

## **The Role of Communication In Building Successful Business Relationships**

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### **Abstract**

*This study aims to analyze the role of communication in building successful business relationships and creating effective communication. To analyze the data that has been collected, this study uses a thematic-based qualitative analysis method. This technique allows researchers to dig deeper into the role of communication in building successful relationships. This assessment is based on examples of application in real cases and academic discussions that support the effectiveness of the role. Humans are social creatures who need each other and are never separated from communication. Human relationships will not exist without communication. Communication is also the most important requirement for realizing relationships between humans. Communication is closely related to human life. Humans have been communicating since birth. Dr. Everett Kleinjian even calls communication an eternal part of human life, like breathing. This means that a person must communicate throughout his life. Effective communication plays an important role in various aspects of life, including in the world of work, interpersonal relationships, and organizations. In personal relationships, effective communication helps in building healthy relationships, resolving conflicts, and understanding the needs and expectations of partners. Based on the literature review in the article "The Role of Communication in Building Successful Business Relationships", it can be concluded that effective communication is the main foundation in establishing and maintaining mutually beneficial business relationships. Communication not only functions as a means of conveying information, but also as a mechanism for shared understanding, which includes aspects of active listening, feedback, and adjusting messages to suit the context and needs of stakeholders.*

**Keywords:** *Communication, Business, Effective.*

### **Abstrak**

Penelitian ini bertujuan untuk menganalisis peran komunikasi dalam membangun hubungan bisnis yang sukses serta menciptakan komunikasi yang efektif. Untuk menganalisis data yang telah dikumpulkan, penelitian ini menggunakan metode analisis kualitatif berbasis tematik. Teknik ini memungkinkan peneliti untuk menggali lebih dalam tentang peran komunikasi dalam membangun hubungan yang sukses. Penilaian ini didasarkan pada contoh penerapan dalam kasus nyata serta diskusi akademis yang mendukung efektivitas peran tersebut. Manusia merupakan makhluk sosial yang saling membutuhkan dan tidak pernah terputus dari komunikasi. Hubungan manusia tidak akan ada tanpa komunikasi. Komunikasi juga merupakan syarat terpenting untuk mewujudkan hubungan antar manusia. Komunikasi erat kaitannya dengan kehidupan manusia. Manusia telah berkomunikasi sejak lahir. Dr. Everett Kleinjian bahkan menyebut komunikasi sebagai bagian abadi dalam kehidupan manusia, seperti halnya pernapasan. Artinya seseorang harus berkomunikasi sepanjang hidupnya. Komunikasi yang efektif memiliki peran penting dalam berbagai aspek kehidupan, termasuk dalam dunia kerja, hubungan interpersonal, dan organisasi. Dalam hubungan pribadi, komunikasi yang efektif membantu dalam membangun hubungan yang sehat, mengatasi konflik, dan memahami

kebutuhan dan harapan pasangan. Berdasarkan kajian literatur pada artikel “Peran Komunikasi dalam Membangun Hubungan Bisnis yang Sukses”, dapat disimpulkan bahwa komunikasi efektif merupakan fondasi utama dalam menjalin dan memelihara hubungan bisnis yang saling menguntungkan. Komunikasi tidak hanya berfungsi sebagai sarana penyampaian informasi, melainkan juga sebagai mekanisme pemahaman bersama, yang mencakup aspek mendengar aktif, umpan balik, serta penyesuaian pesan agar sesuai dengan konteks dan kebutuhan stakeholder.

**Kata Kunci:** *Komunikasi, Bisnis, Efektif.*

## **Introduction**

The business world is faced with various challenging and ever-changing challenges due to the rise of globalization and digitalization. Companies are forced to work more efficiently and responsively due to increasing competition, the need for continuous innovation, and evolving customer demands. Effective communication is a crucial aspect in dealing with these issues. Communication in business is not only about conveying information, but also about understanding and responding to incoming or received messages (Safitri & Aravik, 2025). This is very important to ensure that all members of the organization have the same understanding of the company. Effective communication is the foundation for building positive relationships with various stakeholders, such as employees, customers, business partners, and the wider community. (Mamluka et al., 2024)

Managing a company or business requires the importance of effective communication, effective communication is one of the key components to achieving personal and professional success. The ability to communicate well with others is a very important factor in various aspects of life, including career, social relationships, and personal development. In an increasingly connected and complex world, the ability to build good relationships and communicate effectively is a very valuable skill. (Raihany Nur Zahra, 2023)

Effective communication plays a vital role in building strong and mutually beneficial relationships with both stakeholder groups. The right communication strategy allows companies to convey their values, vision, and commitments, as well as listen to and respond to stakeholder needs and concerns. In the context of corporate communication, transparency and consistency of messages are key elements in building trust and ensuring that the company is seen as a reliable partner. (Bachtiar et

al., 2024)

Self-Development. Effective interpersonal communication also plays a role in self-development. Through good communication with others, we can get input, listen to other people's views, and continue to learn from other people's experiences. In training and educational situations, the ability to communicate with instructors and fellow students can affect the level of understanding and success in understanding the material. Therefore, developing interpersonal communication skills is a very valuable investment in achieving our personal and professional goals. (Mamluka et al., 2024)

Good communication can influence someone to be more active in working. Meanwhile, effective communication is not only being able to speak well, but also being able to listen and appreciate other people's perspectives. So that other people increasingly trust and can appreciate our hard work. (Raihany Nur Zahra, 2023) The importance of effective communication in stakeholder relations is also supported by the development of digital technology and social media, which allows companies to communicate more directly and quickly with their stakeholders (Utomo, et.al, 2022). By utilizing this technology, companies can strengthen stakeholder engagement, respond to critical issues in a timely manner, and build a positive image in the eyes of the public. In terms of relations with political stakeholders, structured and strategic communication can help companies establish mutually beneficial partnerships, either through formal meetings, collaboration on government projects, or support for public policies that are in accordance with company values. (Evi Zahara, 2018)

## **Research Methods**

The research method used in this study is a literature study that aims to explore and analyze various communications in building successful business relationships. Data were collected from various relevant scientific literature, including journal articles, books, and research documents that discuss communication strategies with stakeholders. These data sources were obtained from academic databases such as Google Scholar. To ensure relevance to the context and latest developments, only literature published in the period 2015 to 2024 was considered. To analyze the data that has been collected, this study uses a thematic-based qualitative analysis method. This technique allows researchers to dig deeper into the role of communication in

building successful relationships. This assessment is based on examples of application in real cases as well as academic discussions that support the effectiveness of the role. In addition, triangulation of data sources was also carried out, where data from various sources were compared comparatively to find similarities and differences in views on communication in building successful business relationships.

## **Results and Discussion**

### **1. Effective communication**

Humans are social beings who need each other and are never disconnected from communication. Human relationships will not exist without communication. Communication is also the most important requirement for realizing relationships between humans. Communication is closely related to human life. Humans have been communicating since birth. Dr. Everett Kleinjian even calls communication an eternal part of human life, like breathing. This means that a person must communicate throughout his life. (Mamluka et al., 2024)

Communication is the art of conveying information (messages, ideas, attitudes, or ideas) from the communicator or the delivery of news, to change and shape the behavior of communication or recipients of news (patterns, attitudes, views, and understanding), management and understanding desired together. Communication must be carried out effectively so that communication can be easily understood by the communicant, effective communication can be carried out if someone who communicates understands the meaning of effective communication, the process of effective communication and the elements of effective communication. (Suprpto, 2018)

Communicating effectively means that the communicator and the communicant both have the same understanding of a message. Therefore, in foreign languages people call it "the communication is in tune", which means that both parties who communicate understand the message being conveyed. Effective communication is communication that is able to produce a change in attitude (attitude change) in people involved in the communication.

Effective communication allows someone to exchange information, ideas, beliefs, feelings and attitudes between two people or groups with the results being in

accordance with expectations. We consider communication as something that happens automatically, so we do not have the awareness to do it effectively. We never specifically learn how to write effectively, how to read quickly and effectively, how to speak effectively, let alone how to be a good listener.

Even for the last one, namely the skill of listening, is never taught or learned in the learning process that we do either in formal schools or other informal education. Effective communication makes it easy to understand the message conveyed between the sender and recipient of the message. So that good feedback is created between the sender and recipient of the message. To build effective communication, we must at least master four basic skills in communication, namely reading-writing (written language) and listening-speaking (spoken language). So important, many people spend their time doing at least one of the four skills. Effective communication occurs when something (a message) conveyed by the communicator can be received well or equally by the communicant, so that there is no misperception. Communication is an activity of transferring information either verbally or in writing. However, not everyone is able to communicate well. (Sari, 2016)

## **2. The Role of Communication in Success**

Effective communication plays an important role in various aspects of life, including in the world of work, interpersonal relationships, and organizations. In personal relationships, effective communication helps in building healthy relationships, resolving conflicts, and understanding the needs and expectations of partners. In terms of Increasing Productivity: Effective communication increases the productivity of an organization or work team. Because good communication makes goals clear, facilitates coordination, and minimizes errors and confusion when carrying out tasks.

Strengthening Trust: Effective communication helps build trust between individuals or groups. By understanding and respecting each other's perspectives, effective communication can create a harmonious atmosphere and increase cohesion. For the aspect of Improving Performance, Effective communication can help improve the performance of individuals or groups in achieving specified goals. By sharing information and providing constructive feedback, effective communication helps individuals and groups to continue learning and developing.

### **Conclusion and Suggestions**

Based on the literature review in the article "The Role of Communication in Building Successful Business Relationships", it can be concluded that effective communication is the main foundation in establishing and maintaining mutually beneficial business relationships. Communication not only functions as a means of conveying information, but also as a mechanism for mutual understanding, which includes aspects of active listening, feedback, and adjusting messages to suit the context and needs of stakeholders.

The quality of business relationships is greatly influenced by the element of trust built through transparency and consistency of messages, both in face-to-face interactions and through digital channels. The implementation of the right communication strategy, such as choosing the right channel, communication frequency, and language style, has been proven to increase team productivity, strengthen organizational cohesion, and minimize miscommunication that can damage the company's reputation.

1. **Improving Communication Competence:** Companies should hold regular training on oral, written, and active listening skills, so that every member of the organization is able to convey and capture messages accurately.
2. **Optimizing Digital Channels:** Utilize digital platforms such as collaboration applications and corporate social media to accelerate the flow of information and provide real-time feedback space.
3. **Periodic Evaluation Mechanism:** Implement periodic communication audits (stakeholder satisfaction surveys, key message reviews, and citation analysis) to map communication gaps and formulate continuous improvements.
4. **Transparency and Consistency:** Ensure that all external and internal communications are aligned with the company's values, vision, and policies in order to build a positive image and long-term trust.

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