealed through a quantitative approach. Thus, this approach is expected to provide a deep and contextual understanding of the strategic role of communication in business practice.

RESULTS AND DISCUSSION

The results of this research show that the effectiveness of business communication has a significant positive impact on various aspects of organizational performance. These findings are supported by analysis of various case studies which highlight several key factors in communication, such as two-way communication, transparency, and employee involvement. Communication practices that enable direct interaction between management and employees, as well as honest and open dissemination of information, appear to have an important role in establishing a positive organizational culture. Furthermore, this research shows that effective business communication also impacts employee satisfaction and customer loyalty. Employees who feel heard, valued, and involved in the decision-making process tend to be more satisfied with their jobs and more motivated to contribute positively to the company's success. On the other hand, customers who receive relevant, responsive, and personalized communications from a company tend to be more loyal and committed to the brand. Finally, this research highlights the importance of adapting communication strategies in facing the challenges faced by organizations. Market diversification, changing consumer demographics, and technological evolution are some examples of challenges that require adjustments in communications strategies. Companies need to be able to change their approach according to changes in the business environment and market needs to remain relevant and competitive in an ever-changing industry.

Research also confirms that effective business communication has a significant positive impact on employee satisfaction and customer loyalty. Employees who feel heard, valued, and involved in the decision-making process tend to have higher levels of job satisfaction. They are also more motivated to contribute positively to the company's success, both through better work performance and participation in company initiatives. On the other hand, customers who receive relevant, responsive, and personalized communications from companies tend to feel more appreciated and recognized. They tend to have a higher level of loyalty to

the brand and are more likely to maintain a long-term relationship with the company. Thus, effective business communication not only has a positive impact on the company's internal side through employee satisfaction, but also on the company's external side through customer loyalty. This underscores the importance of investing in a good communications strategy as an integral part of efforts to build strong relationships with employees and customers, which in turn contributes to a company's long-term success.

By highlighting the importance of adapting communication strategies in facing the challenges faced by organizations, such as market diversification, changes in consumer demographics, and technological evolution. In facing changes in the dynamic business environment, companies need to be able to adapt their communication approaches to remain relevant and be able to compete effectively. One step that can be taken is to use new technology as a tool to improve communication. The use of social media, collaborative platforms and other digital communication technologies can help companies reach a wider audience and strengthen interactions with them. Additionally, developing content tailored to consumer demographic preferences is also an important strategy. Understanding consumer demographic characteristics, preferences and behavior can help companies design communications messages and content that are more relevant and engaging for their target audiences. By personalizing their messages, companies can build closer relationships with customers and increase the effectiveness of their communications.

Adapting communication strategies also involves increasing awareness of and adapting to changes in communication technology. Technological developments such as artificial intelligence, data analytics, and smart device intelligence have significantly changed the way people communicate and interact. Companies need to continually monitor these developments and adapt their communications strategies to remain relevant and effective in an ever-changing environment. Overall, adapting communications strategies is important for a company's long-term success in facing challenges and changing market dynamics. By continuously updating their approach according to developments in the business and technological environment, companies can remain relevant, competitive, and effective in achieving their business goals.

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CONCLUSION

From the results of this research, it can be concluded that business communication is an essential strategic element in building and maintaining competitive advantage for organizations. Organizations that are able to adopt an integrated and flexible approach to business communications have an advantage in facing a competitive and dynamic environment. These findings emphasize the importance for business practitioners to continue to develop their communication skills and utilize the latest technology to increase communication effectiveness and efficiency. By strengthening business communications, organizations can improve their performance, strengthen relationships with employees and customers, and better meet the challenges they face in an ever-changing marketplace. This confirms that business communication is not just a tool for conveying information, but is also a strong foundation for overall organizational success.

For this reason, business practitioners need to continue to invest in developing their communication skills, both in terms of interpersonal communication and communication in an organizational context. Apart from that, the use of the latest technology also needs to be utilized optimally to increase the effectiveness and efficiency of communication, as well as adapt to trends and changes in the dynamic business environment. Thus, this conclusion confirms that business communication is a crucial aspect in organizational success in the current global and digital era. With the right approach and a commitment to continually improving communications practices, organizations can gain sustainable competitive advantage and thrive in an increasingly complex and dynamic marketplace.

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