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“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

Negotiation in Business Communication on Entrepreneurship

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ABSTRACT

It is very necessary to know how to influence effective business communication so that business negotiations can run smoothly. Within the scope of the organization, the main purpose of communication is to improve the organization, which is interpreted as an effort made to achieve management goals. Organizational communication happens all the time. And can be defined as the performance and interpretation of messages between communication units that are part of an organization. An organization consists of communication units in a hierarchical relationship with one another and functions in an environment. Researchers use qualitative and descriptive methods or explain phenomena or facts from research findings where business communication activities, messages should not only be informative, namely so that other parties understand and know, but must also be persuasive, so that other parties are willing to accept an understanding or belief or do an act or activity, especially business negotiations on entrepreneurship so that it feels comfortable and no party is harmed.

Keywords: Negotiation, Communication, Entrepreneurship.

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INTRODUCTION

The Ministry of Cooperatives and SMEs held a National Entrepreneurship Development Committee Coordination Meeting and targeted to increase the number of entrepreneurs by 1 million entrepreneurs by 2024. The target consists of 600 thousand entrepreneurs in the regions, while the remaining 400 thousand in 27 ministries or institutions (K/L). This is a concrete manifestation of the Ministry of Cooperatives and Small and Medium Enterprises related to the development of MSMEs, as well as the implementation of Presidential Decree No. 2 of 2022 concerning National Entrepreneurship Development for 2021-2024, which is President Joko Widodo's mandate to create an entrepreneurial ecosystem.

The Minister of Cooperatives and SMEs (MenKopUKM) Teten Masduki said, the strategic position of the Cooperative and MSME Integrated Business Service Center (PLUT KUMKM) is currently an embodiment of UMKM houses which are the government's tools to realize today's national economic transformation. This was conveyed by the MenKopUKM when accompanying Vice President (Wapres) Ma'ruf Amin, while simultaneously inaugurating six KUMKM PLUTs in Semarang Regency, Tuesday (27/12). Deputy for Entrepreneurship of KemenKopUKM Siti Azizah conveyed, the Strong Entrepreneurial Great Campus is a series of National Entrepreneurship Development campaigns in order to socialize Presidential Regulation Number 2 of 2022 concerning National Entrepreneurship Development 2021-2024. "Higher Education is the right institution to produce new, innovative entrepreneurs. Through research, which is the strength of higher education institutions, they can build entrepreneurship with high competence," said Azizah in her remarks online at the Strong Entrepreneurial Great Campus event, at Dian Nuswantoro University, Semarang, Wednesday (21/12).

It is noted that the number of MSMEs in the country has reached 64.2 million business units, but this figure is not directly proportional to Indonesia's entrepreneurship ratio which is still low or only reaches 3.47 percent. This figure is far behind neighboring countries, such as Thailand which has reached 4.2 percent, Malaysia 4.7 percent, and even Singapore which has reached 8.7 percent. Not only that, Azizah also emphasized that tertiary institutions are able to provide learning spaces for students to practice entrepreneurship, have mentoring competencies, and have the ability to create research-based inventions and innovations. So it is hoped that the role of higher education institutions, especially in terms of innovation-based research, community assistance as well as incubation and acceleration.

In line with the government's program to reduce poverty and unemployment, they are expected to play a role as entrepreneurs who have a strong mentality and are competitive. Therefore entrepreneurs are expected to be able to seize opportunities to market their company's products and services, and have the skills to generate profitable sales. One of them has business negotiation skills. These skills are expected to enhance their ability to become tough business actors, prioritizing their entrepreneurial spirit. Based on the background of the problem, a problem can be formulated as follows, "How is the negotiating ability of entrepreneurs in improving business agreements?"

Interpersonal communication, namely verbal and nonverbal interactions between two (or sometimes more than two) people who are interdependent (DeVito, 2013:5). Julia T.Wood (2013: 38), explains interpersonal communication is "A selective, systematic, and

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continuous process, where individuals interact to reflect and build personal knowledge and its meaning, and the process is transactional, because the process of sending and receiving messages occurs at the same time. . Interpersonal communication involves two people who have different opinions, attitudes, and behaviors. This communication also requires an exchange of information between the actors involved in the communication.

DeVito, (2013: 22). Components of face-to-face interpersonal communication are interrelated with one another. Therefore, in interpersonal communication there is an interdependence nature and the process cannot be changed, has content and relationship dimensions, meaning that communication has content and relationships between the perpetrators.

There are two forms of agreement, namely integrative and distributive. An integrative agreement is a bargain to reach a win-win solution (Lewicki, 2003: 113), while a distributive agreement is a bargain for the benefit of one of the parties (Lewicki, 2003: 74). Negotiation uses information and power to influence behavior into a stressful network (Cohen, 2006:4).

It doesn't matter how talented a person is, how good a team is or how strong a legal case is, success will not come without mastering effective communication skills. Effective communication skills will play a major role in supporting the achievement of the objectives of all activities. To be able to carry out effective communication, the ability to send good messages or information, the ability to be a good listener, and the skills to use various media or audio-visual tools are very important parts.

Viewed from the business aspect, the organization is a means of management (viewed from the aspect of its activities). The correlation between Communication Science and Organization lies in its review which focuses on the humans involved in achieving organizational goals.

In writing this paper, entrepreneurship is discussed which includes the basic concepts of entrepreneurship, including: Negotiation in Business Communication in Entrepreneurship.

METHOD

In this study, researchers used qualitative and descriptive methods or explained phenomena or facts from previous research findings. The data source comes from secondary data collected through library research and visiting several official sites related to research.

Surakhmad (1989) explains that the purpose of descriptive qualitative research is to systematically and rationally describe phenomenal conditions. Literary research itself will examine or study various ideas or findings contained in literary works and formulate theoretical and methodological contributions to a particular topic. In this study, researchers focused on negotiation in business communication on entrepreneurship.

RESULT AND DISCUSSION

DISCUSSION

A. Definition of Communication

Communication is something basic that is always needed and carried out by every human being, because communication is the basis of interaction between humans to obtain

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agreements and understandings that are built to achieve a maximum goal between the two. To achieve efforts to communicate effectively, we should know a number of understandings and problems that occur in the communication process itself.

B. Definition of Business Communication

Here are some definitions of business communication taken from several sources:

1. Business communication is any communication used to build partnerships, intellectual resources, to promote an idea; a product; service; or an organization, with the goal of creating value for the business it runs. Business Communication includes thorough knowledge of the internal and external aspects of the business.
2. Internal communication including vision communication (company/company), strategy, plans, corporate culture/culture, basic values and principles contained in the company, employee motivation, and ideas, etc.
3. External communications including branding, marketing, advertising, customer relations, public relations, media relations, business negotiations, etc. Regardless of the form, all of these things have the same goal, which is to create business value.
4. Business communication is also the process of exchanging messages or information to achieve effectiveness and efficiency of work products within the organizational structure and systems. In business communication activities, messages should not only be informative but must also be persuasive, so that other parties are willing to accept an understanding or belief or perform an action or activity.
5. Business communication is different from interpersonal communication and cross-cultural communication. Interpersonal communication is a form of communication that is commonly found in everyday life between two or more people to achieve certain goals. While cross-cultural communication (intercultural / communication) is a form of communication that is carried out between two or more people, each of whom has a different culture.

C. Elements in Communicating

Communication includes 5 elements, then known as the 5 W + 1 H formula, namely:

Communicator = who [communicator, source, sender]

Message = says what [message]

Media = in which channel [channel, media]

communicant = to whom [communicant, communicatee, receiver, recipient]

effect [effect, impact, influence]

The first thing to do is to understand the basic forms of communication. Because a good communicator must have several communication tools that support conveying a message. Such as how to place words in a communication so that they have meaning and can attract the interest and sympathy of the listeners and invite participants to take an active part in communication such as in discussion activities.

D. Communication Engineering

1. Association technique

Presenting the communicant's message by imposing it on an object or event that attracts the attention of the general public

2. Integration techniques

What is meant by integration here is the ability of the communicator to unite himself communicatively with the communicant

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3. Reward technique

Reward technique is an activity to influence other people by way of lure

4. Order technique

Is an effort to arrange communication messages in such a way that they are heard or read and are motivated to do as suggested by the message

5. Red – vulture technique

It is the art of a communicator to achieve victory in a debate by promoting weak arguments and then diverting them little by little to aspects he has mastered in order to be used as a powerful weapon in attacking opponents.

E. Forms of Communication

Basically there are two forms of communication that are commonly used in the business world, namely, verbal communication and nonverbal communication.

1. Verbal communication

Verbal communication is a form of communication that is conveyed to other parties through written and oral. Examples are reading magazines, reading newspapers, presenting papers in seminars and others. While verbal communication has a type that is divided into two, namely, based on the active or passive communication participants in the communication process.

As for communicating verbally, it takes the disclosure of words arranged in a meaningful pattern, both in written and oral form, such as:

a. Talking and Writing

A message that is very important and complex, should be conveyed using writing, such as letters, memos and reports.

b. Listening and Reading

To achieve effective communication, two-way communication is needed, where the people involved need listening and reading skills.

2. Nonverbal Communication

Nonverbal communication is the most basic form of communication in business communication. Although in general nonverbal communication has less structured properties making it difficult to learn, such as understanding the use of sign language, facial expressions, body movements, codes, symbols, color and tone of voice. In delivery, verbal communication and nonverbal communication have different meanings. different, as in nonverbal communication. messages conveyed are usually carried out spontaneously without having a plan and are carried out unconsciously and naturally

The Nonverbal Communication has several purposes, namely:

a. Provide and provide information

b. Manage the flow of a conversation

c. Express emotions

d. To characterize and complement, oppose or develop verbal messages

e. Controlling or influencing others

f. Facilitate special tasks, for example in providing teaching during lectures.

Sometimes in practice, in a business communication there is a combination of verbal communication and nonverbal communication in a situation. Because usually the words conveyed in a communication or conversation sometimes only carry part of the message.

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And its relevance in business communication, the type of nonverbal communication can determine a person's credibility and leadership, which can be seen from the characteristics of voice, appearance, touch, movement and body position as well as through facial expressions and eyes.

F. The Four Basic Skills

To be able to develop the ability to communicate effectively, both personally and professionally, we must at least master the four basic types of skills in communication, namely: writing, reading, speaking, listening.

The percentage of communication channel usage is as follows:

1. Writing (writing): 9%
2. Listening (listening): 45%
3. Reading : 16%
4. Speaking : 30%

Whether we realize it or not, every day we do at least one of the four things mentioned above with our environment. Like breathing, communication is often seen as an automatic event and just happens, so we often don't have the awareness to do it effectively.

G. Barriers in Communication

Barriers that usually occur in the communication process can be divided into 3 types as follows:

1. Technical Barriers

This type of resistance arises because the environment has a preventive effect on the smooth sending and receiving of messages. In terms of technology, the limitations of communication facilities and equipment will be reduced by the existence of new findings in the field of communication technology and information systems, so that communication channels in communication media are reliable and more efficient.

2. Semantic Barriers

Semantic disturbances become obstacles in the process of conveying understanding or ideas effectively. The definition of semantics is the study of meaning, which is expressed through language. An unclear message will remain unclear no matter how well the transmission is.

To avoid this kind of miscommunication, a communicator must choose the right words and according to the characteristics of the communicator, and see and consider the possibility of different interpretations of the words he uses.

3. Human Barriers

This type of barrier arises from personal problems faced by people involved in communication, both communicators and communicants.

H. Improving Communication

To be able to carry out effective communication several requirements are needed, including: perception, determination, credibility, control, and compatibility / compatibility. Effective communication can overcome various obstacles faced by paying attention to three things as follows:

1. Create a message more carefully.
2. Minimize interruptions in the communication process.
3. Facilitate feedback efforts between the sender and the recipient of the message

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I. Success of Business Communication

The success of communication within an organization will be determined by the common understanding between people involved in communication activities. This common understanding is influenced by the clarity of the message, the method of conveying the message, communication behavior, and the situation (place and time) of communication. Organizational communication usually uses a combination of ways of communicating (oral, written and broadcast) which allows information absorption to occur more easily and clearly.

The success of business communication is also largely determined by the effectiveness of business communication. The effectiveness of business communication, as with other types of communication, is determined by several things:

1. Perception

The communicator must be able to predict whether the message conveyed can be received by the communicant.

2. Success of Information and Communication Technology

One of the success factors of business communication in the use of information and communication technology is the process of information integration concerning the availability of appropriate data communication. This includes several factors, among others, first, the range of data communication service products that are owned. With the existence of a hierarchy, type, and size of manufactures, they have different characteristics of the required information system, so that different types of communication services are needed. Second, coverage. Providers are needed who can provide services in any location considering that manufacturing locations are spread out and sometimes in remote areas (rural areas). Third, performance (performance). High performance is the main requirement so that communication can always be done. Fourth, Cost. The cost factor is one of the factors that need to be considered so that efficiency can still be improved.

3. Accuracy

The communicant or audience has a frame of mind. In order for the communication to be carried out on target, the communicator needs to express what he wants to convey in accordance with the communicant's frame of mind.

4. Credibility

In communicating the communicator needs to have a belief that the communicant can be trusted. On the other hand, he must also be able to gain the trust of the communicant.

5. Control

In communication, the communicant provides feedback/feedback on the message conveyed. This reaction must be anticipated and controlled by the communicator so that it does not deviate from the expected communication target.

6. Compatibility

A good communicator can always maintain a pleasant friendship with the communicant.

Another opinion says that in order for communication to run effectively and efficiently, there are 3 very important things, namely: being able to make the message understood, having to understand the expected message sent to you, control over the communication process must be implemented.

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In addition, in order to carry out effective business communication, a communicant must have 3 abilities (skills), namely: Empathy, equal speaker, projection or creating impact.

Thus if business communication runs effectively in a company it will be able to produce several things such as:

1. Speed Up Problem Solving.
2. Strengthening Decision Making.
3. Increasing Professionalism.
4. Give a Positive Response to Stakeholders.
5. Increase Productivity.
6. Strengthening business relationships.

J. Business Communication Media

1. Telephone As a medium of Business Communication

At first, communication in the business world was carried out using a communication device called a telephone, where with this tool business people could convey information and communicate with other parties in order to run their business.

2. Advertising as a Communication Media for the Business/Business World

Everyone who enters the business world must choose their own goals and motivations. At least every entrepreneur has the responsibility to maintain the viability of his company and maximally develop the company as wide as possible. In order to be able to sell their products widely to an unlimited consumer community, every entrepreneur certainly tries to influence the amount of demand for the goods produced by his company by utilizing marketing mix factors that must be mastered by every entrepreneur, including the elements of production planning, trademark determination, determining the form of packaging, pricing policy, the arrangement of sales channels, personal selling, advertising and promotion.

E. Commerce in Business Communication

Trade is actually an activity carried out by humans since the beginning of their civilization. In line with human development, the ways and means used to trade are constantly changing. The newest form of commerce that makes it easier to use now is e-commerce. In general, e-commerce can be defined as any form of trade transaction or trade in goods and services using electronic media. In e-commerce, the parties conducting trade/trade activities only communicate through a public network which is under development. finally using the internet media. E-commerce systems can be classified into three types of applications, namely:

1. Electronic Markets (EMs), namely a facility that uses information and communication technology to make or present offers in a market segment, so that buyers can compare the various types of prices offered. In another sense, EMs are an inter-organizational information system that provides facilities for sellers and buyers to exchange information about prices and products offered.
2. Electronic Data Interchange (EDI), is a means to efficiently exchange data on regular, recurring transactions in large numbers between commercial organizations. 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

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large retail groups, when conducting business transactions with their suppliers. EDI has standardized trade transaction coding, so that commercial organizations can communicate directly from one computer system to another, without the need for hardcopy or invoices, thereby avoiding delays, unintentional errors in file handling and human intervention.

3. Internet Commerce, is the use of the internet based on information and communication technology for trading activities. These commercial activities, such as advertising in the sale of products and services. Transactions that can be carried out on the internet include ordering/purchasing goods where goods will be sent by post or other means after the money has been transferred to the seller's account. The internet is a communication medium that plays a very important role in business development, broadly speaking there are three business activities. The main things that can be communicated via the Internet are building products, operational activities, and services.

K. Definition and Purpose of Negotiation in Business Communication

1. Definition of Business Negotiation

In any negotiation process, there are always two opposing parties or different perspectives. In order to find common ground or agreement between the two parties, both parties need to negotiate.

Marketing products and services is one of the marketing communication activities, including personal selling, namely oral presentations in the form of conversations in front of one or several prospective buyers with the intention of selling. Personal selling uses interpersonal communication channels and takes place within a social network of people. Personal selling requires knowledge and negotiation skills, because it is the most interactive form of activity and is used to maintain long-term relationships (Kotler, 2000: 87; Shimp, 2014:5-6).

Communication plays an important role in the negotiation process. Miller (in Mulyana, 2000: 54) explains communication is "a situation that allows a source to transmit a message to a recipient consciously to influence the recipient's behavior." In the business sector, negotiating parties are active communicators communicating ideas about alternatives that may be mutually agreed upon (Sujana, 2004:13). The communication process that occurs is included in the context of interpersonal communication and small group communication.

There are two forms of agreement, namely integrative and distributive. An integrative agreement is a bargain to reach a win-win solution (Lewicki, 2003: 113), while a distributive agreement is a bargain for the benefit of one of the parties (Lewicki, 2003: 74). Negotiation uses information and power to influence behavior into a stressful network (Cohen, 2006:4).

Business negotiations are negotiations aimed at supporting the process of business success. Dawson (2004:10) explains that business negotiations teach how to achieve victory at the negotiating table where the seller and buyer feel victorious, this skill is a characteristic of a shrewd negotiator. This business negotiation is examined in the aspect of offering products and services by entrepreneurs which are widely used in personal selling, because personal selling requires a lot of knowledge and negotiation skills (Sutisna, 2001:

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311). Personal selling is direct selling so that in its implementation there is social interaction and mutual influence so that negotiation has an important role.

Negotiations carried out by entrepreneurs make bargains that take place with mutual willingness to give and receive concessions between negotiators. Meanwhile, the outcome of the negotiation to be achieved, namely the achievement of an integrative agreement, is bargaining to achieve a win-win solution (Lewicki, 2003: 113). Thus, the business agreement here is focused on the willingness to give and receive concessions to women entrepreneurs with their business partners.

The negotiating skills of entrepreneurs are focused on the ability of negotiators to manage negotiation activities. The ability of a negotiator, among others, can be seen from personal characteristics including the courage to dig up more information, the patience to last longer than the opposing negotiator, the courage to ask for more, the integrity to press for win-win solutions, and the willingness to be a good listener (Dawson, 2004: 351) -356).

The courage to dig up more information from a good negotiator will ask the other party for more information. The negotiator will investigate anything he wants to know about the upcoming negotiations. Patience lasts longer than opposing negotiators, meaning that negotiators are very patient people, making a deal that is best for all parties (Dawson, 2004: 352). The courage to ask for more will result in a lucrative deal.

Integrity emphasizes reaching win-win solutions, awareness of creating win-win solutions can be trained by prioritizing the interests of other parties by having a clear mind, so negotiators have honesty to reach solutions seeking mutual benefits. Willingness to be a good listener in negotiations is also important. It is more likely that the other party will agree with the negotiator if the negotiator is willing to listen to the other side's demands.

Agreement in negotiations, one of which is obtained from good relations. Building good relations between negotiators and their business partners, according to Budyatna and Ganiem (2011:156-158), includes hospitality, trust, self-disclosure, and responsibility. Hospitality emerges from a happy and pleasant person. A belief in which a person expresses thoughts, ideas, ideas to others, and the results are mutually beneficial. Trust arises when there is an attitude of support (supportiveness) (DeVito, 2013: 274).

Self-disclosure is the process by which a person shares information so that others can understand. In these circumstances empathy is needed, namely the ability of a person to know what another person is experiencing at a certain moment, from another person's point of view through the views of other people verbally, nonverbally, and through physical proximity (DeVito, 2013: 248). Responsibility in which a person devotes time and energy in communicating, which results in mutual satisfaction, opens up by reacting spontaneously, the feelings and thoughts that are raised are his own and he is responsible. This responsibility will be realized if the atmosphere is equal. Equality is a desire that is explicitly expressed to work together to solve certain problems (DeVito, 2013: 299). Negotiation skills play a major role in improving business deals. Negotiation skills can be studied from the negotiator's personal characteristics, which include: (1) the courage to dig up more information, (2) the patience to last longer than the opposing negotiator, (3) the courage to ask for more, (4) integrity pressing win-win solutions win, and (5) willingness to be a good listener.

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2. How to negotiate

The essence of negotiation is preparation. View negotiation as an art process and be thorough. There are several things that must be considered in negotiating, including the following.

a. Make achievement targets from the negotiations carried out

Determine the minimum requirements that must be obtained, as well as the maximum conditions that will be offered. Think and prepare various alternative solutions to be offered, don't just prepare one way. If in the first negotiation no agreement is reached, do the second method.

b. Do comprehensive research

Study and know the wishes of the parties invited to negotiate. Also learn the weaknesses and strengths. Get to know the covert part. In this research, it is better to work alone and do not need to ask for help from others. Find the truth, and don't fall for other people's statements or momentary conclusions. Get proof, documentation, and figures intact. Great negotiators always do research to find out the character of their opponent, namely their background, habits, hobbies, preferences, etc. It's proven that most major business contracts are won not at the boardroom, but on golf courses, cruise ships, or restaurants.

c. Talk about the topic only to the extent of the problem being negotiated

Separate ego and personal life. Do not let personal problems hinder the ongoing negotiation process. Large companies usually have a special negotiating team. They recognize the importance of negotiation, so they put the right people to do this important job. In one team usually consists of several people with different expertise. Separation of the negotiating team from other divisions is intended to avoid personal conflict during the negotiation process.

d. Think about the main goal of the negotiation

Keep in mind the desired end result in negotiations. Negotiation is not a matter of winning or losing, let alone dropping your opponent. Keep your emotions in check, and stay level-headed. Do not be provoked by emotions, ego, or the urge to win alone.

c. In negotiations, stay as fair as possible

It is necessary to think about the benefits and goodness for all parties. Do not create things that are likely to lead to unfair competition or hostility.

d. Provide an alternative win-win solution to your opponent

Be flexible about possibilities. This flexible attitude will help to get out of the impasse. Prepare several alternative solutions that are predicted to create mutually beneficial conditions for all parties.

e. Complete the negotiation process quickly and in no time

Avoid factors that tire the other party as well as ourselves. The negotiation process should not take too long. In addition, the place for negotiations must also be conducive, easy to reach, and try to be calm, quiet, and not have too many outside disturbances.

CONCLUSION

The role of communication in an organization is very important. There is no one in their daily duties without communicating. Whether it's the theme of work problems or problems outside of work, such as family, political, social and national economic problems. All of this must be done through communication. Also whether it is done

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through vertical lines (superiors-subordinates) and horizontal lines (colleagues at the same level).

How far the communication process is successful is largely determined by the condition and behavior of the manager as the sender of the idea or message, the recipient of the message, the media used, the existing information technology, the content of the message and the way the message is conveyed and the atmosphere of the communication itself. This success will be reflected in the absence of an understanding gap between the sender and receiver of the message so that managers feel happy and satisfied, as well as employees.

Negotiation occurs when between parties who are openly willing to express their ideas. It is also possible that each negotiating party has a Hidden Agenda. What is meant by Hidden Agenda are hidden ideas or hidden intentions that are expressed explicitly in negotiations but are what the parties concerned really want to achieve. The existence of a hidden agenda can generally be identified because of its nature which impedes the negotiation process, so that the process towards an agreement is very difficult or even almost never reached. If it is suspected that the negotiation process is hampered due to hidden agendas from one or both parties, lobbying can be chosen to explore existing hidden agendas so that the negotiation process can be restarted from more open ideas.

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