Business Communication Skill Model Based on Internet of Thing (IoT)

A Rozalena[1], **M Sulaeman**[2], **S Mulyati**[3] and **H Gunawan**[4]

[1]Financial Administration Study Program, Politeknik Piksi Ganesha, Bandung, Indonesia
[2]Company Management Study Program, Politeknik Triguna Tasikmalaya, Tasikmalaya, Indonesia
[3]Finance and Banking Study Program, Politeknik Triguna Tasikmalaya, Tasikmalaya, Indonesia
[4]Information System Study Program, STMIK IM, Bandung, Indonesia

*alen.rozalena@gmail.com

Abstract. This research is to construct business communication skills model based on Internet of Things (IoT). Business communicators need soft skills and hard skills. They are expected to increase marketing and network growth of customer markets in all industry lines. The purpose of this study are, (1) to describe the Internet of Things (IoT) based communication skills model; (2) to find out some new professions with the required communication skills in the business world. The methodology of this research is descriptive qualitative with the paradigm of analyzing literature through blog content and the appointment of informants using purposive sampling techniques. Researchers used document analysis with data analysis techniques using the interactive model of Miles and Huberman. The results of this study found, (1) the concept of communication skills that are able to realize a business communication model on an internet basis; (2) communication skills indicate the existence of activities in creating message designs with high creativity through internet-based work.

1. Introduction

The existence of digital-based information technology has strengthened the communication function to socialize with the surrounding environment. In fulfilling its business communication activities, companies need interesting information services that are easily accessed by consumers. For managers and business communication practitioners, the realization of this service can strengthen the tagline or brand of products to be easily recognized.

The company's strategy that began to change the orientation of the website with a marketing strategy through internet marketing media fostered a new pattern for the connection between companies and consumers. Business models in companies oriented to maximize the application of the Internet of Things (IoT) gave birth to product models in the form of goods, products as services and products with service integration. Most retail businesses create pattern opportunities for this consumer is to show an increasingly open lifestyle.

On the other hand, the business pattern established by retail companies has, in fact, generated consumer programmatic consumption. Consumers are given the choice to be able to enjoy a variety of products and services, both in galleries, boutiques, and even stores through an internet connection system in their respective homes. This connection connects the lifestyle of consumers with automatic ordering. Marketplace is starting to indicate that every service has a visual search feature in its shopping application. This shows that retail companies are changing their way of approaching consumers digitally, so that consumers' needs can be met as naturally as the traditional market situation.

In addition, marketing information that also presents information transactions between individuals globally can be accessed instantly. Business information plays important role in determining the course of the packaging process in digital business communication technique. Therefore, to contribute to the professional world, employees, sales, even managers must support the development of technology and the speed of information needs. Business communicators need to improve communication skills according to the IoT platform.

Business communication has elements which are the organization of organizational communication. Therefore, in the process, every business communication activity always starts with a set goal. The purpose of business communication is no different from the purpose of communication in general, such as informing, influencing and educating and entertaining. The purpose of business communication must also be in line with the achievement of organizational / institutional goals, both formal and informal, including social [1].

Business communication allows the exchange of information that occurs at least two or more people. The message of business communication in the form of ideas, opinions, information, instructions is the content of the message which varies depending on the purpose, situation and conditions that the source will convey to the audience, personal or non-personal. Channels or media that may be face-to-face or through radio / television broadcasts that reach many audiences simultaneously. Symbols or signals are tools or methods that can be understood to convey or exchange messages. Symbols can be positive or abstract; signals can be verbal or nonverbal as long as the message being conveyed is well understood. Finally, in the process of business communication the company wants to achieve organizational goals.

1.1. State of the art

The media is an indirect communication channel that allows messages to be sent, even though the sender and recipient of the message are not simultaneously present to communicate. In the business world, media is an inseparable part of the idea of marketing, promoting and building good relations with consumers. The development of media communication with technological sophistication now, adds flexibility for businesses to find easier, cheaper and more flexible ways to communicate their products. The media is a tool or a means to send messages that can be people, materials, equipment that is able to condition a person to obtain knowledge, skills and attitudes from various sources that he meets. In other words, communication media refers more to a device called an indirect communication channel.

Some media are used as channels for interpersonal, group, public and mass communication. Examples of general media can be seen in the daily use of business people such as pamphlets, brochures, banners, telephones, telegrams, facsimiles, and the internet. In subsequent developments, information technology has become the most intimate friend for business people in communication. Although telephone and facilitation machines are still in use, it is difficult to avoid communication without involving the internet to connect with many individuals, groups and companies throughout the world. The internet, which includes telephones, televisions and computers, makes the internet an inevitable choice. Through mass media, it is possible for individuals to share business information and use their services to talk and write business.

Use of the internet in any media or tool used by business content fillers is oriented to the encode-decode communication model which was first introduced by Wilbur Schramm inspired by Ryan A. Osgood's Theory. This communication model is circular, which then Schramm adds to the concept of the field of experience as things that influence the understanding and interpretation of messages in the communication process.

Destinatioan has the same position as source in the Osgood method. Osgood stated every individual in the communication process is seen as a complete communication system that fits the Shannon and Weaver model. Osgood then reconstructed Shannon's model as he called it the communication unit consisting of the sender and receiver of the message. In this case, Osgood emphasizes the social situation of communication by explaining that some adequate models require at least two communication units, namely the source unit (speaker) and destination unit (hearer). The two systems are connected by a single system called a message. In connection with the above, the message as part of the total input of a source unit, as well as also a part of the total input of the destination unit [2].

2. Method

This research method uses a qualitative approach through document analysis, in the form of digital and printed information sources. The object of this research is business communication skills with digital concepts. The subjects of this research are also individual informants or informants involved in the process of digital business activities. Data sources in this study are documents and literature. Data collection techniques are done through non-participant observation and analysis of documents obtained from the sharing of resources, both primary and secondary. Data analysis is one important step to look at research findings. In this study an interactive analysis model [3]. In this analysis model consists of (1) data collection, both primary and secondary, (2) categories and data reduction, namely the form of analysis that sharpens, chooses, focuses, discards, arranges data in a way in which final conclusions can be drawn, (3) data model (data display) / defines the model as a structured collection of information that allows the description of conclusions and actions taken, and (4) conclusions / verification of conclusions.

3. Discussion

Media and the Internet Internet of Things (IoT) is believed to be a technology that increasingly influences the business performance of various lines of organizational activity. Digital transformation made possible by utilizing this technology. IoT has also been seen from various multinational companies in various other parts of the world. Its use is seen in the activities of the production division of producing, packaging and distributing products through the use of machinery in the company with technical monitoring. For the human resources division, attendance tools and assessment applications can control the efficiency of company resources directly and remotely. For the financial division, the alarm system in the application and the alarm monitoring of the company's asset performance through the internet network, both electronic mail adrift,

The presence of IoT provides a challenge for digital communication skills. Marketing information, product sales, managing product campaigns are all organized with digital media. The customer and customer relationship features that appear in their responses can minimize and recognize crisis management. Content creators, bloggers, editors and writers can more easily choose content and modify the creativity of business strategies and content marketing. The IoT implementation provides business communicator motivation with the flexibility to manage the community with digital media from various countries and circles. This censorship and web or mobile application helps performance more efficiently and effectively.

3.1. Innovation experience and consumer expectations

Companies get a new sensation at the time of internet usage by exaggerating its functions in other strategic work. This shows an increase in customer retention and loyalty. Companies are no longer passive and rely on social media, however provide relevant offers and personal services regarding products and goodwill. In connection with communication in industrial services, this service will be important in organizational interactions [4].

Even a trip to the grocery store involves a service encounter that has implications both for the grocer's profits and for your mood for the rest of the day. Thus, it is a little surprise that popular business publications to the importance of service. This tendency means there is a transformation in customer

interactions, namely the presence of the experience they provide to customers and consumers in terms of interaction. Customers and companies will be connected continuously (continues connected). Shopping style model and easy payment and in the form of virtual money. Products include sensor systems.

Various companies that provide better experiences and expectations to their customers, at the same time create efficiency for the company. That also encourages various companies today, not only in the retail sector.

3.2. Transforming the six pillars of empowering human resources

The IoT era involves transformation on six main pillars, namely 1) empowering employees, 2) customer interaction, 3) optimizing company operations, 4) transforming with products, 5) new services or business models with data and cloud computing, 5) managing distribution, and 6) creativity in disseminating business information.

The six pillars of empowering human resources demonstrate the transformation of products and business models in the birth of culture retail innovation. Managing the production process and developing new products to suit valuable marketing priorities. In the field of marketing, sales are very helpful in marketing their products and they can also save in terms of cost and time in marketing their products. Many things they get through selling and marketing through the internet so that they can freely offer consumers to all corners of the world without limits. In addition, it is also very helpful for them in promoting or selling by giving words on the website where it is in the form of persuasion so that they are interested in buying products [5].

3.3. Internet based communication skills

The IoT makes creativity in product design, sales, operations, product distribution, marketing, finance, is the company's knowledge in building digital intelligence based on learning and innovation skills. The tendency to expand business potential breeds new processions based on communication skills based on human resources. They are required to convey and receive messages according to their context based on their skills.

Communication skills are activities based on ideas and thoughts either verbally, in writing, or nonverbal messages. The company will choose its business context with the aim that listeners can receive messages accurately and effectively through internet-based business support tools.

Here are some business communication skills to support digital verbal and written business activities.

- Managing a crisis or profession as Chief Services Officer (CSO).
- Isseminating the contents of the company's public relations activities to social media, both youtube, blogs, Twitter, Facebook, and others. His profession is digital Public Relations (Digital PR).
- Manage daily social media content, such as Twitter, Facebook Fanpage, Instagram, Youtube, Line Official, website, etc.
- Plan advertisements on various social media channels that are in line with company needs.
- Design every aspect of recruitment, orientation, and work experience for the organization, including satisfying and pleasing employees and candidates.
- Fill the website in the form of text or text, audio, video, images, photos and anything that needs to be published.
- Write content that is relevant for the purpose displayed on the website. Every website has its own target audience and needs content that is suitable to the target audience. A content must contain things that can attract readers to visit certain websites.
- Content creators can send tweets or upload photos on Instagram, or make videos on Youtube.
- A variety of video creators that you can choose yourself.

- Controlling all of the company's social networking content.
- Make text or text that aims to promote a product or service.
- Increase the volume and quality of traffic traffic through search engines to certain websites by utilizing the mechanism of action or search engine algorithm (SEO Specialist). m. making data visualizations that convey complex information to the reader so that it can be understood more easily and quickly. The process of making infographics is called data-visualization, information design, or information architecture.
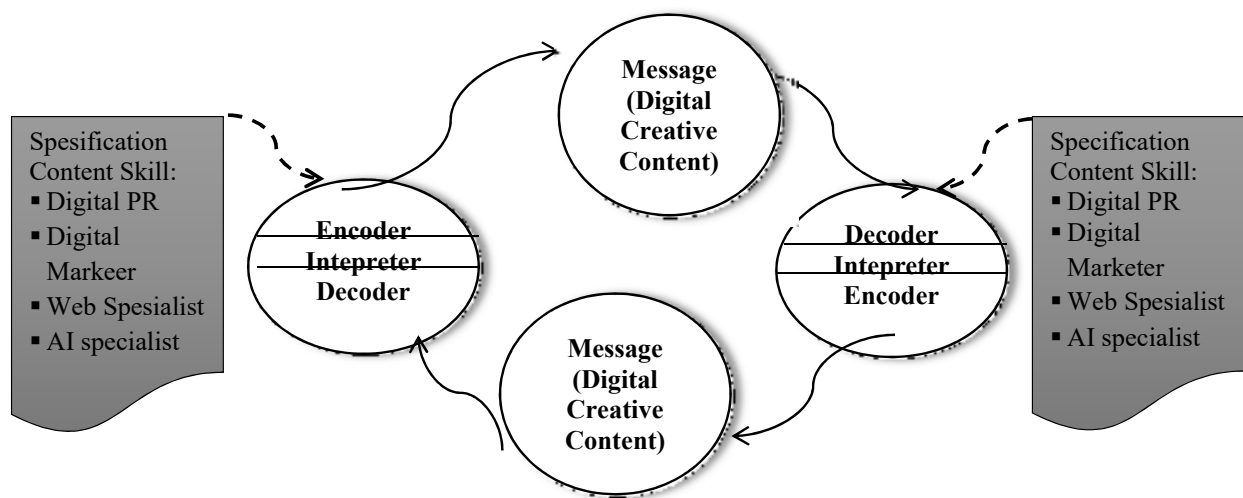

Figure 1. Construction of the business communication model based on the Schramm and Osgood communication models

The business communication skills model based on IoT is a circular model with a creative personal approach by strengthening competencies in content writing skills, composing text and creating multi-dimensional audio visuals. The choice of business communication media on the basis of the internet through a network of consumers and customers with an approach to the dissemination of information quickly but massive.

4. Conclusion
- This study shows that the concept of the internet facilitates business people to introduce, market, and develop customer relationships integrated. In this case, communication skills through several skills support the principle of collaboration with the tools used, so that interactive communication and opens a global network.
- Communication skills indicate the existence of activities in creating message designs with high creativity through internet-based work. Some of these skills require employees or sales to be able to adapt and compete in the industry, thereby supporting the acceleration of production and information dissemination.

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