

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The world of business is no longer limited by geographic boundaries. The business world is growing rapidly and significantly. Large companies are starting to conduct business activities and cooperation in other countries. To achieve success in business, it is not enough to have the ability to create products or services and market them widely. Companies must also cultivate positive relationships and trust with other business associates by making a good first impression in all business-related activities.

Establishing good relationships cannot be separated from the etiquette used by each individual and company. Patcher and Chowie (2013) stated that in today's competitive global business environment, simply doing your job isn't enough. To stand out, a businessperson needs to be competent, credible, and responsive. Success requires mastering etiquette skills such as connecting well with others, maintaining a professional appearance, and making others feel comfortable. Without these, a businessperson risks losing business, respect, and promotions. As well as Zator-Peljan (2013) argues that learning about a country's business etiquette before attending international business meetings is a topic of study that helps one adapt to a foreign environment and negotiate successfully.

Furthermore, a businessperson who has strong and trustworthy business relations can serve as a pillar for long-term business sustainability, as it offers benefits in various ways. Anaqi and Priventa (2024) stated that such relations support network expansion, customer growth, and access to funding, while also serving as a crucial foundation between buyers, sellers, and business partners. In other words, Rembulan (2020) stated that business relations can serve as a competitive advantage and a strategy to face competition. Therefore, business people must be able to adapt and position themselves effectively in their interactions, regardless of the business environment. Mastering both knowledge

and etiquette is crucial not only for experienced entrepreneurs but also for those who are just beginning their careers in the business world.

Etiquette is closely related to a person's civilized behavior towards other people. Etiquette appears when someone begins to build interactions and communication that creates respect for other people so that the business environment becomes pleasant. This is not just for image purposes but how to create sustainable and peaceful relationships. Based on Deale & Lee (2019) cited by Fam et al (2019) defined that Business etiquette encompasses culturally influenced guidelines, manners, and behavioral norms, serving as a shared framework for interactions within business relationships in a specific region. Professional etiquette in the business world based on a Hubspot article written by Aja Frost 2022 includes workplace etiquette, table manners or meal etiquette, communication etiquette and meeting etiquette. Among all the different types of etiquette, communication etiquette is the most crucial, because whether or not relationships in business run smoothly is determined by good and clear communication skills so that all messages are conveyed both verbally and non-verbally. Communication etiquette must be mastered by every businessman, especially in-person etiquette or business meeting etiquette.

In-Person etiquette or business meeting etiquette, plays an important role in providing a positive impression and lasting professional interactions. People tend to judge other people from the first meeting they have, such as the manner of introduction, dress code, greeting, punctuality and the business habits they have according to the place where the business activity occurs. Business etiquette is influenced by cultural differences and norms from one place to another and from one country to another.

Moreover, when business is conducted globally, a general understanding of the local culture is essential to understand the etiquette that exists in that place. This allows someone to communicate properly in diversity. Thomas (2017) stated that understanding cultural differences and how people from different origins are respected is crucial as firms increasingly operate on a global scale. Culture contains complex things in terms of rituals, language, traditions, pattern of

attitudes and rules that are used for every human being. Relationships between humans, even groups and organizations, build culture by themselves through communication that is carried out daily. Every culture becomes an important and valuable attraction to define each country.

ASEAN countries have become the focal point as a region with rapid economic growth. According to Farhana (2022) stated that The Association of Southeast Asian Nations is a geo-political and economic organization founded by countries in the Southeast Asian region on August 8, 1967 in the city of Bangkok (Thailand). The aim of the formation of the ASEAN stated in (The ASEAN Declaration) or Bangkok Declaration, according to the ASEAN-Indonesia National Secretariat, one of which contains "Accelerating economic growth, social progress and cultural development in the Southeast Asia region". Jakarta, CNBC Indonesia, data from the International Monetary Fund (IMF) in its October 2023 reports that estimates global economic growth of 3.5% in 2022, 3% in 2023, and 2.9% for 2024. Meanwhile, the Asian Development Bank (ADB) estimates that the Southeast Asian economy will grow 4.6% in 2023 and 5.0% in 2024. The fast-growing economic growth of Southeast Asian countries makes it the main target for investment, Foreign Direct Investment (FDI) or foreign direct investment funds towards Southeast Asian countries or those included in the Association of Southeast Asian Nations (ASEAN) group has relatively increased every year. This is proof that countries in ASEAN are the main destination as places of fairly high business activity.

Since companies operate across ASEAN countries, the main challenge that arises is cultural differences that influence perceptions, decisions and interactions in business. Sometimes it cannot be denied that there must be misunderstandings in cross-cultural communication with people of different cultures, according to Sahadevan (2021) stated that the propensity to assess and interpret behaviors and messages via the prism of our own culture; as a result, we could label something as "good" or "bad" without fully comprehending the motivation. Not everyone understands and is capable of adapting to every culture that exists in other people's countries. In fact, many people experience culture shock, making them

surprised by the new environment which ends up causing pressure on them. The research conducted by Faliza & Fahrizal (2022) shows that "expatriates", foreigners who work outside their home country, have a number of reasons for resigning their jobs before they finish them, one of which being culture shock and a low level of cross-cultural adjustment and adaptation. In addition, this does not only happen to business people, but also happens to young people, especially students who study abroad. Culture shock can lead to misunderstandings, conflict, or even failure in communication. Realizing this problem, it would be pleasant for students and business people to learn more about the culture of other countries, especially the basic etiquette. People tend to overlook basic etiquette, and they often don't realize it. What one person may find normal; another may find offensive.

The study titled Executive Perceptions of Business Etiquette in Recent College Graduates by Kirby (2014) reveals a decline in business etiquette skills, particularly among younger generations. Business executives participating in the research noted that younger individuals tend to adopt a more casual approach in the workplace and often lack essential business etiquette skills. This situation stands in stark contrast to the practices of twenty or even five years ago, when the business environment adhered to higher standards of formality. These findings highlight the importance of mastering and applying etiquette in the business world to maintain professionalism and strengthen relationships among business stakeholders.

Business etiquette is important to learn as a basic knowledge before pursuing a career in the business world. The majority of marketing experts think that the curriculum at business schools should include etiquette instruction as well as active participation in its application and practice. This can build a sense of mutual respect among colleagues to create high work morale, thus impacting the achievement process. By learning proper business etiquette, individuals, especially vocational education students, are expected to be able to have basic etiquette competencies that will prepare students to become young business people who will face jobs in various places.

Intercultural business communication subject that studies business etiquette in general for study program English for business and professional Communications is one of the competencies that must be mastered by students. So far the learning process in class combined with discussions and questions and answers through presentations and explanations from lecturers, even though students are given a lot of business etiquette and culture material in the form of PDFs, journals and case studies, in fact showed that there are still many students in class who have not mastered these competencies to their full potential of learning process, due to almost all of the study program students have faced quite a lot of learning techniques and monotone media every day. So, the knowledge and messages contained are not conveyed properly.

The author attempts to find a solution to the problem; the learning activity did not use media that was interactive. Student need media in their learning, without the right media learning will not run effectively, more over the indicators they want to achieve will not be conveyed well. It would be better if we combine the advantages of technology that developed in the industrial era 4.0. So that learning can be more easily absorbed and attract attention. Creating technology-based learning media namely animated video development. By combining sound, action, various colors and information that is not long-winded and can be accessed at any time and easily, both during and outside of the lesson, making animated videos a unique way to be used in the world of education. Considering this fact, the Author tries to assist the teacher and the students by creating a business etiquette animated video for some countries in ASEAN. Finally, this an animated video is aimed at making students able to master the etiquette business properly.

1.2 Formulation of the Problem

1. How is to create an effective business etiquette animated video as interactive learning media for students of the English for business and professional Communications study program?
2. How are users' responses toward a business etiquette animated video?

1.3 Scope and Limitation Problem

Investigating the issues outlined above poses a considerable challenge for the Author due to the limited time and available resources. Consequently, the study focuses primarily on the problem of ineffective and monotonous learning media in the cross-cultural communication especially related to the business etiquette. Business etiquette in this research is categorized as part of social interaction in a business context. Social interaction encompasses how individuals communicate and engage with others in a professional environment, including greetings, dress code, introductions, punctuality, and the business habits in meetings. Another key focus is the insufficient knowledge regarding basic business etiquette in meetings or in person meeting. This study specifically targets students enrolled in English for Business and Professional Communication courses in fourth semester. The main objective is to create an interactive animated video on business etiquette, with a particular focus on five ASEAN countries: Singapore, Malaysia, the Philippines, Myanmar, and Thailand.

Focusing on these five countries allows the research to delve deeper into their specific business etiquettes, ensuring the animated video remains relevant and detailed. These nations are key players in ASEAN, with strong business operations, significant expatriate populations, and well-documented practices. Limiting the study to these countries also ensures a manageable and engaging video duration, preventing viewers from feeling overwhelmed.

Many Indonesians work and migrate abroad, especially to neighboring countries that have close ties with Indonesia, such as Malaysia, Singapore, Thailand, Vietnam, and Myanmar. ASEAN people often think of their cultures as similar, but while there are some similarities, each country has unique characteristics. A common mistake is to assume that business communication and etiquette across ASEAN countries are the same, hence, the author selected these five countries

Initially, this study was designed to create an animated business etiquette video covering five ASEAN countries, namely Singapore, Malaysia, the Philippines, Myanmar and Thailand. However, after entering the development

stage and media production process, the author found that the animation video took much longer than expected and required high technical skills in illustration, animation, and cross-cultural narration. Therefore, in order to maintain the quality of the content and the achievement of effective learning objectives, the scope of countries analyzed in the video was finally limited to only three countries. The selection of the three countries was not done randomly, but based on the results of a needs analysis conducted on students as well as consideration of the diversity of cultural characteristics of business etiquette. The countries chosen were Myanmar, Brunei Darussalam, and Singapore. Myanmar represents a hierarchical and traditional business culture, Brunei reflects Islamic values in a monarchical system, and Singapore displays modern, globalized business etiquette.

This study is concerned with create an animated video as a learning media that is easily accessible to students who are able to improve basic etiquette knowledge when conducting the first meeting on business activities carried out in some ASEAN countries, such as animations that show an explanation of how a businessman in the introduction he uses this emphasizes on how he uses language and then communicates with the appropriate tone of each country, for dress code, the animation explains how to dress up in a polite and professional manner that is used by the country, for greeting, the animation shows how to greet properly that emphasizes non-verbal actions that exist in the country, for punctuality, the animation explains how everyone in each country appreciates the punctuality in doing business or not, and finally the habits in doing business, the animation explains what habits are used by each country that emphasizes the exchange of business cards and others that are optional.

1.4 Purpose of the study

According to how the problem was formulated previously, the purpose of this study is listed Below:

1. To create a business etiquette animated video as an interactive learning media
2. To find out the user's responses to the business etiquette an animated video

1.5 Significance of the study

This research contributes in the form of references and views in the learning process and the world of education that are of value to the following parties.

1. For students

Specifically, this study will provide insight and preparation on how to communicate well across countries, especially business etiquette in some ASEAN countries.

2. For lecturers

In this regard, this study is expected to provide knowledge to lecturers or teacher about animated learning media, as well as its use as an alternative media in delivering business etiquette materials.

3. For the researcher

After conducting this study, the process and results provide experience and knowledge that are very useful for researchers in developing animated videos, besides increasing the researcher's interest in conducting further research.

4. For further development

This study covers information for researcher that will be helpful for future discussions, especially in developing video animation as a learning media for education.