

Business Communications Innovation in Facing Changes in the Digital Era

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Abstract

The era of the industrial revolution 4.0 has driven fundamental changes in business communication patterns worldwide. This study aims to analyze the forms of business communication innovation developed by business actors in facing digital era changes, as well as identify the opportunities and challenges encountered. The method used is a literature study (library research) with a descriptive qualitative approach by reviewing various relevant scientific sources. The results show that business communication innovation in the digital era includes the transformation of communication patterns from linear to symmetrical, the use of social media as the main communication channel, and the development of data-based communication strategies. The success of business communication innovation is determined by the organization's ability to adapt to digital technology, the digital literacy of human resources, and the consistency of the communication strategy built. The implications of this research provide recommendations for business actors to integrate digital communication innovations systematically and sustainably.

Keywords: *Innovation, Business Communication, Digital Era, Digital Transformation, Social Media*

Abstrak

Era revolusi industri 4.0 mendorong perubahan mendasar dalam pola komunikasi bisnis di seluruh dunia. Penelitian ini bertujuan untuk menganalisis bentuk inovasi komunikasi bisnis yang dikembangkan oleh pelaku usaha dalam menghadapi perubahan era digital, serta mengidentifikasi peluang dan tantangan yang dihadapi. Metode yang digunakan adalah studi literatur atau kajian pustaka (library research) dengan pendekatan kualitatif deskriptif, dengan menelaah berbagai sumber ilmiah yang relevan. Hasil penelitian menunjukkan bahwa inovasi komunikasi bisnis di era digital meliputi transformasi pola komunikasi dari linier menjadi simetris, pemanfaatan media sosial sebagai saluran komunikasi utama, serta pengembangan strategi komunikasi berbasis data. Keberhasilan inovasi komunikasi bisnis ditentukan oleh kemampuan adaptasi organisasi terhadap teknologi digital, literasi digital sumber daya manusia, dan konsistensi strategi komunikasi yang dibangun. Implikasi penelitian ini memberikan rekomendasi bagi pelaku bisnis untuk mengintegrasikan inovasi komunikasi digital secara sistematis dan berkelanjutan.

Kata Kunci: *Inovasi, Komunikasi Bisnis, Era Digital, Transformasi Digital, Media Sosial*

Introduction

The rapid advancement of information and communication technology over the past two decades has brought significant structural changes to various sectors of life, including the business world (Amelia & Aravik, 2024). The era of the Fourth Industrial

Revolution, characterized by the dominance of the internet, artificial intelligence, intelligent automation, and integrated digital ecosystems, has completely transformed the business communications landscape. Interaction patterns between business actors, consumers, partners, and stakeholders, which previously took place conventionally and face-to-face, have now transformed into a digital space without geographical or time boundaries (Aravik, et.al, 2023).

Massive digitalization has transformed the way people communicate, run businesses, access financial information, and interact with one another dynamically. This era is characterized by a continuous stream of technological innovations, significantly impacting industry, economic governance, and society at large. These changes have triggered a paradigm shift, forcing every business organization to quickly adapt, transform, and regularly implement internal updates to stay ahead of the increasingly fierce and competitive environment (Febriansyah, et.al, 2026).

Business communications, as one of the key pillars determining an organization's success and existence in the marketplace, has also undergone a fundamental transformation. Business communication innovation in today's era is no longer limited to adopting new hardware or technology, but rather encompasses a paradigm shift, a reshaping of corporate strategy, and the development of a comprehensive communication culture across every operational line (Awaludin & Aravik, 2025, Aulia & Aravik, 2025). The development of social media, e-commerce platforms, and various digital instant messaging applications has given rise to a new communication ecosystem that is much faster, broader, more interactive, and more real-time (Batoebara, 2021). Without being prepared to adapt to these accelerating changes, businesses will face significant challenges in maintaining their relevance in the ever-evolving macro market.

In Indonesia, the continued growth in internet penetration and the number of internet users from year to year has contributed to the acceleration of digital transformation in both the macro and micro business sectors. According to statistics presented by Mahdi (2022), there were approximately 191 million active social media users across the archipelago in January 2022, representing a 12.35 percent increase from the previous year. This situation opens up massive opportunities and presents

real cyber challenges for businesses. (Aji, et.al, 2026) Businesses are required to utilize digital channels as a means of communication and to use them as instruments for more effective, interactive, and efficient information dissemination (Sari, et.al, 2025).

Based on this background, this study was systematically structured with the objectives of: (1) comprehensively identifying the forms of business communication innovation that are rapidly developing in the digital era; (2) in-depth analyzing the strategic role of social media as a means of modern business communication; and (3) objectively describing the various real opportunities and challenges faced by businesses in implementing and integrating these digital communication innovations.

Literature Review And Theoretical Basis

1. The Concept of Innovation in Business

Innovation is a central concept that is absolutely essential for the development of modern business. Etymologically, the term "innovation" comes from the Latin "innovare," which means to renew, improve, or transform something that already exists into a new, more valuable form. In the business context, Rogers (1983) defines innovation as an idea, a new concept, a specific practice, or a tangible object that is perceived as new by an individual or group and then adopted. Meanwhile, Batoebara (2021) emphasizes that innovation is a form of successful exploitation of a new idea that involves the mobilization of in-depth knowledge, technological skills, and the accumulation of practical experience to create new, more valuable products, business processes, and services.

In an era of increasingly fierce global competition without boundaries, a business entity's ability to innovate is a crucial differentiator for the long-term sustainability of its business. According to Drucker's (1996) economic perspective, innovation has a unique function for entrepreneurs because it enables the creation of new, unique production resources and the reprocessing of existing resources with increased utility, thus creating capital. This means that innovation is not merely a change in physical technological instruments, but also a change in the strategic perspective, mindset, and internal workings of a business organization as a whole, for

the sake of business sustainability (Batoebara, 2021).

2. Business Communication and Its Development

Business communication can generally be defined as the process of continuously exchanging information, conveying ideas, and aligning meaning between individuals and groups within the scope or context of a business organization (Ervanni, et.al, 2025). William C. Himstreet and Wayne Murlin Baty (Yusuf et al., 2019) explain that business communication is a process of exchanging information between individuals, explored through symbols, codes, signals, or specific expressions to reach a common understanding. Effective and open communication is an absolute prerequisite for the success of a corporate organization in achieving both short-term goals and long-term vision.

The development of internet-based information technology has dramatically transformed the business communication landscape. Traditional corporate communication patterns, once linear, rigid, and one-way, have now revolutionized into symmetrical, dynamic, and highly interactive two-way communication. The use of information, communication, and internet technology has proven to accelerate message penetration into various levels of society, making communication strategy a key factor in measuring the effectiveness of conveying ideas toward a company's macro-goals (Batoebara, 2021).

3. The Digital Era and Business Transformation

The digital era can be described as a social order in which all human activities and endeavors that support life have been simplified and integrated with the presence of intelligent digital technology. The process of digitalization has radically transformed and transformed media technology and human communication patterns as a whole (Rafli, et.al, 2025). Telephone networks and interpersonal interactions, previously operated manually and analogically, are now fully operational with the aid of wireless computer network devices capable of configuring intelligent networks with a variety of complex digital features (Batoebara, 2021).

Digital transformation in the contemporary business world extends beyond

operational and administrative aspects. It fundamentally changes business models, marketing strategy formulation, and even the way companies interact directly with their customers. Cutting-edge technological advances such as machine automation, big data analytics systems, artificial intelligence implementation, and global e-commerce platforms provide significant opportunities for companies to improve cost efficiency, instantly expand market reach, and drive continuous product innovation (Putriana, 2023).

4. Social Media as a Means of Business Communication

Social media is an online platform that utilizes the internet to enable users to participate with each other, share information, and create content virtually without the constraints of time and space. The expansive development of social media over the past decade has made it one of the most dominant and influential business communication tools today (Febriansyah, et.al, 2026). Aprilia et al. (2023) state that social media plays a vital role as a foundation for market research, a primary tool for increasing customer engagement, and a highly effective and efficient means of product promotion for businesses.

The presence of social media has clearly transformed the culture of business communication from conventional analog to entirely digital. Businesses can now reach a much broader and more specific target audience with relatively lower operational costs compared to conventional marketing methods or traditional advertising. More than just an advertising tool, social media enables real-time, two-way communication between producers and consumers, thus building stronger, long-term emotional bonds, public trust, and customer loyalty (Aprilia et al., 2023).

Research Method

This research was conducted using a descriptive qualitative approach through a literature review method. This literature review method was chosen intentionally because this research focuses on and aims to understand the phenomenon of communication innovation in depth through document analysis, critical text review, and synthesis of pre-existing scientific sources. According to Mulyadi's (2013)

methodological perspective, qualitative research is a scientific approach representing a naturalistic (phenomenological) understanding that aims to understand the hidden meaning of a phenomenon comprehensively, deeply, and holistically.

The data sources used in this literature review consist of two main categories: primary data sources and secondary data sources. Primary data sources include highly credible scientific articles published in accredited national journals (Sinta) and reputable international journals (Scopus/WoS) within the last five years, namely between 2019 and 2024. Meanwhile, secondary data sources were collected from scientific textbooks related to business communication theory, credible institutional industry reports, and official policy documents relevant to the topic of digital transformation.

The field data collection technique was conducted using a Systematic Literature Review (SLR) method, structured through four main stages: (1) identifying and searching for initial literature sources extensively using online scientific databases such as Google Scholar, Sinta, and institutional repositories; (2) rigorous selection and screening of the obtained sources based on inclusion and exclusion criteria related to material relevance, publisher credibility, and recency of publication year; (3) data extraction and the extraction of key information from each selected article; and (4) conducting data synthesis and in-depth comparative analysis of findings from various sources to draw solid conclusions.

Table 1. Systematic Literature Review Stages in Research

No.	Stage	Activity	Output
1	Identification	Literature search in Google Scholar, Sinta, and Repository	List of candidate articles
2	Selection	Screening based on inclusion/exclusion criteria	Selected articles
3	Extraction	Data and key information extraction from the literature	Structured data
4	Synthesis	Comparative analysis and final conclusions	Research findings

The extracted data were analyzed descriptively and qualitatively through the **Islamic Business Insight (IBIS), Vol. 2, No. 1, Juni 2026**

process of categorizing themes, classifying variables, and in-depth interpretation of findings from various scientific literature sources. The validity and reliability of the data in this study were fully guaranteed through source triangulation techniques, namely by comparing, contrasting, and cross-referencing findings from various articles and different scientific documents to ensure the consistency, objectivity, and reliability of the information obtained.

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Results And Discussion

1. Transformation of Business Communication Patterns in the Digital Era

The results of an in-depth literature review indicate that business communication patterns have undergone a significant paradigm shift along with the maturity of the global digital ecosystem. While in the conventional or traditional era, business communication was linear (one-way), rigid, and severely limited by geographical distance and time, the advent of digital technology has opened up a new dimension of communication that is much broader, more flexible, dynamic, and transcends formal physical boundaries. Batoebara (2021) stated that the flow of digital communication has caused information to flow rapidly and rapidly, with conventional linear communication patterns being completely replaced by symmetrical, interactive, and multidirectional communication patterns.

"The implementation of fourth-generation industry must be sustainable to drive the economic sector. Achieving business success in the digital era requires a well-developed ecosystem and communication among business actors. Rapid change makes readiness to conduct business through digital communication a necessity."
(Batoebara, 2021, p. 30)

The scientific statement above emphasizes that an organization's level of digital

communication readiness is no longer merely a tentative choice or complementary option, but has become an absolute prerequisite (a prerequisite condition) for business success in the modern era. An ideal digital communication ecosystem encompasses not only the availability of cutting-edge technological infrastructure but also must be balanced with the readiness of digitally literate human resources, as well as the formulation of a planned, systematic, and measurable corporate communication strategy. Without the support of a solid internal ecosystem, the business communication transformation process will remain at the level of theoretical discourse without having a real impact on industrial progress (Batoebara, 2021).

This structural transformation has also driven various forms of innovation in media formats and business communication channels. High-resolution video conferencing platforms, automated business messaging applications, customer relationship management (CRM) systems, and various cloud-based digital project collaboration tools have now transformed into the primary backbone of organizations' daily communication operations. Cross-disciplinary collaboration and synergy across industry sectors have become strategic approaches deemed increasingly relevant to navigate the uncertain dynamics of the Fourth Industrial Revolution (Industry 4.0) (Batoebara, 2021).

2. The Role of Social Media in Digital Business Communication

Social media, in its current development, has emerged as one of the most strategic, interactive, and impactful business communication instruments in the digital economy era. Aprilia et al. (2023) in their study entitled "Social Media as a Support for Business Communication in the Digital Era" asserted that the presence of social media platforms has provided extraordinary convenience for business organizations in establishing interactive communication with consumers and potential customers, while also acting as a highly effective digital marketing tool for business expansion. Social media allows business actors to disseminate information about products or services instantly and massively to a wide audience without being hampered by geographical distance or differences in world time zones.

Comprehensive research by Aprilia et al. (2023) identified at least three primary

roles of social media in supporting contemporary business communication systems: first, as a basic market research instrument that helps businesses understand the dynamics of real needs, desires, and market preference trends in real time; second, as a tool for enhancing customer engagement, facilitating the development of strong emotional bonds between companies and their audiences through direct communication interactions; and third, as a modern promotional tool that not only disseminates product catalog information but is also effective in building a positive brand image and public trust in the minds of consumers.

"Social media has become a business communication channel, meaning it helps businesses communicate and interact with customers. It provides two-way communication for both businesses and customers, and makes businesses more trustworthy to the public."

(Aprilia et al., 2023, pp. 71-72)

The primary function of social media has shifted from being a mere social space or personal virtual interaction to becoming a strategic-commercial business communication instrument. This reflects the profound penetration of digital technology in restructuring the contemporary business ecosystem. Businesses capable of optimizing social media use creatively, consistently, adaptively, and data-drivenly will gain a significant competitive advantage in the market. Conversely, the inability or delay in adapting to this dynamic social media ecosystem has the potential to significantly hamper growth, reduce market share, and threaten business sustainability (Aprilia et al., 2023).

Table 2. Types of Social Media and Their Functions in Digital Business Communication

Social Media Platform	Example Platform	Functions in Business Communication
Social Networking	Instagram, Facebook, LinkedIn	Branding, customer engagement, corporate and product promotions
Microblogging	Twitter/X, Threads	Fast information dissemination, customer service
Media Sharing	YouTube, TikTok	Visual marketing content, product demos, interactive video tutorials

Messaging Apps	WhatsApp Business, Telegram	Two-way direct communication, personal customer service, automated greetings
Social Bookmarking	Pinterest, Flipboard	Product design inspiration, business content curation, retail visual references

3. Business Communication Innovation Strategies in the Digital Era

A review of the scientific literature identifies several forms of business communication innovation strategy formulation that have proven highly effective in responding to the rapid dynamics of change in the digital era. Putriana (2023), in her research on business strategy analysis in the era of digital transformation, concluded that every company needs to develop relevant communication and operational strategies to remain competitive and adaptive. This strategy includes expanding the scope of business operations horizontally and vertically, as well as implementing the latest information technology solutions as an integral part of the company's long-term strategic plan (Safitri & Aravik, 2025).

The process of business digitalization has been proven to increase the efficiency of internal and external communication processes, maintain operational consistency, and improve the overall quality of interaction output. By designing and developing an efficient business strategy in the era of digital transformation, companies can integrate all fragmented conventional records into a unified digital database, eliminate communication data redundancy, and shorten the communication bureaucratic chain. Consequently, the process of exchanging important information can be much more efficient, accurate, and fast (Putriana, 2023).

Furthermore, implementing business communication innovation also requires the development of high-quality and contextual content management. An industry study shows that implementing a high-quality content-based communication strategy, strategic partnerships with digital content creators such as influencers or Key Opinion Leaders (KOLs), and consistent brand identity can boost engagement rates by up to 60 percent compared to conventional advertising. Furthermore, a creative content-based marketing strategy has also been reported to increase

consumer brand recall by up to 80 percent.

4. Opportunities and Challenges for Business Communication Innovation

The advent of the digital era has truly opened the door to vast opportunities for business players to develop various innovative, far more effective and comprehensive communication models. First, the expansion of market reach, unbound by conventional geographic boundaries, allows creative local products to be recognized and accessed directly by the global market (going international). Second, the relatively lower cost allocation of communications and marketing campaigns compared to conventional mass media provides a significant competitive advantage, particularly for strengthening the Micro, Small, and Medium Enterprises (MSMEs) sector. Third, the advantages of precise measurement systems (metrics) and analysis of communication effectiveness through digital data processing enable companies to optimize communication strategies to better target their target market segments (Aprilia et al., 2023, Ishak, et.al, 2025).

However, behind these golden opportunities lie a number of crucial challenges and real risks that business players must anticipate and manage seriously. The first challenge that has emerged is the persistently high digital divide between large corporate entities and MSMEs, particularly in terms of accessibility to advanced technological infrastructure and the digital capacity or literacy of their human resources. The second challenge is closely related to increasing cybersecurity threats, the risk of data breaches, and the urgency of user data privacy governance, which is now a global legal and ethical concern. The third challenge is the high frequency of sudden algorithm changes on major digital platforms, occurring without official notice. This situation demands rapid adaptation and strategic flexibility from business communications teams (Putriana, 2023).

Table 3. Matrix of Opportunities and Challenges for Business Communication
 Innovation in the Digital Era

Dimensions	Opportunity	Challenge
Market Reach	Global market expansion without geographical barriers	Fierce competition with established international competitors
Communication Costs	Budget allocation is relatively lower compared to print/TV media	Demands for sustainable investment in creative content & digital human resources
Audience Interaction	Real-time two-way communication facility with customers	The complexities of complaint response management and online reputation
Data analysis	Precise measurement of the effectiveness of communication strategies	The demand for in-depth data literacy and cyber privacy protection
Product Innovation	Leveraging instant feedback as a basis for innovation	High speed of adaptation to trends and algorithm dynamics

By objectively examining this matrix of opportunities and challenges, today's business owners are absolutely required to develop an adaptive, flexible, and evidence-based communication management approach. Sustainable investment in human resource capacity development and digital literacy programs, strengthening cybersecurity protection systems, and building an integrated, omnichannel digital communication ecosystem architecture are strategic steps that must not be overlooked to maintain a company's existence (Batoebara, 2021; Aprilia et al., 2023).

Conclusion

Based on the in-depth analysis and comparative synthesis of the entire scientific literature collected, this literature review has drawn several important conclusions. First, the acceleration of the digital era has been proven to have fundamentally changed the nature and patterns of business communication, shifting from the traditional linear and one-way model to a symmetrical, interactive, dynamic, and

multidirectional communication model. This fundamental shift is driven entirely by the rapid evolution of information technology, the penetration of global internet networks, and the presence of various interactive digital platforms.

Second, social media has evolved into the most strategic and influential business communication tool in the digital economy, serving a multifaceted function as a creative promotional medium, a foundation for real-time market research, a tool for strengthening customer engagement, and a primary means of fostering public trust in brands. Businesses with strong skills in consistently, creatively, and analytically optimizing social media have a significantly greater chance of achieving a sustainable competitive advantage in the marketplace.

Third, the success of adopting business communication innovations in this digital era is comprehensively determined by the interaction of three key internal factors: the organization's capacity and flexibility to adapt to changing technological trends, the digital literacy and technical capabilities of the company's human resources, and the consistency, relevance, and integration of the communication strategy developed across all media channels. Without aligning and strengthening these three key factors, the digital communication transformation process within a business will remain merely cosmetic, superficial changes without substantial progress.

The theoretical and practical implications of this research produce a strategic recommendation for business actors, especially in the MSME cluster, to proactively, boldly, and plannedly begin to integrate digital communication model innovation into their main business strategy architecture systematically, comprehensively, and sustainably. Meanwhile, for academics and researchers, this literature study is expected to pave the way for further studies by utilizing quantitative and qualitative empirical approaches in the field to test and validate the conceptual findings that have been successfully identified in this literature review.

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Business Communications Innovation in Facing Changes in the Digital Era
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Kgs. M Rizki Zubir Alfarizzi, Havis Aravik, Ahmad Tohir