

UNDERGRADUATE THESIS

**ANALYSIS OF THE APPLICATION OF BUSINESS
COMMUNICATION ON ANTARIKSA ELECTRONIC
STORE SELAT BARU**

*As One of the Requirements to Accomplished an Applied Bachelor's Degree in
International Business Administration Study Program in Business Administration
Department.*



By:

Muhammad Rido Kurniawan
5404171096

**APPLIED DEGREE INTERNATIONAL BUSINESS
ADMINISTRATION
BUSINESS ADMINISTRATION DEPARTMENT
STATE POLYTECHNIC OF BENGKALIS
2021**

APPROVAL SHEET

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

By:

MUHAMMAD RIDO KURNIAWAN
5404171096

Approved by:

Advisor



M. Alkadri Perdana, B.Sc., M.Sc.
NIP. 198409262019021010

Hutomo Atman Maulana S.Pd., M.Si
NIP.198908312018031001





VALIDITY SHEET

ANALYSIS OF THE APPLICATION OF BUSINESS
COMMUNICATION ON ANTARIKSA ELECTRONIC STORE
SELAT BARU


*In Partial Fulfillment of Requirement for Applied Bachelor study Program of
International Business Administration at Business Administration Department State
Polytechnic of Bengkalis*

By :
Muhammad Rido Kurniawan
5404171096

Approved by the Undergraduate Thesis Testing Team: Test Date : January 27th, 2021
Graduation Period : II

- ()
1. M. Alkadri Perdana, B.Sc., M.Sc (Advisor)
NIP. 198409262019021010
- ()
2. Teguh Widodo, S.Sos., M.Sm., M.Rech (Examiner 1)
NIK. 0905062
- ()
3. Wan Juwita Raflah, B.Sc., M.Ec.Dev (Examiner 2)
NIP. 198406142018032001
- ()
4. Adrian Irnanda Pratama, S.Sos, M.BA (Examiner 3)
NIP. 198911172019031012

Bengkalis, 2021
Head of International Business Administration Study Program


Hiptomo Atman Maulana S.Pd., M.Si
NIP. 198908312018031001

DECLARATION SHEET

I truly state that this undergraduated thesis assignment is purely the result of my own work and no work has ever been done to obtain an applied degree at the State Polytechnic of Bengkalis, and to my knowledge there are also no works or opinions that have ever been written or published by other people, except where the source is stated in writing and in the references.

Bengkalis, 11 Februari 2021



Muhammad Rido Kurniawan
5404171096

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

Nama Mahasiswa : **Muhammad Rido Kurniawan**
NIM : 5404171096
Dosen Pembimbing : M. Alkadri Perdana, B.Sc., M,Sc
Institusi Mahasiswa : Politeknik Negeri Bengkalis

ABSTRAK

Penelitian ini bertujuan untuk mengetahui penerapan komunikasi bisnis yang diterapkan pada toko antariksa elektronik Selat baru, Kendala yang dihadapi dan solusi dari kendala tersebut. Penelitian ini menggunakan metode deskriptif kualitatif yaitu menjelaskan secara sistematis dan tergambar secara tepat dan jelas. Teknik pengumpulan data yang dilakukan dalam penelitian ini yaitu dengan menggunakan wawancara, observasi, dan dokumentasi. Hasil dari penelitian yang telah dilakukan menunjukkan bahwa melalui 7 faktor komunikasi bisnis yang ada, yaitu Completeness, Conciseness, Concretness, Consideration, Clarity, Courtesy, Correctness telah diterapkan pada Toko Antariksa Electronik Selat Baru. Kendala yang dihadapi dalam penerapan komunikasi bisnis di toko ini adalah terdapat pesaing dengan target pasar serupa, kurang fokusnya pembeli dalam mendengarkan pesan yang disampaikan, Kurang nya modal, Serta akibat pandemi Covid-19. Solusi menghadapi masalah tersebut adalah dengan memperbaiki layanan, menyisihkan hasil pendapatan, dan tetap melakukan penjualan dengan media whatshapp.

Kata Kunci: Toko Antariksa, Komunikasi Bisnis.

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

Nama Mahasiswa : **Muhammad Rido Kurniawan**
NIM : 5404171096
Dosen Pembimbing : M. Alkadri Perdana, B.Sc., M,Sc
Institusi Mahasiswa : Politeknik Negeri Bengkalis

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.

DEDICATION SHEET

The main thing of all ..

Praise be to Allah SWT who has given His grace and mercy so that I can complete this thesis properly and on time. I dedicate this simple work to the most precious person in my life:

To my dear Father and Mother ..

Thank you countless without counting I say for all your love and affection, effort, and also prayers that you always devote to me in completing this thesis. Hopefully, you will always be given health and strength to be able to witness my struggles, and hopefully one day you can be proud of the results that I have been fighting for so far.

My friends ..

To all my best friends and friends, thank you profusely for the support, enthusiasm, motivation, and prayers that you have always given me so far in the process of completing this thesis.

My thesis supervisor ..

Mr. Alkadri Perdana, B.Sc., M.Sc as my thesis supervisor, thank you very much, for your guidance during the guidance process that has been passed, so much advice and learning that you has given to me in the process of completing this thesis, thank you for your patience and assistance in guiding me so far.

PREFACE

Assalamu'alaikum Wr.Wb

Alhamdulillahirobbil'alamin, thanks God for the presence of ALLAH SWT who has bestowed blessings, mercy, taufik, pleasure, rizki and his gifts to the author. Prayers and greetings continue to be poured out to the Prophet Muhammad SAW and his family and friends. In the end, the author can complete the thesis with the title " Analysis of the Application of Business Communication in improving sales of Electronic products at Shop Antariksa Electronics Selat Baru".

The writing of this thesis is intended to complement one of the academic requirements to obtain a Bachelor's degree in the Department of Business Administration, Bengkalis State Polytechnic International Business Administration Study Program. During the study and in the preparation of this thesis, the author has received assistance, guidance and direction from various parties. Therefore, with humility the writer would like to thank:

1. Mr. Johny Custer, M.T as the Director of State Polytechnic of Bengkalis.
2. Mr. Armada, S.T., M.T as Deputy Director I of State Polytechnic of Bengkalis.
3. Ms. Yunelly Asra, SE., MM as the Head of the Department of Business Administration.
4. Mr. Hutomo Atman Maulana M.Si as the Head of International Business Administration Study Program
5. Mr. Al Kadri Perdana, B.,Sc.,M,Scas the supervisor of the International Business Administration thesis assignment.
7. All lecturers and employees of State Polytechnic of Bengkalis who have collaborated in the lecture process until the preparation of this thesis assignment.

8. Alm. Mr. M. Hamidi, SE., MM as the Late - Head of the International Business Administration Study Program.
9. Especially for my father Abd.Wahab and my mother Tumini beloved who have provided a lot of support for prayer, time, energy and material to help and provide convenience during the lecture process and hopefully all of them will get a reward that is appropriate with Allah SWT.
9. To all my friends who always give encouragement in completing this thesis assignment.
10. Friends in arms of State Polytechnic of Bengkalis, especially the International Business Administration Study Program, thank you for your support and cooperation when completing this thesis assignment.

The author realizes that in the preparation of this thesis report, it is still far from perfect, both in terms of preparation, language, and writing. Therefore, the authors really expect constructive criticism and suggestions to become a reference for writers in the future. Hopefully this thesis report is useful for the writer and the reader.

Wassalamu'alaikum Wr. Wb

Bengkalis, 2021

Muhammad Rido Kurniawan
NIM. 5404171096

TABLE OF CONTENT

COVER	I
APPROPAL SHEET	II
VALIDITY SHEET	III
DECLERATION SHEET	IV
ABSTRACT	V
DEDICATION SHEET	VI
PREVACE	VII
TABLE OF CONTENT	IX
LIST OF TABLE	XII
LIST OF FIGURE	XIV
LIST OF APENDICES	XV
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Formulation Of the Problem	2
1.3 Purpose of the Study	2
1.4 Significance of the Study	3
1.5 Scope and Limitation of the Problem	3
1.6 Writing System	3

CHAPTER II LITERATURE REVIEW	5
2.1 Related Study PenelitianTerdahulu	5
2.2 Literature review	6
2.2.1 Definition of Business Communication.....	6
2.2.2 Basic Forms of Communication	7
2.2.2.1 Verbal Communication.....	7
2.2.1.2 Non-Verbal Communicatiosn	8
2.2.3 Principles of Business Communication.....	9
CHAPTER III METHODOLOGY AND COMPLETION	
PROCESS	11
3.1 Location, Time and Object of Research.....	11
3.1.1 Research Location.....	11
3.1.2 Time	11
3.1.3 Research Objects.....	11
3.2 Types and Sources of Data	11
3.2.1 Data Type.....	11
3.2.2 Data Sources	11
3.3Data Collection Techniques.....	12
3.4 Data Analysis Methods	12

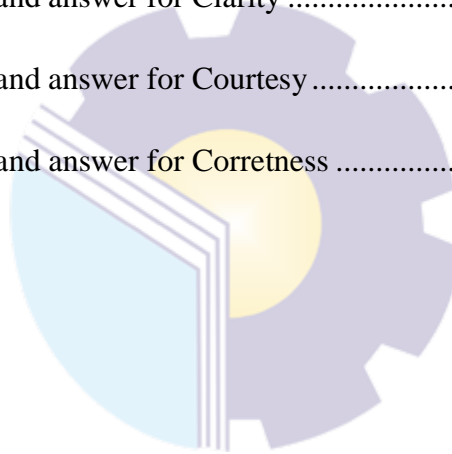
3.5 Types of Research.....	13
CHAPTER IV RESULT AND DISCUSSION.....	14
4.1 The new Strait Electronic Space Shop	14
4.1.1 The Development History of the New Strait Electronic Space Store	14
4.1.2 New Strait Electronic Space Shop Products	16
4.1.3 Product Prices for the New Straits Electronic Space Shop	22
4.1.4 Human Resources at the New Strait Electronic Space Shop	23
4.2 Discussion.....	24
4.2.1 Application of Business Communication at the New Straits Electronic Space Shop.....	24
4.2.2 Obstacles in the Application of Business Communication at the New Strait Space Shop	28
4.2.3 Solutions in Facing Constraints in Implementing Business Communication at the New Strait Space Shop...	29
4.3 Limitation of study	30
CHAPTER V CONCLUSION AND SUGGESTION.....	31
5.1 Conclusion.....	31

5.2 Suggestion	32
REFERENSI.....	32
APPENDICES	33



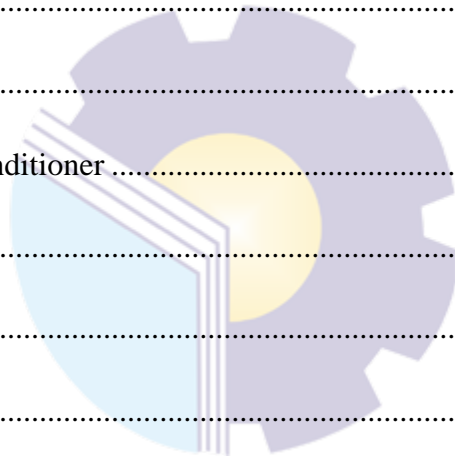
LIST OF TABLES

Table 4.1 List product	22
Table 4.2 Space Shop Human Resources.....	23
Table 4.3 Indicator and answer for Completeness.....	24
Table 4.4 Indicator and answer for Conciness	25
Table 4.5 Indicator and answer for Concretness.....	25
Table 4.6 Indicators and answer for Consideration	26
Table 4.7 Indicator and answer for Clarity	26
Table 4.8 Indicator and answer for Courtesy	27
Table 4.9 Indicator and answer for Corretness	28



LIST OF FIGURES

4.1The New Strait Electronic Space Shop	14
4.2New Strait Space Shop Owner.....	15
4.3 Television.....	16
4.4Washing Machines	17
4.5Refrigerator	17
4.6 Dispenser.....	18
4.7 Laptop	18
4.8 Rice Cooker.....	19
4.9 Cooling Air Conditioner	19
4.10 CCTV	20
4.11 Blender	20
4.9 Fans	21



LIST OF APPENDICES

Appendix 1: Interview Guidelines	33
Appendix 2: Interview Transcript	35
Appendix 3: Documentation of researchers with shop owners Antariksa Electronics Selatbaru.....	38
Appendix 4: Antariksa Electronic Store Selat Baru.....	38



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.

CHAPTER II

LITERATURE REVIEW

2.1 Previous Research / Related Theory

This previous research has become one of the writer's references in conducting research so that the author can enrich the theory used in examining the research undertaken. From previous research, the writer did not find research with the same title as the author's research title. However, the authors raised several studies as references in enriching the study material in the author's research. The following is previous research in the form of several journals related to the research conducted by the author.

Research was also conducted by Epharim Okoro (2017) “ The Impact of Interpersonal Communications Skill on Organizational Effectiveness and Social Self-Efficacy: A synthesis. In this study the researcher used a qualitative descriptive research method, namely analyzing the impact of interpersonal communication skills on organizational effectiveness. The results showed that interpersonal communication skills carried out in the organization had a very good impact.

Research conducted by Megawati, Sri Nuringwahyu, Dadang Kridanto (2019) "Application of Business Communication in Increasing Sales of Health Products at PT. Risky Putri Kasih" used a qualitative research method with a focus on business communication applied within the company. Based on the results of research on the application of business communication by PT. The son of love is carried out directly through personal sales and utilizing social media in providing product information to consumers. Application of business communication implemented by PT. Risky Putra Kasih produces an effect in the form of knowledge for customers about quality, prestigious products. The knowledge obtained by customers is expected to have an impact on actions in the form of purchases so that ultimately it can increase sales.

Research was also conducted by Hayu Lianti (2018) " The Effect of Integrated Marketing Communication, the Image of a Cellular Operator Company on Sales Volume at PT. LBC Kendari" This research uses quantitative methods with a research focus on 45 samples as customers of the company. This research results in which integrated marketing communication has a positive effect on sales volume at PT.LBC Kendari. Then the image also affects the sales volume at PT. LBC Kendari.

2 .2 Literatur Review

2 .2.1 Definition of Business Communication

According to Purwanto (2011), business communication is communication used in the business world, including various forms of communication, both verbal communication or non-verbal communication to achieve certain goals. Basically the communication business is divided into two things: verbal and non-verbal.

Understanding communication involves least two or more people, and the message transfer process can be performed using means of common communication used through oral, written, or signals nonverbal. In practical world, known also interpersonal communication (interpersonal communication) and cross-cultural communication (intercultural al/cross-cultural communication), in addition to business communication (business communication).

According to Ullen (2015) Megawati, Sri wahyuni and at al. (2019) Business communication has a specific purpose in the process, which is to provide understanding or convince other parties who have an impact on taking an action or action.

This business communication can take place between employees / staff of an organization or other people outside the organization. If the communication is an order to subordinates, of course the communication takes place within the organization. However, if there is a notification to the wider community, of course the communication will take place with people outside the organization. Business

communication can also occur from one organization to another. One company communication that takes place between one organization and another.

2 .2. 2 Basic Forms of Communication

According to Purwanto (2011), In basic her there are two basic forms of communication in the business world, namely the verbal and nonverbal communication. Verbal and non-verbal communication is the basis for conveying messages, here are the basics of communication, namely:

2 .2.2.1 Verbal Communication

Verbal communication is a form of communication to convey business messages to other parties, both written (written) and oral (oral). This verbal communication has an orderly structure and is well organized, so that the purpose of delivering business messages can be achieved properly. In the business world, some examples of verbal communication are: delivery of messages via letters , memos, modern communication technology, leadership meetings, employee briefings, job interviews, and presentations.

Effective business communication is very dependent on one's skills in sending and receiving messages. In general, to convey business messages, one can use written or spoken words, while to receive business messages, one can use hearing and reading.

1. Speaking and Writing

Oral communication is relatively easy, practical (efficient), and fast in conveying business messages. In general, for business people, the delivery of business messages in writing is relatively rare. Very important and complex messages are more accurately executed in writing in the form of letters , memos, and reports, each of which is described in more detail.

2. Listening and Reading

Effective communication is communication that goes both ways. To do this required listening skills (*listening*) and reading (*reading*) was good. While listening and reading are different things, they both require a similar

approach. The first step is to record information, this is useful for capturing the point of the conversation or reading. Next is interpreting and assessing information. This step is the most important part of the listening process. Furthermore, an information filter is carried out which aims to decide which information is important and which is not.

2.2.2.2 Nonverbal Communication

Based on anthropological theory, before humans used words, they used nonverbal communication in body movements, *body language* as a tool to communicate with other people. Simple examples of nonverbal communication: the attitude of someone spontaneously frowning, facial changes, or unintentional, unplanned flickering of eyes. Another example, when you get the news that your favorite child is the only one who gets an award as the first winner in a national or international competition How did you react at that time? Happy and emotional, or seeing the expressions on the faces of your colleagues who face problems, distress or those who are happy or happy.

Nonverbal communication is more spontaneous than verbal communication when it comes to delivering a message. In general, before conveying something, someone already has a plan about what to say. The expression of a person, both happy and sad, is part of nonverbal communication.

In the business world, nonverbal communication can help determine a person's credibility and leadership potential. In other words, a manager (leader) in a business organization must also be able to become a communication or good.

2.2.3 Principles of Business Communication

Murphy and Hildebrandt in Purwanto (2011), formulate 7 principles that must be upheld when conducting business communications. These seven principles are summarized in the acronym **7C**. These principles are:

1. Completeness, which means we must strive to be able to provide as complete information as possible to those who need it. Because complete information can build trust and certainty in the recipient of information.

People usually seek information because they are facing uncertainty, the presence of complete information will make people feel certain. In addition, incomplete information often raises questions and makes communication ineffective.

2. Conciseness, which means that communication is packaged using clear, concise and concise words. The full information stated above must be conveyed in clear, concise and concise packaging. Thus, it becomes easy for people to understand what we communicate. No need to frown to understand what the information conveyed means.
3. Concreteness, which means the message communicated is structured specifically and concretely, not abstractly. Often we get abstract information as reflected in the sentence "improving the standard of life" or "improving quality". Actually, we can make this sentence concrete. We can, for example, make concrete improvements in the standard of life with the sentence "increase in income", "increase in education level" or "increase in health".
4. Consideration, which means that the message conveyed must consider the situation of the recipient / communicant. We studied the receiver variable earlier. In conveying business information, it is important for us to know who the communicant or recipient of the information is. We consider well who or where our communicants are.
5. Clarity, which means the message communicated is arranged in sentences that the communicant can easily understand. This will be related to the principle of communication as a sharing process. The information we convey should be recipient-oriented, so that we make the information as clear as possible so that the recipient can understand it. The information conveyed is not at all to show the intelligence or educational level of the communicator, so words that show the communicator's educational level are chosen by using lots of terms or jargon that confuse the recipient.

6. Courtesy, which means courtesy and manners are important things in communication which is a form of appreciation to the communicant. Courtesy is an important part of communication. With politeness people will respect and sympathize with us. Politeness in language, politeness in attitude and politeness in behavior are important and inherent parts of human communication.
7. Correctness, which means the message communicated is made carefully. For example, written messages are made with attention to grammar and for spoken messages are conveyed with attention to the communicant. Accuracy and thoroughness will enable us to detect early when there is an error in the packaging of the information we have prepared for our business communication activities.

2.3 Framework

framework of mind is a diagram that outlines the logical flow of a study. The following is the framework for this study as follows:

Business Communication	
1.	Completeness
2.	Conciseness
3.	Concretness
4.	Consideration
5.	Clarity
6.	Courtesy
7.	Corretness
Murphy and Hildebrandt in Purwanto (2011)	

Figure 2.1 framework
Source : *Processed data, 2020*

CHAPTER III

METHODOLOGY AND COMPLETION PROCESS

3.1 Location, Time and Object of Research

3.1.1 Research Location

The location of this research is done in the Antariksa Store Selat Baru, Bengkalis

3.1.2 Time

When the study was conducted is completed *pe n* *gerjaan* proposal that is on the August up to Desember 2020.

3.1.3 Research Objects

According to Sugioyono (2018), the object of research is "Scientific goals to obtain data with specific purposes and uses about an objective, valid and *realistic* thing about a certain thing. In this study, the research object , namely Antariksa Electronic Store Selat Baru, Bengkalis

3.2 Types and Sources of Data

In this study using the type and source of data in accordance with the research needs. The following types and sources of data in this study are:

1. Data Type

The type of data in this study uses qualitative data. Qualitative data is data that is not in the form of a ratio scale, but in the form of a lower scale, namely nominal, ordinal or interval scales, all of which can be categorized, so that it is clear what will be compared in order to answer the problems that have been formulated.

2. Data Sources

Sugiyono (2018) of data sources can be seen use primary sources and secondary. Primary sources are data sources that directly provide data to data collectors, and secondary sources are sources that do not directly provide data to data collectors, for example through other people or through documents. So, in this study, researchers used primary and secondary data sources.

3.3 Data Collection Techniques

According to Sugiyono (2018), Data collection techniques are the most strategic steps in research, because the main purpose of research is to get data. Without knowing the data collection technique, the researcher will not get data that meets the established data standards.

According to Sugiyono (2018), There are two main things that affect the quality of research data, namely, the quality of research instruments and the quality of data collection. The quality of data collection is concerned with the accuracy of the methods used to collect data. In this data collection technique can be done by means of library research and field research.

Based on the explanation above Data collection in this research can be done in several ways as follows:

1. Interview

Interview is to conduct questions and answers with related parties to obtain information and data needed related to the brand image and product packaging design of the product.

2. Observation

Observation is making observations directly related to the factors that can increase the competitive advantage of each product.

3. Documentation

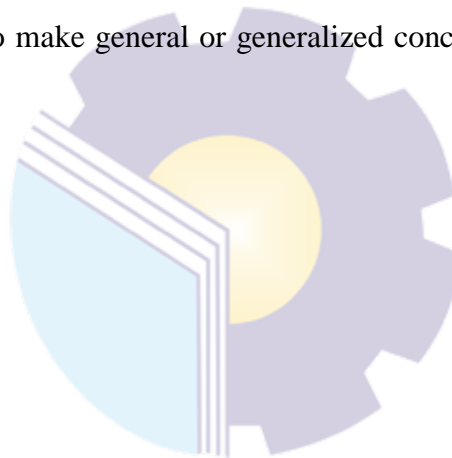
Documentation is done by searching and collecting data, information sources and materials obtained from books, literature, articles.

3.4 Data Analysis Methods

Data analysis method is a method or method used in data processing. The data analysis method used in this research is by describing or explaining the data that has been obtained during the research. Where the data is obtained in the form of sentences, words and pictures that can provide descriptions or explanations so that they are not in the form of calculating numbers.

3.5 Types of Research

This type of research is descriptive. Descriptive research is research that is intended to collect information about the status of an existing symptom, namely the state of the symptoms according to what they are at the time of the research without intending to make general or generalized conclusions (Hikmawati. 2017: 88) .



CHAPTER IV

RESULT AND DISCUSSION

4.1 Antariksa Electronic Store Selat Baru

An Antariksa Electronic Store Selat Barulocated on Jalan Jend. Sudirman, Selat Baru, Bantan District, Bengkalis Regency, Riau Province. This space shop is a business that sells items such as televisions , refrigerators, fans , air conditioners and others and also opens services to repair damaged electronic devices.

4.1.1 The Development History of the Antariksa Electronic Selat Baru store

Antariksa Electronic Store Selat Baru was founded by Mr. Risman approximately 10 years ago since 2010. This Electronic Space Shop sells various electronic products needed by the surrounding community. The products sold by the Space Shop are televisions, refrigerators, washing machines, fans, air conditioners, blenders, dispensers, CCTV. The purpose of establishing this business in the Antariksa Electronic Selat Baru to meet the needs of electronic products for local residents so that they do not have to bother going to Bengkalis to buy electronic products while the Antariksa Store already sells them.



Figure 4.1 The New Strait Electronic Space Shop
Source: dokumentasi

Before this space shop developed, Mr. Risman initially never thought of opening this business because he had no experience at all in the business field. But with determination and strong conviction Pak Risman tried to establish this business. Initially, this shop did not sell electronic products but only sold electronic repair services for damaged electronic products to be repaired. However, over time and on the basis of requests from local residents who gave advice to sell electronic products, this space shop started selling various kinds of electronic products according to market conditions in the Selat Baru and its surroundings.



Figure 4.2 Antariksa Electronic Store Selat Baru Owner

Since 2015 until now, following the times Mr. Risman has developed his business by utilizing various kinds of business communications in promoting his products. Currently, there are 10 employees owned by the Selat Baru Electronic Space store, consisting of 1 cashier, 1 waiter, 6 technicians and 2 other people are couriers.

4.1.2 Antariksa Electronic Store Selat Baru Products

The products sold by the Antariksa Electronic Store Selat Baru are as follows:

1. Television

Television is a mass media that has various functions. The function of television is as an information tool for people who need information both nationally and internationally. At the present time, television is one of the most important needs for the community, because television is a source of information and entertainment for the community, for example seeing news and watching movies. Here is one television product being sold:



Figure 4.3 Television
Source: Electronics Space Store

2. Washing machine

Washing machine is a tool that functions to wash clothes to make it cleaner and faster. In this day and age, washing machines are needed by all levels of society. because the washing machine saves more time in washing clothes. The following washing machine products are sold:



Figure 4.4 Washing Machines

Source: Antariksa Electronic Selat Baru store

3. Fridge / Refrigerator

A colloquially fridge is a popular household appliance that has a thermally insulated compartment and a heat pump (mechanical, electronic or chemical) that transfers heat from the inside of the refrigerator so that the inside of the refrigerator is cooled to below room temperature. Nowadays, refrigerators are very useful for storing and preserving food so that it can be used longer. The following kulkasa products are sold at the Antariksa Electronic Store Selat Baru:



Figure 4.5 Refrigerator

Source:Antariksa Electronic Selat Baru store

4. Dispenser

Dispenser is a household appliance that functions as a container for storing drinking water. The dispenser has the advantage of being able to make hot and cold water. by why many people who use it. dispenser products sold in this shop are:



Figure 4.6 Dispenser

Source: Antariksa Electronic Selat Baru store

5. Laptop

Laptop is an electronic item that has many functions. especially for the world of work the existence of a laptop or computer is very important. by because the store space saw the opportunity and dare to sell the laptop. the following laptops sold in this store are:



Figure 4.7 Laptop

Source: Electronics Space Store

6. Rice Cooker

Rice cooker is a tool that functions to cook rice faster using an electric center. besides that, rice cookers are very time efficient. for that rice cooker is a tool that must be in every resident's house. Here is one of the Rice cooker products being sold:



Figure 4.8 Rice Cooker

Source:Antariksa Electronic Selat Baru store

7. Air Conditioning

AC is a tool that aims to lower the room temperature so that the room is cooler. because the Bengkalis area is quite hot, AC is one solution to cool the room when the weather is hot. The following is a product that is sold in this shop :



Figure 4.9 Cooling Air Conditioner

Source:Antariksa Electronic Selat Baru store

8. CCTV

CCTV is a device that contains a camera that functions to monitor certain areas, for example, the area of the house, office , road and so on. The following are examples of CCTV products being sold:



Figure 4.10 CCTV

Source: Antariksa Electronic Selat Baru store

9. Blender

Blender is a tool that functions to smooth food ingredients. This process is usually done to make cooking spices or to make juices and other drinks. The following blenders are sold at the Antariksa store:



Figure 4.11 Blender

Source:Antariksa Electronic Selat Baru store

10. Fans

The fan is an electronic device that is mostly found in people's homes. the fan serves to cool the room from hot weather to make it cooler. The following are examples of fan products that are sold in this store :



Figure 4.12 Fans

Source: Antariksa Electronic Selat Baru store

4.1.3 Product Prices for the Antariksa Electronic Selat Baru store

Price is the selling value that is determined on a product or service. as for the price list of electronic products from the Antariksa shop are as follows:

Table 4.1 List productAntariksa Electronic Selat Baru store

NO	NAME OF GOODS	TYPE / SIZE	PRICE
WASHING MACHINE			
1	SHARP 7 KILO	2 TUBES	IDR 1,950,000
2	SHARP 8.5 KILO	2 TUBES	IDR 2,250,000
3	LG 7 KILO	2 TUBES	IDR 2,275,000
4	LG 8 KILO	2 TUBES	IDR 2,650,000
5	PANASONIC 7 KILO	2 TUBES	IDR 1,950,000
TV			
1	SAMSUNG	LED / 32	IDR 2,950,000
2	LG	LED / 32	IDR 3,150,000
3	SONY	LED / 32	IDR 3,350,000

FAN			
1	MASPION	STAND FAN	IDR 375,000
2	MIYAKO	STAND FAN / EP404	IDR 320,000
3	PANASONIC	STAND FAN	IDR 350,000
REFRIDGERATOR			
1	TOSHIBA	1 DOOR / 185 LT	IDR 2,200,000
2	PANASONIC	1 DOOR / 185 LT	IDR 2,450,000
3	SHARP	1 DOOR / 185 LT	IDR 2,350,000
DISPENSER			
1	MIYAKO	PORTABLE	IDR 350,000
2	MASPION	COMPRESOR / 730	IDR 450,000
BLENDER			
1	MIYAKO	GLASS	IDR 285,000
2	YONG MA	GLASS	IDR 450,000
3	PANASONIC	101	IDR 500,000
CCTV			
1	CAMERA 2 MP HV	HIKVISION	IDR 450,000
2	DVR 4 CH HD	HIKVISION	IDR 1,250,000
LAPTOP			
1	ACER DUAL CORE	14 "	IDR 6,500,000
2	HP CORE I3	14 "	IDR 7,850,000
RICE COOKER			
1	MIYAKO	2 LITERS	IDR 285,000
2	YONG MA	2 LITERS	IDR 600,000
3	PANASONIC	2 LITERS	IDR 600,000
AC COOLING ROOM			
1	SHARP A 5UCY	1/2 PK	IDR 3,850,000
2	POLYTRON PACO5VX	1/2 PK	IDR 3,750,000
3	SHARP A 9UCY	1 PK	IDR 4,350,000

Source: Antariksa Electronic Selat Baru store

From table 4.1 above, it can be seen that the products and prices at the Antariksa Electronic Selat Baru store. The price of the products offered is starting from Rp. 285,000 to Rp. 7,850,000. as for the price set is the market price at which the space shop doesn't take too much profit.

4.1.4 Human Resources at Antariksa Electronic Selat Baru store

Every company needs employees as personnel who carry out every activity in the company organization. Employees are the most important asset that has a huge influence on the success of a company. Without sophisticated engine

company can still continue operating manually, Will however without employees, the company will not be able to run at all. There are also employees who are owned by the Antariksa Electronic Selat Baru store can be seen in table 4.2 below:

Table 4.2 Antariksa Electronic Selat Baru store Human Resources

No.	Type of work	Number of Employee
1	Cashier	1 people
2	Waiter	1 people
3	Technician	6 people
4	Courier	2 people
TOTAL		10 people

Source: Antariksa Eletronic Selat Baru store

From table 4.2, it can be seen that the number of employees owned by the Antariksa is as many as 10 people, consisting of several types of jobs or professions. The first job is a cashier consisting of 1 employee who is on guard at the cashier desk, Second is a waiter consisting of one employee who has the task of serving buyers who come, The third part is technician consists of 6 people who have the task of repairing damaged electronic devices, while the last one is the courier, the courier is in charge of delivering the goods ordered by the buyer.

4.2 Discussion

4.2.1 Application of Business Communication at Antariksa Electronic Selat Baru Store

Business communication is a very important tool in the company. Business communication applied in the company can support growth for the company. Business communication itself is an activity needed to provide information to consumers. The purpose of business communication itself is to influence the nature and the amount of consumer demand for products offered from the company. Electronic Space Shop Using Application of 7 business communication principles applied to this shop, namely:

1. Completeness (complete information)

Completeness means that the store or company must strive to be able to provide as complete information as possible to the parties in need, namely to buyers or consumers.

Table 4.3 Indicator and answer for Completeness

Indicator	Answer
Completeness	stores always provide complete information about products to buyers

Source : Processed data, 2020

Based on the table above, the owner of the Antariksa store reveals that the shop always provides complete information to buyers regarding the price, product quality and guarantee of the product.

Because complete information can build trust and certainty in the recipient of information, namely buyers or consumers. People usually seek information because they are facing uncertainty, the presence of complete information will make people feel certain. In addition, incomplete information often raises questions and makes communication ineffective. by reason that the company should be able to provide business information completeness.

The means used in applying the completeness business communication principle are book of Product :



Figure 4.13 Book of Product

Source: Antariksa Electronic Store Selat Baru

Based on the results of interviews and visits to stores, the form of media that is used or implemented in conveying a complete message is to use the product book of electronic goods, which in the book contains a very complete explanation of the product tentacles.

2. Conciseness (Brief and clear)

It means that the communication packaged by the store or company must use clear, concise and concise words.

Table 4.4 Indicator and answer for Conciseness

Indicator	Answer
Conciseness	store always provide information briefly and clearly

Source : Processed data, 2020

Based on table 4.2, the owner of the Antariksa Electronic revealed that the shop always provides short information, not long-winded in explaining so that the information submitted can be easily understood by potential buyers The full information stated above must be conveyed in clear, concise and concise packaging. Thus, it becomes easy for people to understand what was being communicated. No need to frown to understand what the information conveyed means. Conciseness can affect comforts and fluency in providing service to every customer.

The means used in applying the completeness business communication principle are :

a. Product Classification Book



Figure 4.13 Book of Product
Source: Antariksa Electronic Store Selat Baru

The same thing with the Completeness media used in the application of the Conciseness principle is also to use the product book of electronic goods, which in the book contains a very complete explanation of the product terms. So that shop assistants can convey messages briefly and clearly following the guidelines in the product specification book.

b. Product Brochures

Brochures are one of the media used in implementing business communication at this store. Where brochures are given to buyers who come so that buyers can read them to determine which products to buy. In the last few months this shop has not been providing brochures due to lack of capital to print brochures.

Therefore, there is no brochure that can be presented in this thesis.

3. Concretness (Specific)

It means that the message communicated by the store or company is structured specifically and concretely, not abstractly.

Table 4.5 Indicator and answer for Concretness

Indicator	Answer
Concretness	messages given to consumers or buyers are always conveyed specifically

Source : Processed data, 2020

Based on table 4.3, the Antariksa Electronic owner reveals that he always gives specific information by directly asking potential buyers who come and immediately explain according to the questions submitted by the buyer. Providing specific information will give consumers a sense of joy so that consumers will be interested in the information conveyed and will influence them to buy products offered by the Antariksa Electronic.

The same thing with the Completeness and Conciseness of the media used in the application of the Concretness principle is also to use the product book of electronic goods, which contains a very complete

explanation of the product's terms. So that shop assistants can deliver messages specifically, namely messages that are delivered in a detailed and complex manner.



Figure 4.13 Book of Product
Source: Antariksa Electronic Store Selat Baru

4. Consideration (Situation)

This means that the message conveyed by the store or company must consider the situation of the recipient or communicant.

Table 4.6 Indicators and answer for Consideration

Indicator	Answer
Consideration	Before providing shop information, always pay attention to the condition of the buyer

Source : Processed data, 2020

From table 4.4 above, it is known that the Antariksa store always looks at the condition of the prospective buyer before delivering a business message to the buyer. In the space store, always pay attention to the condition of consumers, especially gender and age , for example, parents who come will be served according to their conditions, namely by providing information as clearly as possible.

In conveying business information, it is important for us to know who the communicant or recipient of the information is. We consider well who or where our communicants are. This is what is always applied to the new Straits Electronics Antarika store so that it is always good in the eyes of its customers or new consumers.

5. Clarity (easy to understand)

Clarity, which means the message communicated by the store or company is arranged in sentences that the communicant can easily understand. This will be related to the principle of communication as a sharing process. The information we convey must be recipient-oriented, so that we make the information as clear as possible so that the recipient can understand it.

Table 4.7 Indicator and answer for Clarity

Indicator	Answer
Clarity	the language used in conveying messages is Indonesian so that it is easy to understand

Source : Processed data, 2020

From table 4.5, the space shop owner explains that the shop in delivering messages or information always uses Indonesian even though there are buyers who come in their native language, for example Java language, but the shop explains in Indonesian so that there are no errors in message delivery.

The information conveyed is not at all to show the intelligence or educational level of the communicator, so words that show the communicator's educational level are chosen by using lots of terms or jargon that confuse the recipient.

The form of media used in applying the clarity business communication principle is :

a. Product Classification Book



Figure 4.13 Product clasificant book
Source: Antariksa Electronic Store Selat Baru

In implementing business communication to make it easy for buyers to understand, shop waiters use good and correct Indonesian using the product manual which is provided in Indonesian which is easy to read and convey to buyers.

b. Product Brochures

Brochures are one of the media used in implementing business communication at this store. Where brochures are given to buyers who come so that buyers can read them to determine which products to buy. In the last few months this shop has not been providing brochures due to lack of capital to print brochures. Therefore, there is no brochure that can be presented in this thesis.

6. Courtesy

Courtesy which means courtesy and manners applied by a shop or company is important in communicating which is a form of appreciation to the communicant.

Table 4.8 Indicator and answer for Courtesy

Indicator	Answer
Courtesy	good behavior and politeness is always prioritized by the shop assistant

Source : Processed data, 2020

Based on the table 4.8 above, the owner of Antariksa electronic Selat Baru said, The Antariksa Store always applies polite language in serving customers or buyers who come, for example, always saying greetings first to consumers who come to the store, "Assalamu'alaikum, Sir / Madam, I can help you". Courtesy is an important part of communication. With politeness people will respect and sympathize with us. Politeness in language, politeness in attitude and politeness in behavior are important and inherent parts of human communication. This can be seen from the past until now the antariksa store is still able to survive, it means politeness in conveying information conveyed by employees at Antariksa Electronic store according to customer wishes.

In applying courtesy, there is no media used in this application, it's just that shop owners press shop staff to always prioritize the value of politeness towards buyers who come to the shop. In addition to polite language, shop waiters also serve customers patiently and wholeheartedly, in addition to polite language, shop waiters also wear closed clothes where closed clothes look more polite and neat.

7. Correctness

It means that the message communicated by the store or company is carefully crafted.

Table 4.9 Indicator and answer for Correctness

Indicator	Answer
Correctness	thoroughness and accuracy in conveying communication is always done

Source : *Processed data, 2020*

Based on the table 4.9 above, the owner of Antariksa electronic Selat Baru said, always be careful in conveying messages for written messages, for example made with attention to grammar and for spoken messages conveyed with attention to the communicant. Accuracy and thoroughness will enable us to detect early when there is an error in the packaging of the information we have prepared for our business communication activities. This can be seen from the progress of the Antariksa shop which is still able to survive in the midst of an electronic market which is quite competitive, meaning that it is meticulous both orally and in writing in conveying the information conveyed by employees at the Antariksa Electronic store according to customer wishes.

Likewise, in applying the correctness, the media used is the product classification book. This accuracy is proven or empeled into a product classification book where the shop assistant explains about the product as much detail as possible to the buyer carefully so that the buyer can easily understand and are interested in buying the product being

offered. The following is a picture of the Electronic space store product classification book



Figure 4.13 Product clasificant book
 Source: Antariksa Electronic Store Selat Baru

4.2.2 Obstacles in the Application of Business Communication at Antariksa Electronic Selat Baru Store

Business communication at the New Strait Electronic Space store in implementing business communication there are several obstacles faced by the Antariksa Electronic Selat Baru store, namely:

1. There are competitors with a similar target market
 Obstacles faced by Antariksa Electronics Stores in the operations in which there is a competitor with a similar type of business that the target market is the same . This is one of the obstacles that must be faced by this Space Shop to be able to face the challenges of the fairly wide electronic market in Bengkalis.
2. Lack of buyer focus
 The obstacle faced by the Antariksa Shop in implementing business communication is where the buyers do not really listen when it is explained that most of them are busy with other activities, for example using cellphones for this, the delivery of information is less effective and the buyer asks again and the waiter has to repeat the same answer again .

3. Lack of Capital

Capital is one of the most important things in the business world. Currently, the Antariksa Shop experiences a lack of capital, where the Antariksa store cannot employ more than one servant staff as a result, the application of communication that is implemented has not been fully implemented. Then the Space Shop was also unable to make advertisements for example brochures and so on because of lack of capital.

4. As a result of the Covid-19 Pandemic

The impact of Covid-19 caused a decrease in the purchasing power of the public and the Antariksa Shop also felt that during the Covid-19 pandemic season, it was very rare for people to visit to buy the products offered so that business communication was not effective.

4.2.3 Solutions in Facing Constraints in Implementing Business Communication at Antariksa Electronic Selat Baru Store

From the obstacles faced, the New Straits Electronic Space Shop has a way or solution to overcome these problems, namely:

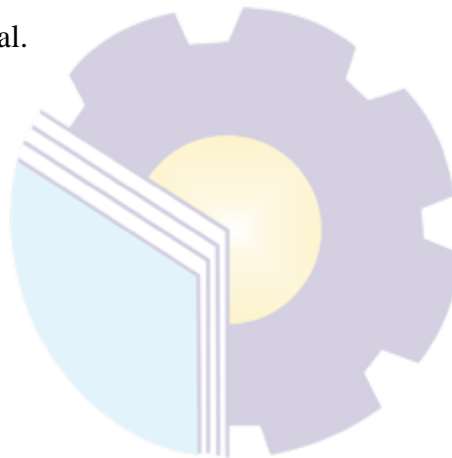
1. Antariksa Electronic store continues to improve service quality , product quality by procuring products whose brand quality has been guaranteed.
2. So that the message conveyed can be heard properly by the shop's enders will try their best to give the best and convey the message even better. and will hold supporting facilities such as making brochures about existing products.
3. Antariksa store as much as possible set aside the sales revenue they get for the purposes of developing and increasing sales of their products.
4. In order to keep making sales, the Antariksa Shop party promotes the sale of their products using the internet media, namely WhatsApp.

4.3 Limitation of study

Limitations of research while conducting research in the field, there are many possible factors that will influence the results of the research. However, to

produce generalizations, efforts are made to minimize the various factors that reduce the meaning of the research results achieved. Some of the limitations of the study include:

1. In this research, the limitation of the research lies in the research object which is only carried out at the Antariksa electronic.
2. The data or information collected is very limited due to limited research time.
3. Lack of information due to limited time in research and interviews
4. which cannot be obtained because it does not exist, for example sales data of buyer data
5. lack of media used in implementing business communication due to limited capital.



CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

From the results of the analysis and discussion previously described, this study draws the following conclusions:

1. The application of communication carried out at the electronic Space Shop is to provide messages or complete information (Completeness), Communication using clear words (Conciseness), the Space Shop conveying messages or specific information (Concreteness), Then before conveying messages or information first the shop sees the condition of the consumer (Consideration), Then the communication used uses language that is easy to understand and understand (Clarity). Finally, the Space Shop is always careful in conveying messages, either direct messages or written messages (Correctness).
2. Constraints or obstacles faced by the New Strait Electronic Space Store in implementing business communication, namely: There are competitors who are similar in selling electronic products, lack of attention from shop visitors who stop by to listen to messages sent by waiters, capital deficits or costs to increase human resources and providing supporting facilities such as making brochures and so on and as a result of the Covid-19 pandemic which has resulted in reduced purchasing power by the community.
3. The solution to dealing with obstacles in the application of business communication at the New Straits Electronic Space Shop is that the Space Store continues to improve service levels and procure quality products , waive sales revenue and continue to make sales using Whathapp media.

5.2 Suggestion

Based on the research results and conclusions above, the authors provide the following suggestions:

1. With the many competition with the same type of business, it is hoped that the Space Store will remain focused on its target market, persist in good product quality and add quality products at affordable prices .
2. The Space Shop needs to find investors or find sources of funds to overcome any lack of capital or costs.
3. With the conditions during the Covid-19 pandemic, it is hoped that the Space Shop will be more active in promoting their products through electronic media , newspapers , the internet and so on, so as to create wider market opportunities.



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APPENDICES

Appendix 1 : Interview Guidelines

Pedoman Wawancara

ANALISIS PENERAPAN KOMUNIKASI BISNIS PADA TOKO ANTARIKSA ELEKTRONIK SELAT BARU

Gambaran toko

1. Sejak kapan usaha ini bapak dirikan?
2. Bagaimana sejarah berdirinya toko antariksa elektronik ini ?
3. Berapa jumlah karyawan yang bapak miliki?
4. produk elektronik apa saja yang dijual di sini?

Penerapan Komunikasi Bisnis

1. Apakah toko antariksa ini menerapkan komunikasi bisnis pak?
2. (Completeness) apakah toko selalu memberikan informasi secara lengkap tentang produk kepada pembeli?
3. (Conciseness) apakah toko selalu memberikan informasi dengan singkat dan jelas?
4. (Concreteness) apakah pesan yang diberikan kepada konsumen atau pembeli selalu disampaikan secara spesifik?
5. (Considerations) apakah sebelum memberikan informasi toko selalu mempertimbangkan kondisi pembeli terlebih dahulu?
6. (Clarity) bagaimana bahasa yang digunakan dalam menyampaikan informasi kepada pembeli?
7. (Coutesy) apakah berperilaku baik dan sopan selalu diretapkan pelayan toko dalam menyampaikan pesan atau informasi?

8. (Corretness) apakah kecermatan dalam menyampaikan komunikasi selalu dilakukan?
9. apakah ada hambatan atau rintangan dalam menerapkan komunikasi bisnis di toko antariksa ini pak?
10. bagaimana solusi utnuk menghadapi masalah atau hambatan itu?



Appendix 2: Interview Transcript

TRANSKRIP WAWANCARA

ANALISIS PENERAPAN KOMUNIKASI BISNIS PADA TOKO ANTARIKSA ELEKTRONIK SELAT BARU

Assalamualaikum sir. My name is M.Rido Kurniawan, I am a student from the Bengkalis State Polytechnic. I am here to know a little more about the New Straits Electronic Space Shop because I took my thesis research at this Natariksa shop. May I ask some questions to you about this electronic space shop

Shop overview

Interviewer: When did you start this business?

Informant: *"I have established this business since 2010 about 10 years ago"*

Interviewer: it's been a long time, sir. Then how about the history of the establishment of this electronic space shop, sir?

Informant: *"In the early days of the electronic space shop, we did not sell electronic goods, but we only sell electronic equipment repair services such as repairing broken tvs, damaged washing machines and others. but over time I dared to try to sell electronic goods because of the advice and requests from the surrounding community, especially in the Selat Baru"*

Interviewer: I see, sir ... now how many employees do you have?

Informant: *"Until now we have 10 employees"*

Interviewer: then what kind of electronic products does this shop sell, sir?

Informant: *"at this shop we sell electronic products such as televisions, fans, washing machines, refrigerators, ac, cctv and so on. but we do not stock the goods at the store, the goods are there when the buyer ordered."*

Penerapan Komunikasi Bisnis

Interviewer: Does this space shop implement sir business communication?

Informant: *“yes, here we are implementing business communication so that we can compete with other electronics stores”*

Interviewer: (Completeness) does the shop always provide complete information about the product to the buyer, sir?

Informant: *“yes .. we from the store always provide complete information about the products we offer. in terms of price, quality and guarantee”*.

Interviewer: (Conciseness) Does the store always provide information briefly and clearly?

Informant: *“yes .. we apply the principle of not wanting to provide long-winded information to consumers, we try to provide the information as short and clear as possible”*.

Interviewer: (Concreteness) whether the message given to consumers or buyers is always conveyed specifically?

Informant: *“yes we implement it. If there is a prospective buyer, we immediately ask what item to buy and will send a message according to the buyer's question”*

Interviewer: (Considerations) do you always consider the buyer's condition before giving information?

Informant: *“Well, before we go to the buyer who comes first, we always look at his condition first, especially we look at the condition of his age and gender. If for example the parents come, well, we will serve these prospective buyers according to their conditions. that is, to provide information that is clear and easy to share”*

Interviewer :(Clarity) what language is used in conveying information to buyers?

Imporman: *“we in the shop always imply that if we convey something it must be in clear language and easy for buyers to recognize, although sometimes many buyers come in their native language, for example Javanese, but as much as possible we explain in Indonesian”*.

Interviewer: (Coutesy) is the shop assistant always dictating good and polite behavior in conveying messages or information?

Informant: *“That's the most important, we always hold fast that the buyer is the king, so we must always behave well and politely to the buyers of Rido so that they are impressed and want to come again to this shop at another time”*.

Interviewer: That's right, Sir, (Corretness) is the accuracy in conveying communication always done, sir?

Informant: *“yes we are always careful in providing information, our principle is to provide information as needed”*.

Interviewer: that's how it is, sir. Then are there any obstacles or obstacles in implementing business communication in this space shop sir?

Informant: *“For obstacles, yes, there are several obstacles in implementing this. The first is that the buyer mostly doesn't want to or doesn't listen to the explanation given so much that we ask again and we have to repeat the same answer, the second is the lack of labor in the marketing department of this shop”*.

Interviewer: what is the solution to the problem or obstacle?

Informant: *“the solution is that we try our best to serve them and convey the message they need as clearly as possible. then for the labor issue is we will do employee recruitment”*.

Interviewer: How can the solution unt uk encounter problems or obstacles?

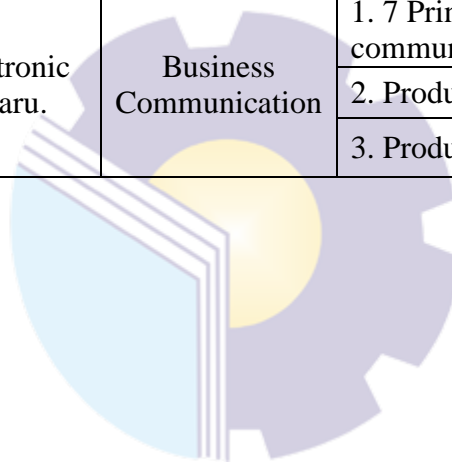
Informant: *“the solution is we try our best to serve them and convey the message they need as clearly as possible. then for the labor issue is we will do employee recruitmen”*

Appendix 3: Observation Guidelines

OBSERVATION GUIDELINES

**ANALYSIS OF THE APPLICATION OF BUSINESS
COMMUNICATION ON ANTARIKSA ELECTRONIC
SELAT BARU STORE**

Observation	Variable	Indicators
Antariksa Electronic Store Selat Baru.	Business Communication	1. 7 Principles of Bussiness communication
		2. Product
		3. Product Price



**Appendix 4: Documentation of researchers with shop owners Atariksa
Electronics Selat Baru**



Appendix 5: Antariksa electronic store Selat Baru



PERSONALIA SKRPSI/ WRITER BIOGRAPHY



1 Biodata Penulis

Nama : Muhammad Rido Kurniawan
NIM : 5404171096
Program Studi : Administrasi Bisnis Internasional
Alamat : Jl. H.Ibrahim Desa Muntai RT.001/RW.001
E-Mail : mridhokurniawan23@gmail.com
No.Hp : 0822-8400-1681

2 Biodata Pembimbing

Nama : Mr. Al Kadri Perdana, B,Sc.,M,Sc
NIP : 198409262019021010
Jabatan Fungsional : Dosen
Program Studi : Administrasi Bisnis Internasional
Alamat : -
E-Mail : -
No.Hp : -