

ANALYSIS OF APPLICATION OF BUSINESS COMMUNICATIONS ON ANTARIKSA ELECTRONIC STORE SELAT BARU

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ABSTRACT

This study aims to determine the application of business communication applied to the Antariksa Electronic Selat Baru store, the obstacles faced and the solution to these obstacles. This study uses a qualitative descriptive method, which is to explain systematically and describe accurately and clearly. Data collection techniques used in this research are by using interviews, observation, and documentation. The results of the research that have been conducted show that through 7 existing business communication factors, namely Completeness, Conciseness, Concreteness, Consideration, Clarity, Courtesy, Correctness have been applied to the Antariksa Electronic Selat Baru store. The obstacles faced in implementing business communication at this store are that there are competitors with similar target markets, the lack of focus of buyers in listening to the messages conveyed, lack of capital, and due to the Covid-19 pandemic. The solution to dealing with this problem is to improve services, set aside revenue, and continue to make sales with WhatsApp media.

Keyword: Antariksa Store, Business Communication.