

## Training in Business Ethics and Communication for The Barokah Samarinda Joint Business Group

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**Abstract:** This community service activity was carried out on December 9, 2023, which aims to provide training and guidance to the Bersama Barokah Business Group located in Dadi Mulya Village, Samarinda Ulu District, Samarinda City, about the importance of ethics and business communication in running a form of business. The method used is counseling and simulation (educational approach), namely in this activity, knowledge transfer is carried out and group discussions are also carried out about the importance of communication ethics in running a business. The result of this activity is that participants gain knowledge and understanding of the benefits they will receive when implementing communication ethics in running a business. From the results of the evaluation of implementation methods, usefulness and duration of training, training participants revealed that business ethics and communication were able to improve the skills of KUB members in providing maximum service, both internally and externally to customers.

**Keywords:** business ethics; communication; training

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### INTRODUCTION

Entrepreneurship enables economic growth through the use of innovation and creativity to improve and manage business operations (Zimmerer & Scarborough, 2004). Micro, Small, and Medium Enterprises (MSMEs) are expected to provide employment opportunities and economic empowerment; (4) creating new markets and sources of innovation; and (5)

enhance the welfare of society and individuals (Kurniawan, 2019).

In terms of their position, MSMEs have a strategic role in the Indonesian economy, namely: (1) as key players in various economic sectors; (2) as the largest providers of employment; (3) as important players in developing local maintaining the balance of payments through exports (Dewi, 2020).

Currently, the growth of MSMEs in the city of Samarinda is experiencing an increase, which has occurred post-Covid, providing side effects to various business sectors. MSMEs engaged in the culinary field, with a home industry scale, have become one of the options in running a business. However, not all of these businesses can grow into large enterprises. It all depends on what the business actors know and do in running their businesses.

The improvement of small and medium business performance is essentially influenced by the safeguarding of human resources. Entrepreneurs are individuals equipped with extensive knowledge, effective communication skills, and an entrepreneurial attitude, whether through education, training, experience, or mentoring (Setiawan & Putro, 2021). Entrepreneurial success requires effective communication skills, and almost 17% of performance depends on effective communication with customers (Rakib & Syam, 2010).

Business ethics and communication are very important in running a business; without them, the business will not grow. To achieve a healthy, appropriate, and profitable relationship between individuals, groups, or institutions, business ethics is the goal (Sari et al., 2022). A company cannot grow if it does not have a healthy, developing, and mutually beneficial relationship with its community (Hildawati, 2020). After using a good or service, a person's feeling, whether happy or disappointed, is called satisfaction, which is then compared to their expectations (Aditiya et al., 2022). Customer expectations can come from many things, such as market information, friends, and previous purchase experiences (Aditiya et al., 2022).

According to Fahmi (2021), business ethics principles include five things that

can make a business run well, which sellers must pay attention to: the first is autonomy, which means the ability to make decisions; the second is fairness, which means everyone must be treated fairly and objectively; the third is mutual benefit, which means all parties can benefit from each other; the fourth is moral integrity, which means that business people can maintain the company's good name; and lastly, honesty. If these five principles are applied effectively, MSMEs will gain profits in line with their primary goal, which is to earn profit or gain. Additionally, the business will be able to sustain itself for a long time.

In essence, the community has good business opportunities and can utilize much local potential (Anggreini et al., 2022). The Barokah joint business group, located in Dadi Mulya Village, Samarinda Ulu District, is a place where housewives gather. This group has been engaged in productive businesses despite being established for only about three years. Several businesses, such as Tempe Chips, Peanut Cookies, *Amplang*, Beng-Beng Mud Peanuts, Crispy Shrimp Crackers, and Catering Services, are managed by the Joint Business Group (KUB). This business group uses local raw materials for its production.

Dadi Mulya Village is one of the villages located in Samarinda Ulu District, Samarinda City. Dadi Mulya is one of the villages centrally located in Samarinda City, providing various ease of access in daily life. The distance between the Samarinda State Polytechnic Campus and the Barokah Joint Business Group is 8.3 km and can be reached using land transportation. The image below shows the estimated distance of the activity implementation from the higher education institution.

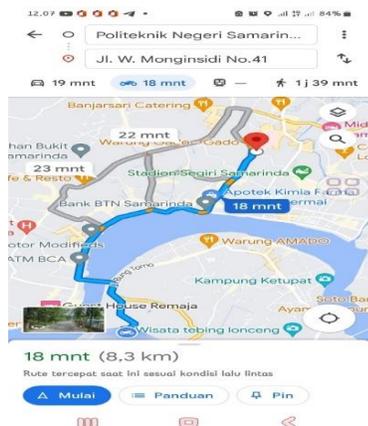


Figure 1 Partner location

Businesses such as *amplang*, ready-to-eat crispy shrimp crackers, and catering are managed by the Joint Business Group (KUB). Training or service in the Barokah Joint Business Group (KUB) is motivated by data obtained from an inspection conducted. This data shows that there are communication and ethics issues within and outside the KUB, both among business owners and with consumers. The inability to convey various matters in a structured, good, and correct manner is the main problem. Additionally, there is no desire to develop, and the ability to communicate verbally and nonverbally is very weak.

## METHODS

The methods used in this community service activity are education and simulation (education approach). Samsudin (1987) describes education as a non-formal education system that, without coercion, makes someone aware and convinced that the lessons taught will improve outcomes. The education techniques used are informative and persuasive communication. Service quality is very important to improve the quality of a company because poor service quality impacts the company's sales levels.

The technique of informative communication means delivering messages similar to "informing" or providing explanations to others. However, the persuasive communication approach is expected to result in interactive social interactions between the PKM Team and participants that are constructive, conducive, and dynamic during the activity. The goal of persuasive communication techniques is to make others willing to accept an understanding or belief and perform the expected actions. Satisfaction is a person's feeling of pleasure or disappointment caused by the comparison between their impression of the performance (or result) of a product and their expectations. Many factors can shape customer expectations, such as market information, friends, and previous purchase experiences (Aditiya et al., 2022).

## RESULT AND DISCUSSION

The Community Service Activity (PKM) in Dadi Mulya Village, Samarinda Ulu District, Samarinda City, East Kalimantan Province, was attended by 20 participants from the Joint Business Group. The Community Service Activity titled "Training in Business Ethics and Communication for the Barokah Joint Business Group in Samarinda" is divided into three stages. These stages are:

1. Preparation, analysis, and identification of training needs. The situational and problem analysis faced by the partners determines the training needs (Nurhalim & Puspita, 2021).
2. Implementation of training material presentation and group discussion.
3. Evaluation: An initial test, or pre-test, is given to measure participants' initial knowledge and abilities regarding business ethics and communication. A follow-up test is given after the

training to determine whether participants have gained better knowledge and skills. The pre-test and post-test are designed to evaluate participants' understanding and abilities before and after the training to determine the extent to which participants benefit from this training (Ni Wayan Wardani & Andika, 2021).

The stages of this activity include brainstorming, a problem-solving approach where participants identify the problems they face and bring these issues into the discussion. Brainstorming is a form of creative thinking that provides room for creative initiative (Yusuf & Trisiana, 2019). There is a difference between brainstorming and discussion. In discussions, an individual's opinion can be responded to, reduced, supplemented, or disagreed with by other participants, whereas in the brainstorming method, others' opinions are not to be responded to. The brainstorming process is illustrated in the Figure 2.



Figure 2 Group discussion

The work procedure carried out is as follows:

- 1) **Setting Goals:** For effective brainstorming, participants must know the main objectives of running the business. Therefore, before starting the activity, each participant must first determine their goals.

- 2) **Creating 5W+1H Questions:** After understanding the goals to be achieved, proceed to create 5W+1H questions. This step's purpose is for each participant to analyze each aspect that becomes a consideration in setting goals.
- 3) **Grouping Based on Backgrounds:** Participants are then asked to group themselves based on their backgrounds and continue with a group discussion (brainstorming) for 20-30 minutes.
- 4) **Appointing a Team Leader:** Each group then discusses and appoints a team leader who will be responsible for leading the discussion session. The selected team leader must also lead the discussion effectively and encourage participants to actively share their aspirations. During the discussion, all members should be given the opportunity to speak and express their opinions.
- 5) **Recording Discussions:** Every conversation and discussion result should ideally be recorded in the minutes of the meeting (MoM).
- 6) **Using Concrete Examples:** During the discussion, providing concrete examples will help participants understand the theory explained. These concrete examples are displayed in the form of images or videos.

The second method, In-Basket, asks participants to act based on various reports, memos, and other correspondence found specifically in the management basket. The in-basket method is also used in this training. All participants are asked to gather all necessary information or tasks. The participants' ability to set priorities, plan, gather information, and make decisions is assessed through this

method.

Once these training stages are completed, the evaluation results through pre-tests and post-tests can be seen in the Figure 3.

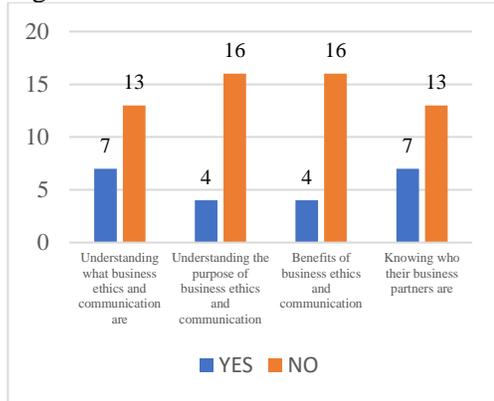


Figure 3 Pre-test results for 20 participants

The pre-test results show that out of 20 participants, it was found that they do not have sufficient knowledge about business ethics and communication (Figure 4).

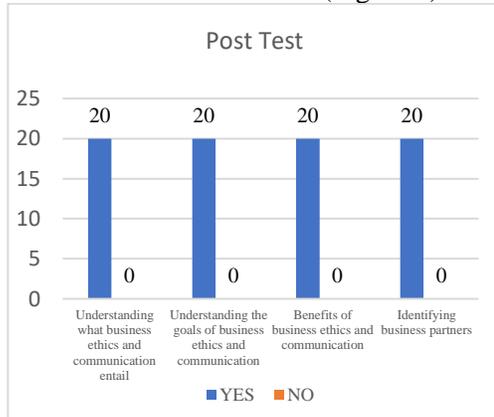


Figure 4 Post-test results for 20 participants

The post-test results indicate that following this training, using the established methods, there has been an improvement in the skills and knowledge of all participants. They are now capable of understanding the importance of ethics and communication in conducting business and are equipped to address both

internal and external challenges within their business group.

Internally, effective communication can foster long-term business sustainability within the business environment. Externally, it enhances the abilities of business actors to operate effectively with customers and other business partners. Effective communication assists companies in introducing new products, explaining product benefits, and persuading customers to make purchases (Ilham et al., 2021).

Effective communication in business requires adherence to the 7 Cs of effective sales communication: Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, and Correctness (Djugoraharjo, 2018). Therefore, the information, knowledge, and practical materials provided during this training can be directly applied according to the specific needs of each participant's business.

Following the training activities, a group photo session was held with the participants and the service team, which can be seen in the Figure 5.



Figure 5 Participants' documentation

## CONCLUSION

Based on the Business Ethics and Communication Training activities and evaluation results, it can be concluded that the improvement in knowledge regarding the importance of applying ethics in communication, both internally and

externally, is suitable for enhancing soft skills among business practitioners. Furthermore, understanding how to manage business systematically, including prioritizing tasks in line with ethics and communication in business, is crucial.

Lastly, knowledge of business ethics will foster good relationships among members of the Joint Business Group, leading to sustainable and productive business transactions.

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