

CHAPTER I

INTRODUCTION

A. Background of the Study

Globalization has turned the way the world runs business. To become successful, many leaders and managers involve their business activities both in local and international market. That is why nowadays many companies attempt to upgrade their business performance and ability to compete in global economy. The professional workers want to negotiate, buy and sell overseas, consider joint venture and adapt products for international market. All of these involve communication. Therefore communication has a significant role in business activities.

Before having further discussion about communication in business setting, it is substantial to know the definition of communication. Davidmann states that, "Communication is the sharing of information between two or more individuals or groups to reach a common understanding" (par.3). In business activities, it is very important that the employees should understand the information or ideas conveyed. Marty Blalock also believes that," Communication is the key to build trust, promote understanding, empower and motivate others" (par.15). For that reason, communication is crucial to business. Specialized business

knowledge is important, but it is not enough to guarantee success.

Communication is essential for effective functioning in every part of business activities. If there is no communication, employees cannot know what coworkers are doing, the teamwork cannot fully reach the goals.

When communication is effective, it tends to encourage better performance and job satisfaction. In other words we can say that every act of communication influences the business activities in some ways.

Communication helps the professional workers to accomplish all their activities at the workplace, so that the organization can achieve their goals and meet their challenge.

In a business meeting, communication takes an important role. It is crucial for all participants to understand the discussion in the meeting. If professional worker wants the other participants to understand his or her idea, he or she needs to be able to communicate it. Therefore, communication skills are vital. BNET (Business Networking) states that communication skills deal with the capability to speak in public, write reports, chair committees and meetings, and carry out negotiations (par.1).

Besides communication skills, our attitude and personality also determine our job performance and success. We can reach an agreement and we have a good relationship with our partners. These two aspects will also decrease misunderstanding and show our enthusiasm to cooperate with our business partners.

In the era of globalization, it is getting more common to conduct a business meeting with foreign business partners. Therefore, it is essential for professional workers to be aware of intercultural communication.

Considering the facts that effective communication is one of the important elements to become a successful worker, I have chosen to discuss effective communication in a business meeting as the topic of my term paper.

B. Statement of the Problem

Based on my apprenticeship program, I propose to analyze two issues related to effective communication in a business meeting. Firstly, I identify that there are three main problems that often arise in business meeting, which block effective communication. Secondly, I find that if the staff is not able to communicate effectively in a business meeting, he or she will not be able to be an effective communicator.

C. Objectives and Benefits of the Study

To find out the answer of two statements of problems, there are two objectives of writing this term paper. Firstly, it aims at identifying the problems that can occur in a business meeting. Secondly, this term paper is intended to figure out how to become an effective communicator to deal with the problems in a business meeting.

Benefits of the study:

1. For the students of Non Degree Programme, the Faculty of Letters Maranatha Christian University, especially those in English for Business or Tourism class. It is my expectation this term paper will give insight of how to improve their ability in communication skills for a business meeting and learn to build good relationships with others.
2. For the institution, this term paper can be a reference to study the importance of effective communication, especially in a business meeting.
3. As for myself, I believe that writing this term paper can enrich my knowledge about effective communication; I can also improve my ability to adapt with intercultural communication.

D. Description of the Institution

SEQUOIA CONTRACT WORKS, henceforth SCW is an interior design company. Stephen Zeffert and Mieko Zeffert founded SCW. It was established in Hawaii and then in 2004, SCW opened a new representative office in Jakarta that is located in Jl. Brawijaya IB/76, Kebayoran Baru, South Jakarta. This representative office has a function as a mediator that links the head-office in Hawaii with all suppliers within Indonesia.

At the moment, SCW has many projects of residential and luxury villas in Oahu, Hawaii. SCW completes the interior design, furniture, and accessories, which is 80 % manufactured in Indonesia. The number of the employers in the representative office is 7 (seven) people whereas in head-office is 5 (five) people. SCW highly emphasizes on the quality of job

performance than the quantity of employers. SCW also makes other cooperation with other company of warehouse and shipment.

E. Limitations of the Study

The subject that I would like to focus on is the effective communication in a business meeting. This study discusses how to build an effective communication between the chairman and the participants or the participants with the other participants, also how to adapt with any situation of meeting. The company that I employ as the object of the study is Sequoia Contract Works. The data collection for this term paper comes from the journal of apprenticeship, the library research and the internet source.

F. Organization of the Term Paper

The term paper consists of five chapters. Chapter I is the Introduction, which presents the Background of the Study, Statement of the Problem, Objectives and Benefits of the Study, Description of the Institution, Limitations of the Study and Organization of the Term Paper. Chapter II is Theoretical Review, which contains the library and internet research.

Chapter III states Cause and Effect and Chapter IV provides the Potential Solutions, which consists of the comparison and contrast of the potential solutions. Chapter V is the Conclusion. In the final part, I present the Bibliography and the Appendices.