



“EFFECTIVE COMMUNICATION FOR BUSINESS TRANSFORMATION” WORKSHOP FOR ENTREPRENEURS

Oleh

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Abstract: *Through active collaboration between the Entrepreneur Hub Ministry of Cooperation and Small and Medium-Sized Businesses, business owners, and Japri Kreatif as the speaker, a participatory approach was taken to identify the primary business communication needs and develop local, context-appropriate solutions in the Bandung region. Workshops and group discussions are used to provide workshop participants with knowledge about improving communication skills to help their business reach its goals.*

BACKGROUND

Micro, Small, and Medium-Sized Businesses (SME) possess essential advantages in the economy, particularly in developing nations like Indonesia. As the primary economic advisor, SME provides significant advice regarding wage growth, profit sharing, and equitable economic distribution. In the Indonesian economy, the role of SME is extremely important, contributing significantly to the country's Gross Domestic Product (PDB), which rises by more than 60% or over Rp8.573 trillion year. In addition, SME serves as a resource for 97% of Indonesia's overall workforce, which consists of roughly 116 million people. Despite their great potential, SME often faces challenges in growing their business, particularly when it comes to implementing dynamic changes in the business environment.

Due to this, business transformation has become a must for SME in order to survive and grow in an increasingly competitive market with swift changes. In the context of SME, effective business communication is crucial and one of the most important aspects of the transformation process. However, many SME still face difficulties in implementing effective business communication due to many challenges, such as fluctuating daya and fluctuating knowledge. It is important for SME to pay attention to this need, so the Ministry of Cooperation and Small, Medium, and Enterprise Hub organized a workshop with the theme "Effective Communication for Business Transformation." Through this workshop, it is hoped that SME participants will get insight into the strategies, keterampilan, and ideas that they can apply to their business context. In this way, SME may more effectively adapt to changes, increase sales, and broaden their market and business opportunities.



METHOD

This workshop methodology covers a wide range of topics, from planning and execution to evaluation. The following passage will succinctly explain the steps involved in organizing and conducting the workshop. The ultimate goal is to provide them with comprehensive knowledge so they can be willing to carry out the activity as a whole, with an emphasis on the small business development in various regions.

In this workshop, the Entrepreneur Hub invites Dini Prathivi, Podomoro University lecture that is also a Founder of Japri Kreatif, to be a speaker at the "Grow and Sustain" workshop that will be held in Bandung on April 30, 2024, at Hotel Horizon Ultima. The workshop will be attended by 250 business owners who are primarily from Bandung and its surrounding areas that are heavily involved in agriculture. The talk on "Entrepreneurial Mindset" was given by Dr. Wisnu Sakti Dewobroto, Expert of Head of the Department of Cooperation for Small and Medium-Sized Enterprises. Below is an explanation of each step:

1. Planning

This first step serves as the foundation for the entire process. In the planning of the event, it is necessary to clearly state the goals of the workshop, such as raising participant awareness of the importance of business communication in the process of business transformation and providing a forum for exchanging knowledge and insights. Workshop theme should be carefully chosen so that they match the needs and interests of the participants. Agenda should be designed in this way to enable material to be taught effectively, according to available time.

2. Information and Needs Seeking

After the event has concluded, the next step is to gather relevant information and materials to address the workshop's needs. This process involves reading literature, conducting case studies, and attending related events that can provide insight into how to alter business and develop effective business communication strategies.

3. Partner Seeking

A good speaker and partner need to have relevant experience and knowledge in business transformation and communication. They must be able to clearly and concisely explain material so that it may be used by customers in the context of their business.

4. Material Writing

The preparation of materials by the advisors includes identifying the main topics that will be discussed at the workshop as well as creating informative and pertinent presentation materials:

- First, the speaker conducts a comprehensive analysis on the workshop topic and the needs of the participants. They identify the key issues related to business transformation and business communication that need to be discussed in presentations. This includes literature reviews, market research, and case studies that are pertinent to strengthening the arguments and understanding that are conveyed.
- Once the primary topics have been determined, the speaker can begin preparing the material. They use clear and systematic organization of



information and appropriate presentation techniques based on participant characteristics and workshop objectives. The presentation material should be presented in an understandable manner so that viewers can engage in productive discussion and ask insightful questions.

- During the process of creating the material, the speaker can also enhance the use of visual aids like slideshows, graphics, or videos to make the material more engaging and dynamic. They also ensure that the materials provided are relevant to the SME business context and can provide customers with valuable information and support.
- After the presentation material has been reviewed and approved, the examiner will proceed with a final review and correction based on input from the workshop participants or other relevant stakeholders. The final goal of this session is to produce informative, relevant, and engaging workshop materials for attendees, so they may maximize the benefits of this activity.

5. Presentation and Discussions

They set out time for questions and discussions before bringing up important points that have already been discussed and offering advice on how to apply those points in their own business ventures. The main goal of this presentation is to give participants insight into the importance of business communication in the context of business transformation. It also aims to provide information that participants may use in their own business context:

- a. Communication
- b. Communication in Business Context
- c. Communicating in Public Events
- d. How to Communicate in Tough Situations: Business Proposals and Handling Customer Complaints

6. Questions and Answers

In this session, the participant could engage in direct conversation with the other participants. After the presentation, the moderator gives the participants a chance to ask questions, share their experiences, and express their concerns about the discussed topic. It is important to ensure that questions are answered in a comprehensive manner and to facilitate productive dialogue between the examiner and the participant. The main goal of this session is to help participants understand the concepts that have been explained to them, as well as to facilitate information sharing and teamwork among participants. This will enable them to make more informed decisions and apply the concepts in their own business context.

7. Evaluation

An evaluation regarding the event's success is conducted. This evaluation includes a discussion of how the workshop's objectives were met as well as identification of areas that still require improvement in the future. In addition, student feedback is also very helpful in raising



workshop quality in the future.

8. Documentation and Dissemination of Results

Finally, documentation of workshop results needs to be done through photos, videos, and event notes. These results can be disseminated through reports that can be accessed by the general public or interested parties, so that the benefits of the workshop can be felt by more people.



Figure 1. Speaker Presentation Session



Figure 2. Opening on Entrepreneurial Mindset by Expert Staff

RESULT

The event ended well where three participants asked the speaker about the solution of a communication case in their business. The workshop was successful in presenting informative and relevant material. The conducting speakers are able to convey complex concepts in a way that is easily understood by participants, as well as illustrate with relevant real examples. In addition, the discussions that took place during the Q&A session showed a high level of engagement from participants, who actively contributed to the exchange of ideas and experiences.

Participants gain a deeper understanding of the importance of business communication in the context of business transformation, as well as skills that can be applied in the development of their respective businesses. From these results, it can be concluded that the workshop has had a positive impact in deepening participants' understanding of the



importance of business communication in the context of business transformation, as well as providing them with practical skills that can be applied in their respective business development.

DISCUSSION

In the context of the workshop "Business Transformation Grows with Effective Business Communication", the discussion included a review of the main findings and evaluation of the strategies implemented in the workshop. Participants, including speakers, speakers, and other stakeholders, considered how the findings could be applied in everyday business practices, as well as their potential impact on overall MSME development (Aprilia, et al. 2023)

Theoretical discussions relevant to the findings of community service results involve a review of the literature and the conceptual framework that supports the findings of the workshop. The participants may refer to the latest research and related theories that deepen understanding of the importance of business communication in the process of MSME business transformation. The discussion may also include mapping to best practices identified from a variety of sources, be it from the academic literature or the practical experience of the participants.

Thus, the discussion of the results of community service not only clarifies the workshop's findings, but also opens up space for deep reflection on the theoretical and practical implications of the findings. This is an important step in ensuring that the workshop is not only an event, but also a first step towards sustainable change in MSME business practices.

CONCLUSION AND ADVICE

Here are some suggestions that can be considered to improve the effectiveness of workshops and similar community service activities in the future:

- a. Development of More Specific Material: Compiling workshop materials that are more specific and focused on specific challenges and needs for MSME, so that participants can gain a deeper understanding and more practical solutions. Because as technology has developed, its features have been extended into a wider range of communication tools. In this day and age, social media is a big deal since people are always connected to their digital lives (Prathivi, 2023)
- b. Diversified Presentation Methods: Using diverse presentation methods, such as case studies, small group discussions, or simulations, to further enable participant participation and facilitate more interactive and engaged learning
- c. Provision of Post-Workshop Materials and Resources: Provide attendees with access to presentation materials, additional resources, and continued support after the workshop is over, so that they can continue to develop the knowledge and skills gained during the event.
- d. Network Strengthening and Collaboration: Encouraging the formation of networks and collaboration between participants, resource persons, and other stakeholders, so that they can share experiences, knowledge, and resources with each other to support the sustainable development of MSME businesses.
- e. Continuous Evaluation and Feedback: Conduct continuous evaluation of workshop



activities and gather feedback from attendees to identify areas for improvement and ensure that they can continue to evolve and increase their impact.

- f. By implementing these suggestions, it is hoped that workshops and community service activities held in the future can provide greater benefits for the development of MSME and overall economic growth.

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