

The Role of Digital Business Communication in Enhancing Corporate Competitiveness in the Era of Disruption

M Leo Febriansyah, Havis Aravik, Ahmad Tohir

Perbankan Digital Universitas Indo Global Mandiri

Email: febriansyahleo41@gmail.com

Abstract

The rapid development of digital technology has brought significant changes to the business world, particularly in the way companies communicate with customers, business partners, and other stakeholders. In the era of disruption, digital business communication has become an essential factor that enables companies to adapt to increasingly dynamic and competitive business environments. This study aims to analyze the role of digital business communication in enhancing corporate competitiveness in the era of disruption. The research employs a qualitative approach using a library research method by collecting and analyzing relevant literature, including scientific journals, books, and academic articles. The findings indicate that digital business communication plays a crucial role in improving information delivery, expanding market reach, strengthening customer relationships, and supporting innovation as well as faster decision-making processes. However, companies still face several challenges, such as limited digital competencies, data security issues, and intense competition in the digital environment. Therefore, organizations need to develop adaptive communication strategies and optimize the use of digital technologies to enhance competitiveness and maintain business sustainability in the disruptive era.

Keywords: *Digital Business Communication, Corporate Competitiveness, Disruption Era.*

Abstrak

Perkembangan teknologi digital telah membawa perubahan yang signifikan dalam dunia bisnis, terutama dalam cara perusahaan berkomunikasi dengan pelanggan, mitra bisnis, dan pemangku kepentingan lainnya. Di era disrupsi, komunikasi bisnis digital menjadi salah satu faktor penting yang dapat membantu perusahaan beradaptasi dengan perubahan lingkungan bisnis yang semakin dinamis dan kompetitif. Penelitian ini bertujuan untuk menganalisis peran komunikasi bisnis digital dalam meningkatkan daya saing perusahaan di era disrupsi. Metode yang digunakan adalah pendekatan kualitatif dengan studi pustaka (library research), melalui pengumpulan dan analisis berbagai sumber literatur yang relevan, seperti jurnal ilmiah, buku, dan artikel akademik. Hasil kajian menunjukkan bahwa komunikasi bisnis digital berperan dalam meningkatkan efektivitas penyampaian informasi, memperluas jangkauan pasar, memperkuat hubungan dengan pelanggan, serta mendukung inovasi dan pengambilan keputusan yang lebih cepat. Meskipun demikian, perusahaan masih menghadapi berbagai tantangan, seperti keterbatasan kompetensi digital, keamanan data, dan tingginya persaingan di lingkungan digital. Oleh karena itu, perusahaan perlu mengembangkan strategi komunikasi yang adaptif dan memanfaatkan teknologi digital secara optimal agar mampu meningkatkan daya saing dan mempertahankan keberlanjutan bisnis di era disrupsi.

Kata Kunci: *Komunikasi Bisnis Digital, Daya Saing Perusahaan, Era Disrupsi.*

Introduction

The rapid shift in digital technology has brought about major changes in various aspects of life, including the business world. The emergence of technological advancements marks an era of disruption, changing how businesses operate, how customers behave, and how companies communicate with their stakeholders. Today, business communication is no longer conducted conventionally. Instead, it has shifted to digital business communication, utilizing various technology platforms such as social media, instant messaging applications, websites, and AI. Information can be shared more quickly and efficiently, and reach a wider market thanks to this transformation (Aulia & Aravik, 2025). Therefore, digital business communication is a crucial component that can help businesses succeed in facing increasingly fierce competition in the era of digital disruption. (Mawar, 2026)

As digitalization advances, companies are required to adapt to the rapidly changing business environment. These changes relate not only to the use of technology but also to the communication strategies used to build relationships with customers, business partners, and the public. Digital business communication enables companies to obtain real-time feedback, improve service quality, and build a more effective corporate image (Salsabila, et.al, 2025). Furthermore, the implementation of digital transformation has been proven to increase operational efficiency and strengthen a company's position in market competition (Awaludin & Aravik, 2025). Thus, digital business communications has become a crucial part of a company's strategy to create sustainable competitive advantage amidst the dynamics of the modern business environment. (Economics & Accounting, 2024)

However, companies still face many challenges when implementing digital business communications. Not all companies have sufficient human resources to effectively utilize digital technology. Furthermore, rapid technological developments often make it difficult for companies to develop appropriate communication strategies for their businesses. High digital competition, data security, and the need to produce engaging and relevant communications for consumers are other emerging challenges. If businesses fail to manage digital communications effectively, they risk losing customers and losing their competitive edge. This situation demonstrates that digital business communications require strategies and adaptability beyond technology. (Pasuma, 2025)

A business's ability to use digital technology to create added value significantly impacts their competitiveness in the era of disruption. Companies that can incorporate digital communications into their business strategies tend to be quicker to respond to market changes, understand customer needs, and build stronger relationships with their consumers. Conversely, companies that adapt late tend to face the risk of being left behind by more innovative competitors. Studies show that digital transformation and effective communication capabilities are linked to innovation, productivity, and long-term corporate sustainability. As a result, digital business communication is considered a strategic tool for enhancing corporate competitiveness in the digital economy era. (Bahri et al., 2023)

Based on this description, it is important to conduct research on the role of digital business communication in enhancing corporate competitiveness. This research is expected to meet companies' need for an understanding of how best to use digital communication as a strategy to face the challenges of the disruptive era. Furthermore, this research is expected to provide theoretical contributions to the development of business communication research and provide practical advice for companies seeking to develop effective communication strategies. By further understanding the function of digital business communication, companies are expected to increase their competitiveness, open up business opportunities, and maintain their business sustainability amidst the ever-changing business environment.

Research Method

This research uses a qualitative approach with a library research method. The data used in the research comes from various literature sources such as scientific journals, books, scholarly articles, and other academic publications relevant to the topics of digital business communication, corporate competitiveness, and the disruptive era. Data collection techniques were carried out through searching, reviewing, and analyzing various references published in the last five years. The obtained data were then analyzed descriptively and qualitatively to understand the role of digital business communication in enhancing corporate competitiveness and to identify challenges and

strategies that can be implemented in facing the disruptive era. With this method, the research is expected to provide a comprehensive understanding of the importance of digital business communication in supporting the success and sustainability of companies.

Results and Discussion

1. Digital Business Communication in the Era of Disruption

Digital business communication is the process of conveying information, concepts, and business messages using digital technology as the primary medium. The way businesses interact with business partners, customers, and employees has changed since the advent of the internet, social media, messaging apps, and various other digital platforms (Safitri & Aravik, 2025). These changes allow communication to be faster and more effective because it is no longer limited by space and time. In the era of disruption, communication technology is not just a tool for conveying messages; it also helps people collaborate, build relationships, and increase business value. Therefore, to address changes in an increasingly competitive and dynamic business environment, digital business communication has become a critical component of corporate strategy. (Fathimah et al., 2025)

The emergence of technological advances marks an era of disruption, which is changing the way people work, business models, and consumer behavior. To survive and thrive, companies must be able to adapt to change. One of the most important forms of adaptation is the implementation of digital business communication, which enables companies to communicate effectively with various parties. Companies can leverage digital communications to deliver information in real time, meet customer needs more quickly, and build closer relationships with the market. A company's ability to leverage these technologies is crucial to their success.

Speed, interactivity, flexibility, and broad reach are key features of digital business communication. Digital communication allows companies and consumers to communicate with each other in a two-way fashion, unlike conventional communication, which tends to be one-way. Customers can directly provide criticism, suggestions, and feedback to companies through digital platforms such as social media, websites, and

other applications (Ervanni, et.al, 2025). This provides companies with the opportunity to better understand customer needs and improve the quality of their services. Furthermore, digital communication allows businesses to reach a wider market without facing the geographical limitations inherent in conventional communication systems. (Islam et al., 2023)

Furthermore, the development of digital business communication is transforming companies' strategies for building trust and reputation. Consumers tend to choose companies that can provide transparent, accurate, and responsive information amidst the rapid flow of information. Therefore, businesses must manage digital communications professionally to build a good reputation in the eyes of the public. By using digital media, organizations can publicize their products and services. The trust built through effective communication will increase customer loyalty and strengthen the company's position in the increasingly complex business competition of the era of digital disruption. (Agung & Minangkabawi, 2024)

As a result of numerous literature studies, digital business communication has become a primary requirement for contemporary companies. A company's ability to utilize communication technology will impact operational efficiency, customer relationships, and the ability to adapt to market changes. In this era of disruption, companies must not only be technologically proficient but also be able to integrate digital communication comprehensively into their business strategies. Therefore, digital business communication can be key to innovation, increased efficiency, and enhanced company competitiveness. The better an organization implements digital communication, the greater its chances of success and survival in the face of ever-changing technological developments.

2. The Role of Digital Business Communication in Improving Company Competitiveness

Digital business communication enhances business competitiveness because it enables faster, more accurate, and more efficient information exchange. Companies can use digital technology to convey information to customers, business partners, and

employees in real time, regardless of time or distance. This rapid access to information helps businesses make better decisions and adapt to market changes. Furthermore, digital communication can help departments within an organization collaborate better, increasing productivity. An organization's ability to manage digital communication in an era of disruption characterized by rapid technological change is key to maintaining their competitive advantage (Rafli, et.al, 2025).

The ability to expand market reach is one of the key benefits of digital business communication for company competitiveness. Compared with conventional marketing strategies, digital platforms such as social media, websites, marketplaces, and communication apps allow businesses to reach customers across multiple regions at a lower cost. Companies can increase their brand visibility and expand their target market with a digital presence. The right communication strategy allows businesses to get closer to customers and create added value that is difficult for competitors to imitate. Consequently, digital communication has become a strategic tool for strengthening a business's position in an increasingly competitive market. (Aprilia et al., 2023)

Digital business communications also help improve customer relationships. Modern customers expect responsive, fast, and accessible service through various digital channels. Companies that are able to respond quickly to customer inquiries, complaints, and needs tend to have higher levels of customer satisfaction. By using digital media to communicate, businesses can better understand customer needs, enabling them to create products and services that meet market expectations. Good customer relationships foster trust, which ultimately gives companies a sustainable competitive advantage. (Marginingsih et al., 2025)

Digital business communications foster organizational transformation and innovation, as well as strengthening customer relationships. Companies can use communications technology to gather market information, identify consumer trends, and identify new business opportunities (Sari, et.al, 2025). Strategic decisions and innovation depend on data obtained from various digital platforms. Companies that optimally utilize communications and data technologies tend to be better able to adapt to changes in the business environment in the era of disruption. This ability to adapt is crucial for sustaining a business amidst increasingly fierce competition and gaining a

competitive advantage.

3. Challenges and Strategies for Implementing Digital Business Communications

The development of digital technology has provided numerous benefits for companies in conducting business communications. However, the implementation of digital business communications also faces various challenges that require attention. One major challenge is the ability of human resources to operate and utilize digital technology optimally. Not all employees have the same level of digital literacy, so the process of adapting to new technologies often requires time and specialized training. Furthermore, rapid technological change requires companies to continuously improve the competencies of their employees to keep pace with these developments. If companies are unable to adapt to these changes, the effectiveness of business communications can decline and impact overall organizational performance.

The next challenge relates to data and information security. In digital business communications, companies often manage a variety of critical data related to customers, transactions, and operational activities. The more data stored digitally, the greater the risk of data leaks, hacking, or misuse of information by irresponsible parties. This can lead to financial losses and erode customer trust in the company. Therefore, companies need to implement adequate digital security systems and raise awareness among all organizational members regarding the importance of maintaining information confidentiality and security in daily business communications. (Febriansyah et al., 2026) In addition to security issues, intense competition in the digital environment also poses a challenge for companies (Aji, et.al, 2026). Currently, almost all organizations utilize digital media to communicate with customers and market their products. As a result, consumers receive a vast amount of information every day, requiring companies to create messages that are engaging, relevant, and easy to understand. Ineffective communication can result in information being disregarded by the target market. Therefore, companies need to understand the needs and characteristics of their consumers to develop appropriate communication strategies and build better

relationships with customers amidst increasingly fierce competition. To address these challenges, companies need to implement appropriate strategies for managing digital business communications (Febriansyah & Aravik, 2026). One strategy is to improve employees' digital competency through ongoing training and skills development. Employees with strong digital skills will more easily utilize technology to support the company's communications and operational activities. Furthermore, companies need to build an organizational culture that is open to change and innovation so that the digital transformation process can run more effectively. Management support is also essential to ensure that all members of the organization share a commitment to optimally utilizing digital technology. (Bahri et al., 2023)

Another equally important strategy is utilizing digital technology in an integrated manner with the company's business objectives. The use of social media, websites, communication applications, and artificial intelligence (AI)-based technology can help companies improve communication effectiveness and the quality of customer service. Furthermore, companies need to regularly evaluate their communication strategies to adapt to technological developments and changing market needs. With the right strategy, digital business communications can not only address various challenges but can also serve as a means to increase competitiveness, strengthen customer relationships, and support company sustainability in an era of disruption.

Conclusion

It can be concluded that digital business communications play a crucial role in enhancing company competitiveness in an era of disruption. The use of digital technology enables companies to communicate more quickly, effectively, and efficiently with customers, business partners, and employees. Furthermore, digital business communications also helps companies expand market reach, improve service quality, and build stronger relationships with customers. A company's ability to utilize digital communications is one of the factors supporting success in facing increasingly dynamic business changes and competition.

The success of digital business communications depends not only on the use of technology but also on a company's ability to effectively manage its communications

strategy. Challenges such as limited human resources, data security, and rapid technological developments must be addressed through continuous digital competency development, innovation, and adaptation. By implementing effective digital business communications, companies can strengthen their competitive position, improve organizational performance, and maintain business sustainability amidst technological advancements and growing business competition.

References

- Agung, M., & Minangkabawi, H. (2024). *Membangun Kepercayaan yang Berkelanjutan di Era Disruptif Komunikasi : Perspektif Media dan Komunikasi Digital Building Sustainable Trust in Disruptive Communication : Media and Digital Communication Perspective*. 18(April), 265–280. <https://doi.org/10.20885/komunikasi.vol18.iss2.art9>
- Aji, R. H. S., Aravik, H., & Tohir, A. (2026). Muslimpreneurship In Indonesia's Digital Era: Opportunities, Challenges, And Strategies For Developing Islamic Value-Based Businesses. *Ekonomika Sharia: Jurnal Pemikiran dan Pengembangan Ekonomi Syariah*, 11(2), 349-370.
- Aprilia, N., Permadi, B., Aqila, F., & Atanta, I. (2023). *Media Sosial Sebagai Penunjang Komunikasi*. 7(2), 64–74.
- Aulia, D., & Aravik, H. (2025). The Role of Communication In Building Successful Business Relationships. *Islamic Business Insight (ibis)*, 1(1), 1-8.
- Awaludin, M. S., & Aravik, H. (2025). Business Communication in the Era of Artificial Intelligence: Opportunities and Challenges. *Jurnal Bisnis dan Manajemen (JURBISMAN)*, 3(1), 177-186.
- Bahri, S., Harahap, R. R., Rahmah, H., & Maulana, S. (2023). *Analisis Strategi Komunikasi Bisnis Efektif di Era Digital : Studi Kasus dari Berbagai Industri*. 7, 14374–14379.
- Ekonomi, J., & Akuntansi, M. (2024). *Neraca Neraca*. 1192, 159–165.
- Ervanni, O. W., Aravik, H., Choiriyah, C., Fadilla, F., & Noviani, D. (2025). Analysis of Internal Business Communication In Improving Work Motivation. *Jurnal Ekonomi Bisnis, Manajemen dan Akuntansi*, 4(1), 129-138.
- Fathimah, L., Nasution, W. N., Irwan, M., & Nasution, P. (2025). *Transformasi Komunikasi Digital : Landasan Teoretis dan Evolusi Teknologi di Era Jaringan Global*. 5, 7922–7933.
- Febriansyah, M. L., & Aravik, H. (2026). Digital Human Resource Management and Its Impact on Employee Work Ethic and Performance: A Literature Review. *Jurnal*

Bisnis dan Manajemen (JURBISMAN), 4(1), 49-64.

Febriansyah, M. L., Ramadhan, M. F., Antoni, M. L., Hermawan, I. A., Fahmi, M. A., & Aravik, H. (2026). *Dynamics and Challenges of Business Communication in the Era of Digital Disruption*. 4(1).

Islam, U., Kiai, N., & Siddiq, A. (2023). *Jurnal Ilmu Komunikasi Disrupsi Digital Sebagai Ancaman Eksistensi Media Cetak A* 13(2).

Marginingsih, R., Susilowati, I. H., Sari, I., & Widiyanti, W. (2025). *Transformasi Digital : Peran E-Commerce Dalam Meningkatkan Daya Saing Bisnis Di Indonesia n* 5(2), 4641–4656.

Mawar, A. (2026). *Studi Kajian : Digital Transformation Of Business Communication*. 1(1), 316–323.

Pasuma, M. L. (2025). *Indonesia Economic Journal*. 1(2), 3054–3063.

Rafli, J. H., Aravik, H., Choiriyah, C., & Sari, E. (2025). Business Communication Strategies to Improve Customer Relationships in the Digital Age. *Jurnal Bisnis dan Manajemen (JURBISMAN)*, 3(1), 187-196.

Safitri, I., & Aravik, H. (2025). Ethics In Business Communication: Building Trust and Corporate Reputation. *Jurnal Ekonomi Bisnis, Manajemen dan Akuntansi*, 4(1), 101-110.

Salsabilla, R. N. A., Choiriyah, C., Aravik, H., Fadilla, F., Noviani, D., & Sari, E. (2025). Effective Communication Strategies In Business: The Use Of Ambiguous Sentences To Avoid Communication. *Jurnal Ekonomi Bisnis, Manajemen dan Akuntansi*, 4(1), 139-152.

Sari, W., Aravik, H., Tohir, A., Noviani, D., & Irawan, D. (2025). Digital Business Communication Strategies for Increasing MSMEs Brand Awareness. *Jurnal Bisnis dan Manajemen (JURBISMAN)*, 3(1), 233-242.