

CHAPTER I

INTRODUCTION

1.1 Background

Communication is one of the most important things in business life today because it can directly support innovation, productivity and creativity of individuals and organizations. s eiring with the development of information technology, the communication that occurs in the middle of the public can more easily. People can make it easier to communicate and access information according to their needs, either through *smartphones* , laptops, televisions, and others. This situation can increase the process of selectivity in society to choose the products offered by the company, thus requiring the company to continue to develop innovations according to community needs. Every company must have a strategy in realizing this, one of which is that the company must be able to communicate to the public about the company, be it achievements or reputation .

Each activity business will require good communication for promotional activities such as advertising and personal selling by sales. Communication is an exchange that involves symbols in order for people to regulate the environment by establishing relationships between humans. These symbols are information to strengthen attitudes and behavior (Ullen, 2015). Communication is the process of delivering messages from communicators to others. Each of the communication process has a purpose that is related to p Changes of attitude or behavior to the information recipient. Companies that have the ability to communicate well with the public will be able to attract interest in making purchases so that in the end they can increase sales. According to Hikmah (2017), one form of communication in business activities is business communication which plays a role in every business activity which consists of many kinds both verbally and non- verbally.

Business communication has a very important role in recognizing the existence of a product and its functions and uses. Without business

communication, consumers and the public cannot understand and know the existence of a product in the market today. Determination will anyone who becomes the target of communication will determine the success of a communication. By determining targets and packaging messages that are appropriate and creative, the communication process can run effectively and efficiently.

Sales are an effort or concrete steps taken to move a product, whether in the form of goods or services, from producers to consumers as the target. The main purpose of sales is to bring profit or profit from the product or goods produced by the producer with good management . In its implementation, sales alone cannot be carried out without the presence of actors working in it such as agents, traders, and marketing personnel. Based on this background, the authors are interested in researching the **"Analysis of the Application of Business Communication On Antariksa Electronic Store Selat Baru"**

1.2 Problem Formulation

From the description above background could describe some formulation of the problem yes ng can be raised :

How is the application of Business communication on the Antariksa ElectronicStore Selat Baru?

1.3 Research Objectives

From several problem formulations that have been described, it can be concluded that the research objectives are:

1. To find out how the application of business communication is performance to the Antariksa Electronic Store Selat Baru.
2. To find out what obstacles are faced in implementing business communications at the Antariksa Electronic Store Selat Baru.
3. To find out what are the solutions to overcome the obstacles faced in implementing business communication at the Antariksa Electronic Store Selat Baru.

1.4 Research Benefits

This research is expected to provide benefits and information that can be used by various parties in need, including:

1. For writers

To gain insight into knowledge for writers, especially regarding the effect of Business communication in increasing sales of electronic products at the Selat baru Electronic Antariksa Store.

2. For the community

As input and consideration for public in buy products especially products Elektronik Near Shop Space Electronics Selat Baru.

3. For third parties or other parties

As reference material for the same research object. The results of this study can form the basis for the development of the potential of a product and can increase the sale value of the product, could even help society in selecting products Elektronik nice . not only that, the area where the object of this research is to be more famous because more people know and visit it.

1.5 Scope and Limitation of the Problem

Based on the background of the problem and existing identification, it can be seen that the problems involved are very broad.

1. Scope the Problem

The scope of this research is about business communication which is applied to the Antariksa Electronic Store Selat Baru which uses the 7c business communication principles.

2. Limitation of the Problem

Therefore, there needs to be a limitation of the problem, therefore this study focuses more on the application of business communication in Antariksa Electronic Store Selat Baru, namely using 7 principles of business communication as research indicators.

1.6 Report Writing Systematics

In this study, it is divided into five chapters, and each chapter of the researcher provides an explanation sequentially. These chapters are presented in a systematic order as follows.

CHAPTER 1 : INTRODUCTION

In this chapter, it describes the research background, problem formulation, research objectives, research benefits, scope and limitations of the problem, and writing systematics.

CHAPTER 2 : LITERATURE REVIEW

In this chapter is described on previous research and theories that support the preparation of this study, which was accompanied by hypotheses and research relevance and framework.

CHAPTER 3 : METHOD AND PROCESS OF COMPLETION

This chapter includes the type of research, the location of time and the object of research, the types and sources of data, population and samples, sampling techniques, data collection techniques, data processing techniques, scale measurement, validity and reliability testing, data analysis methods, research hypotheses, research models, research type, concept definition and operational variables, research schedule and budget.

CHAPTER 4 : RESULTS AND DISCUSSION

This chapter contains the results of testing, discussion and limited research results.

CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS

In this chapter there are conclusions and suggestions as the final description of the report.