

Effectiveness of Entrepreneurship Communication Skills in Business Group: Ethno-Andragogy Approach to Technical Vocational Education and Training

(Ethnographic study: Processed snacks in Sumbawa)

Andi Haris^{1,2}, Mokhamad Syaom Barliana¹, Didin Saripudin¹, Ade Gaffar Abdullah¹

¹ Universitas Pendidikan Indonesia, ² Universitas Samawa-Sumbawa

¹ Bandung, Indonesia, ² Nusa Tenggara Barat, Indonesia

andiharis7814@gmail.com

Abstract—The entrepreneurship communication skills in the business group are still a problem that must be solved in order to form communication effectively. The ineffectiveness of communication can be seen from the open group vision and mission, the reciprocal relationship between one member and another member, including the communication skills used by the group leader itself and influenced by adult education based on culture (ethno-andragogy). To find out the entrepreneurship communication skills in the business group from an ethno-andragogical point of view in Desa Penyaring, Kecamatan Moyo Utara, the researchers used a critical ethnographic research methodology that emphasized the in-depth interviews, observation, documentation and using audiovisual. The results of the study concluded that (1) the effectiveness of entrepreneurship communication skills built in the business group, namely the language used and the communication style; (2) the criteria for entrepreneurship communication skills in the business group, namely careful acceptance by members of the content of the message delivered; (3) the elements of entrepreneurship communication skills in the business group, namely interpersonal and intrapersonal through trust, openness, and elements of deliberation; and (4) the factors that influence entrepreneurship skills in the business group, namely personal and situational factors.

Keywords—*effectiveness; entrepreneurship communication skills; joint business groups; ethno-andragogy; TVET*

I. INTRODUCTION

A business group is strongly influenced by the quality of communication skills used by members with group leaders. Without the quality of communication skills used, the business group does not run in accordance with the group's vision and mission. Lakoy said that communication is needed to establish a relationship of mutual respect, respect for each other, in the framework of one goal to succeed in the work well (according to expectations for the progress of the business group) [1]. The failure in many business groups was caused by the lack of organized communication by the actors in the business group.

Effective communication between leaders and members is an important factor in achieving business group goals. Problems that arise due to lack of interaction/communication between members and chair of the business group.

A joint business group is a social group that is built on the awareness of the members and group leaders to interact with each other. Shared awareness can be influenced by the reciprocal relationship between one member and another member such as the same mindset, having the same political ideology, and the effectiveness of the communication used [2]. Awakening communication skills are a determining factor in the sustainability of a group to grow, develop and progress in line with common expectations. The process of communication that is conveyed to others who are involved, accepted, and understood and then approved of the idea is the idea of the mind being shared property [3].

Communication built by a joint business group is inseparable from the communication skills played by the head of the group itself. Every business group certainly has the purpose of communication effectiveness. According to Wahyudi that effective communication when (a) the message can be received, understood, and understood, (b) the message delivered by the speaker can be approved by the recipient and followed up with the attitude desired by the speaker, and (c) there is no significant obstacle [4]. Meanwhile, according to Anita that effective communication is characterized by good interpersonal relationships, which includes many elements [5]. With interpersonal relationships can grow and improve the relationship of quality communication. Asserts that interpersonal communication is a process of reciprocal communication that takes place between two or more people face to face, directly, and through personal contact [6].

Tubbs and Moss argued that communication is considered effective when the stimulus delivered by the speaker (group leader) is closely related to stimuli captured and understood by the recipient (the group members) [7]. Therefore according to Tubbs and Moss, there are five things that can be used as a

measure for effective communication built in a joint business group, namely (1) the existence of understanding, (2) the existence of pleasure, (3) can influence attitudes, (4) can improve relationships, and (5) have the same actions [7]. This view is in accordance with Gordon the sender of the message (group leader) wants the recipient of the message (group members) to receive, understand, welcome, use the message conveyed and provide feedback so that it can be said to be effective in group communication [8].

II. METHODS

Data collection techniques used by researchers in this critical ethnographic research are methods of in-depth interviews, observation methods, document methods, and using audiovisual methods [9].

The researcher used an interview protocol that was made in the form of a four- or five-page form containing several open questions. After finding an agreement between the researcher and the participant, the participants are asked to fill out an approval form so that there is no misunderstanding.

Researchers position themselves as full participants in the sense that researchers are fully involved with the community or joint business groups that are being observed in hopes of building closer relationships with joint business groups in society. In conducting observations, researchers record various aspects including the description of the informant, the physical environment, events, views, ideas, initial interpretations, solutions, and certain activities related to research.

During the research process, researchers can retrieve data through qualitative documents in the form of public documents (papers, newspapers, official reports, and reports from joint business groups) and private documents (diary, diary, letter, e-mail). From this document, researchers can obtain language and textual words from members of a joint business group.

Researchers use audiovisual methods in recording and recording all activities that occur. Data relating to audiovisuals in the form of photographs, videotapes, art objects, computer software, and films relating to joint business groups in the snack food processing industry.

The data presentation analysis model developed in critical ethnographic qualitative research is the description, analysis, and interpretation of joint business groups in the same culture [10].

III. DISCUSSION AND FINDING

Through an interpretive perspective, researchers present a series of facts to compile a series of stories from individuals or groups of joint ventures. The researcher develops a complete story with the plot and character in studying the joint business group that is interacting that follows the analytical framework or shows various perspectives through the views of the participants.

In this case, the sorting procedure is carried out quantitatively in critical ethnographic qualitative research. This analysis involves highlighting the specific material entered into the descriptive phase or displaying findings through tables,

graphs, diagrams, and materials. On the other hand, researchers make the taxonomic formation, namely making comparisons tables and developing systematic tables; or conduct analysis by comparing these cultural groups with others, evaluating the group in a standard standpoint and drawing on the relationship between the same cultural groups into a larger theoretical framework.

The last aspect is to interpret data about joint business groups in the same culture. This series is a step of data transformation in comparative interpretation so that it can draw conclusions from the data or switch to a theoretical framework that provides the basis for interpretive structures through expression.

From the results of interviews, observations, documentation, and audiovisuals that were followed up by researchers through description, analysis, and interpretation based on qualitative ethnographic research methodology, there were several findings found relating to entrepreneurial communication skills of joint venture groups in the Sumbawa District Filtering Village, namely the effectiveness of communication, criteria for effective communication, elements of effective communication, and factors that influence communication effectiveness.

A. *The Effectiveness of Joint Business Group Communication Skills*

The establishment of a good joint business group is a must that is expected by the group. Every business group certainly has the desire to progress and grow in accordance with the demands of the times. This desire will not work well when it is not accompanied by the communication skills possessed by each group of joint ventures. Group communication is truly a reflection and actions taken by the message given to the recipient of the message to be followed up according to his understanding. To build effective communication, group leaders need to use a variety of communication styles that they understand. Communication style is defined as a set of characteristic features of one's speech in the act of communication [11]. Style means a special way to receive messages, personal ways of interpreting messages; specific ways to express responses, feedback. Communication style is an indicator of how a person is structured with social world relations. The second communication style is an indicator of how to interpret information and trans shape that information into action behavior in social assessment.

Effective communication will be able to produce a change of attitude if the message can be accepted, understood and understood as intended by the message giver. Communication skills that are built cannot be separated from a style or model of communication used. Effective communication is not only needed to build the right channel between the head of the business group and group members but also needs to contribute implicitly to the overall performance of the joint venture group organization [12]. Communication of joint business groups must be considered as an important issue to encourage citizenship behavior of members of joint business groups.

With the aim of effective communication, it can provide convenience in understanding the message conveyed by the

message giver (group leader) to the recipient of the message (group members) so that the language used is clearer and more complete. Effective communication occurs when communicators and communicants have similarities in understanding, attitude, and language, for example, messages can be received, understood, and understood by members as intended by the message giver. According to Duta et. al, effectively communicating as a group leader depends on how we communicate well [11]. Communicate ideas, information, and expectations in various ways such as through speaking, through body movements and other body languages, and through written words are examples of effective communication. The head of the business group needs to be aware of how to communicate well because communicating effectively can help the chairperson have a "presence" in the group room of a joint business group to motivate members and facilitate learning related to production; can send messages.

B. Criteria for Effective Communication Skills of Joint Business Groups

Effective communication criteria according to joint business groups include when careful acceptance by members of the intended stimulation content by the group leader. Communication is said to be effective if members get a careful understanding of what is conveyed by the group leader [13]. Efficient communication in the workplace increases the importance of the success or failure of an organization, regardless of the specific activities carried out. According to Bourne important aspects of effective communication are (a) types of communication and specific tactics to ensure information reaches the intended goals, (b) clarity about the purpose of communication: defining goals, (c) improving messages through known factors about stakeholders such as their shares, interests, culture, personality and gender - message personalization; and (d) the ability to monitor and measure communication effectiveness by ensuring that planned communication is carried out and measuring the effectiveness of communication through direct communication [14].

Effective communication can train the use of nonverbal language well for members of joint venture groups, where non-verbal language is continuously used. Non-verbal language is related to the language of gesture, expression, hand, and others. In certain cases, this nonverbal language is very much needed in a joint business group. Communicates, consciously or unconsciously through the words of facial expressions, gestures and other actions that are part of humans [14]. More effective communication is not just from entering data, templates, and reports. The targeted communication strategy depends on the type of communication and consideration of the information needs of the stakeholders and the project and the project team. For this reason, effective communication can be achieved by joint business groups in the Filter Village with the highest degree of accuracy between the group leader and the members in each communication.

C. Elements of Effective Communication Skills of Joint Business Groups

In entrepreneurial communication skills, there is an element of interpersonal communication that fosters good interpersonal relationships, including through an open attitude/element. With an open attitude between members and group, leaders will have an impact on job satisfaction in a joint business group. In the process of interpersonal communication, the symbiosis between communication and relational development is reflected in the action, namely the effectiveness of communication depends heavily on the actions taken by the group leader after communicating with the members. Therefore, entrepreneurial communication skills are actions designed to reach a connection to influence, maintain interest functions, attitudes and other changes in activity, because they are never done without intention or desire to influence qualitatively and not quantitatively [15].

Besides that, the way to grow and improve interpersonal relationships in a joint business group is by way of attitude/element of trust. With the attitude of trust that we built can eliminate the gap between one member and another, including also eliminating the gap with the group leader. For that, Modrea said that the effectiveness of entrepreneurial communication is a specific form of human communication, the process of transmitting and receiving messages as knowledge, feelings, emotions, skills, abilities, attitudes, and activities [15]. This is based on the interpersonal relationships of group leaders and educated group members. This relationship relates to information, actions, situations, participation, influence, and adaptation. The language used by joint business group organizations is specific but is still completed by group members because there will be ideas used to be transmitted and followed by their implementation in practice. Every idea cannot be separated from the sender of the message, the recipient of the message, the content of the message and the delivery of the message in the right language so that it does not experience difficulties in implementing it [16].

The effectiveness of communication in the joint business group of the Penyaring Village in North Moyo District is very dependent on the actions were taken by leaders and group members to communicate. Such conditions are inseparable from intrapersonal and intrapersonal communication that was built into a group of joint ventures [17]. Without any action taken by the group leader to the members, the communication and relational development process will not work. So there is no very striking difference about the language communicated by the chairman and members of the business group together with the language.

D. Factors Affecting the Effectiveness of Joint Business Group Communications

Personal factors are one of the determining factors for good communication, because intelligence, emotion, and innovation ability are very closely related to the cognitive abilities of members including group leaders based on their culture. Because according to Ahmad view that the thoughts, feelings, and habits of leaders and group members are reflected through words and expressions in the form of the language of the joint

business group organization [16]. So that situational factors are very influential because they are related to the environment and technology. The environment requires the joint business group to survive the standardization that has been provided by the relevant agency including hygienic standards, raw material standards, halal certificates, and BPOM standards. To produce it clearly, at this time we are still using technology, that is, traditional tools have not used modern tools, so from the time point, they don't use a long time. Manopo asserted that as an organization must pay attention to human resources that are in accordance with what is expected to be able to be in line with technological developments and the demands of effective and efficient organizational activities [18]. Communication management in organizations is very important because it is able to create a climate that can shape the organization's work system. Neither the climate that is formed can influence the behavior of members in running the organization.

The communication factor that is built on building effectiveness in a joint business group is very much dependent on the intellectual ability of the joint venture group. But intellectuals must also be accompanied by the ability of openness and deliberation that reflects an attitude of mutual respect and respect (*saleng satingi*) between fellow group members. The intellectual ability in question is related to time discipline, task discipline, and discipline towards responsibility. The discipline at that time is reflected in the attendance and determination of entry and return from work, presence (attendance) in the office, and the determination of time in completing the work [18]. While discipline in the duties and responsibilities is reflected in carrying out the work that is charged and the responsibilities indicated by the optimal work results, obedience of the members of the business group to obey the ways of working that have been determined by the group organization, accept the duties charged, and the provisions to complete each job assignment given.

IV. IMPLICATION, LIMITATIONS, AND FUTURE RESEARCH

Based on the findings that have been described that the effectiveness of entrepreneurial communication skills in joint venture groups will have the impact, limits, and direction for future research.

The effectiveness of entrepreneurial communication skills in joint business groups will have an impact on the process of building communication between members and group leaders by involving several communication components such as personal, message content and message delivery media used.

The limits of the effectiveness of entrepreneurial communication skills in joint business groups are only focused on the effectiveness of communication, the criteria for effective communication, the elements of effective communication, and the factors that influence the effectiveness of communication.

The effectiveness of entrepreneurial communication skills in joint business groups certainly has hope in the future,

namely providing job satisfaction and comfort in work based on the local culture adopted by the joint business group organization. Thus, it will give birth to maximum income and can provide added value to the family economy, especially from women.

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