

International business communication

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Executive summary

The study has indicated the necessity of communication within dealing with an international organization. Communication barriers that are identified within the Indonesian business are cross-culture, language barriers, and lack of transparency. After the identification of barriers, the study recommended some of the communication strategies that uplift the efficiency of communication within the international business market. This research has addressed Hofstede's theory for understanding the intercultural communication aspects. Indonesia is not a developed country and follows different cultural practices which are required to be understood for expanding the business. Thus, this study has addressed some theories such as Hofstede's and Jandt's theory for understanding the importance of intercultural communication aspects. Along with that, it also addresses Indonesian cultural aspects that have been followed up by country residents.

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Introduction

International business communication is indicated to be effective communication within multilingual organizations. There are indications that good international business communications are the practices that are helped through the integration of business dealings. International companies are processed through operating one of the globes that are involved in facing the various challenges that are in communication (Casson and Li, 2022, p. 10). Businesses are considered to be one of the bestselling of the products in the international market. Good communications within the business improvise the business with the utility and the business dealings. Communications had also been intricately blended within a non-verbal communication and etiquette within the organization in Indonesia.

Brief introduction of the selected developing country

Indonesia is a country that consists of 270 million people and is acknowledged as one of the largest economies with a GDP of 1.1 trillion USD as of 2019 (Satya, 2018). Moreover, over a decade there is an average economy that is involved within the economic growth. However, these are focused upon the first term upon the increase within the improvement in the infrastructure of Indonesia's organizations. The reduction of the barriers within Indonesia is indicated to bring new opportunities and facilities to the Indonesian economy. The global economy of Indonesia during the pandemic outbreak is considered to affect people's lives and communities. The global share of Indonesia is 2.5 %, and the market revenue is US\$43 billion as of 2021. The economic impact of the evidence is reflected to bring the necessities that would be involved in the fall within IHSG and the Rupiah. Indonesia's e-commerce market share as of 2020 was over USD 30 billion within the gross market value. Moreover, the country is expected to grow to USD83 billion by 2025.

Application of theories of international and intercultural communication on the chosen country

Hofstede theory

Power distance

As per the view of Beugelsdijk and Welzel, (2018, p. 1469), this dimension has defined the fact of individual societies in-equality within expressing cultural attitudes. Power distancing has helped address extent factors within less powerful; members and organization countries that accepted power distribution inequality. It has been analyzed that Indonesia has high ranks in the dimension factors regarding following factors such as hierarchy dependency, unequal rights within power holders and nonpower holders, and the direction of leaders, control management, delegates, and superiors in-accessible. Power has referred to centralized and management count regarding obedience of team members. In most organizations, employees expected proper guidelines and direction for maintaining efficiency in the workplace. Huge power distance has defined Indonesian co-workers' requirement for clear direction.

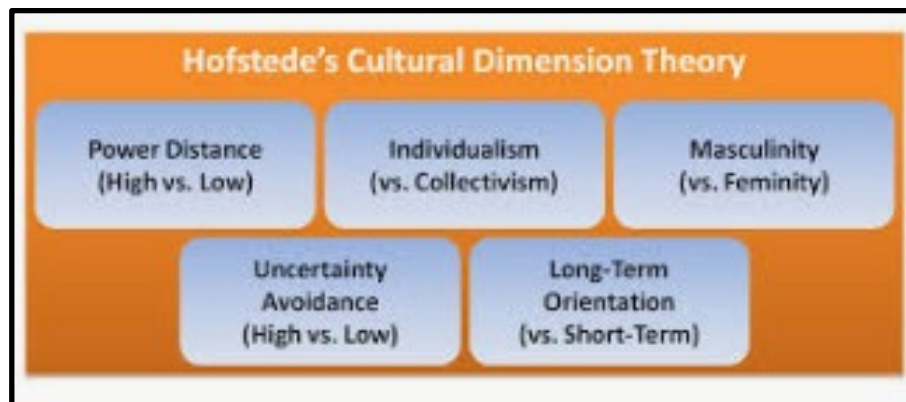


Figure 1: Hofstede cultural dimension

(Source: Wenxin and Yue, 2022, p. 373)

Individualism

As per the view of Wenxin and Yue, (2022, p. 373), Current fundamental issues which have been addressed as the dimension has defined the degree of interdependency Indonesian society has maintained for overall team members. Based on research it has been analyzed that Indonesia has a low score in collectivist society which has referred to a strongly defined social framework for individual employees to overlook society factors and in-groups belonging. In Indonesia, children are committed to their parents as well as parents committed to growing life's expertise. Children desire to provide an easier and happy life to their parents as well as take good care during old age.

Masculinity

High score masculinity regarding dimension is driven by competition, success, and achievement. The factors of success have been defined based on the values of system values in the organization. It has been analyzed that in the Indonesian workplace men get much more value than women as well as push through to achieve success. On the other hand, the feminine has defined a low score regarding the dimension of dominant values in society for caring quality of life. Feminine society has defined quality of successful life as well as stand-out outcomes. Based on research it has been analyzed that Indonesia has a score of 46 on dimension which is considered low masculine. Most of the time man has held an important position as it has referred to Indonesia's cultural aspect (Litvin, 2019, p. 712).

Uncertainty avoidance

The dimension of uncertainty avoidance has defined social deal within future factors which have represented an effective aspect for the company. In this dimension, the country has scored 48 within a low preference for avoiding uncertainty. This has defined a strong preference regarding Indonesian cultural separation of internal and external aspects. However, conflict resolution and direct communication can define conflict resolution as well as threaten the situation (Miller *et al.*, 2020, p. 2).

Long term orientation

This dimension has defined society's clear aspects for maintaining efficiency to deal with past, present, and future challenges. For instance, it has defined maintaining time-honoured traditions and norms related to societal evolution within suspicion. In this dimension, Indonesia has scored 62 which have indicated pragmatic culture.

Indulgence

One of the major challenges which have confronted humanity is the degree of small children for socialization. Without socialization, it is difficult to lead a proper human life. This dimension has referred to the extent of human life to control desire and impulses. This dimension has a score of 38 which has defined cultural restraints in the country.

Jandt theory

Fred E. Jandt has defined an introduction to intercultural communication aspects for a robust online environment to access anytime and anywhere. This is the Ninth Edition of An introduction to intercultural communication which has provided students with effective

information to successfully navigate an increasingly global community. This has helped to address major current events regarding essential communication skills and concepts. Fred E. Jandt has provided unique insights related to intercultural communication skills from home to abroad and emphasizes history, cultural aspects, and popular media factors. Each chapter has defined social media integration as well as extensive examples related to recent international events and news. Jandt has reinforced the importance of personal experience, self-reflection, and other expertise to create intercultural understanding. In Indonesia maintaining intercultural communication is one of the drawbacks. This theory can help overall country people to understand the importance of intercultural communication. This theory has provided an effective amount of educational knowledge and information for enhancing intercultural communication. In the 21st century, it has become one of the effective factors for country residents to provide clear and authentic information to understand the importance of intercultural communication for future generations (Drame *et al.*, 2019, p. 4).

Cultural sensitivity of the selected country, using examples

Cultural understanding is one of the important factors which can seem trivial. Indonesia's intercultural factors have defined eastern cultural understanding which has represented different cultural forms. Here has mentioned below some key factors of Indonesian cultural aspects:

- It has been analyzed that in Indonesia raising voice in anger or losing unacceptable control. The connection can be scarred permanently within this kind of behaviour. This can upset anyone's feelings and tend to be reluctant afterward (Haack *et al.*, 2019, p. 4).
- In Indonesia losing, face has been defined as demeaning which does not criticize or highlight any mistakes regarding the public or any other presence. If mistakes happen it is required for others to provide authentic and proper advice by talking privately.
- The left hand has been considered unclean as well as not used for receiving and giving things. In Indonesia, some people are still uncomfortable while people eat with their left hand.
- Pointing at someone represents threatening behaviour that has to be avoided. For directing a person, it is required to use an overall hand or thumbs.

- Hands-on hips or crossing arms across the chest has been defined as threatening and hostile. Crossing arms across the chest have referred to not being interesting during the conversation as well as disagreement related to specific points. Therefore, avoiding this gesture is one of the important factors during any conversation.
- Along with that, it has been analyzed that pointing toes and soles feet in someone's direction has represented rude behaviours. While sitting on the floor it is recommended to sit with crossed legs or "duduk Versilia" instead of outstretching legs.
- Patriarchy has referred to men as considered heads in the family members in Indonesia. As well as given interaction within each general aspect (Waddell and Clariza, 2018, p. 228).
- Religious belief has indicated that owning dogs is unclean. Indonesian Muslims does not get close to gods as well as the most workers do not work in a house with a dog. However, nowadays it has become quite common and most families have puppies at home.
- Indonesian people are very punctual as it is considered impolite. While meeting with someone or attending any events it is required to be there before the mentioned time.

Different communication barriers experienced by foreign businesses in the selected country, use the example

There are some of the challenges which are faced by the Indonesian business organizations and within the workplaces,

Cross-cultural: Cross-culture is based on how effectively a business-oriented organization would be enrolled within the country. Cross-cultural lack indicates intercultural communication skills within the organizations. Moreover, lack of cross-cultural communication increases anxiety, uncertainty, and also growth within stereotyping of a culture. An organization must take off the staff members with the considering customers of the organization. An adequate amount of training sessions initiates in forming cross-cultural communication and exposure to the other cultures within the organization. Misunderstanding is the foremost barrier within cross-cultural communication within an organization of a developing country as there are people with different cultural backgrounds and whose values and beliefs differentiate. Moreover, the norms are also

affected within the barrier in cross-culture, as these are the determinations that are acceptable within the appropriate behaviour of the organization within Indonesia (Czinkota *et al.*, 2021, p. 667). Moreover, the people who are working within these organizations are often identified as failures within the understanding of the norms and also within other cultures and acts. These roles are the setoff for the norms that apply to specific groups within Indonesia. Stereotyping is one of the main things that is involved with the barriers of cross-culture and this is inadequate information about the people that indicates in leading towards the intelligent choices of the organizations in Indonesia. For example, Bank central Asia is identified to be facing issues with cross-culture within their different communication styles.

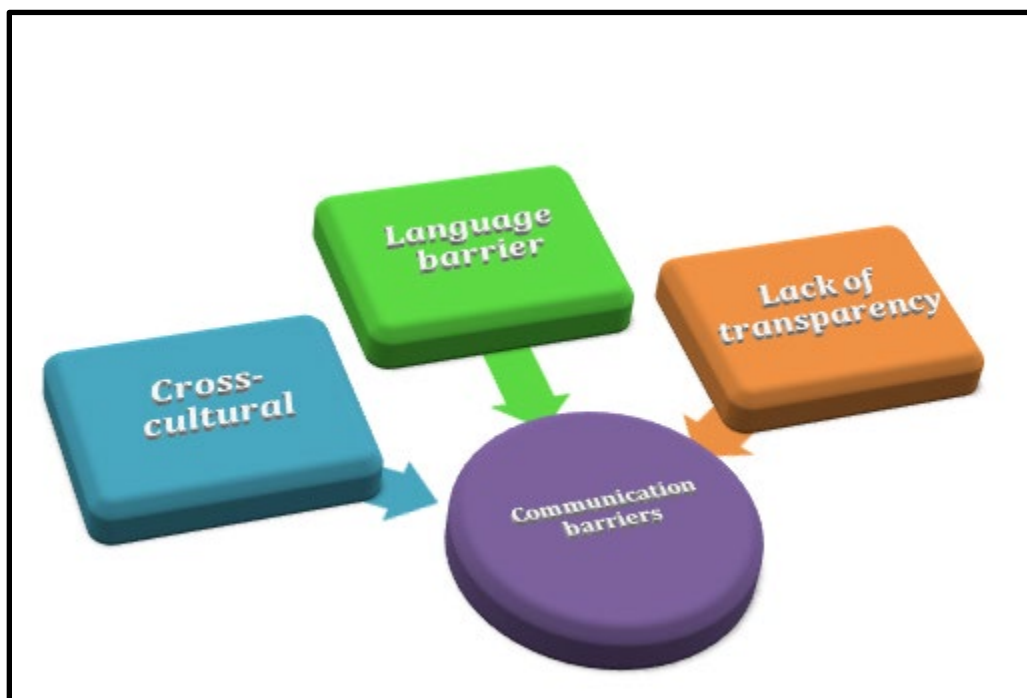


Figure 2: Communication Barriers

(Source: Developed by Learner)

Language barrier: For developed or being recognized within a country, an organization must be kind and soft with their words while speaking. Communication is thought to be a powerful weapon that empowers recognition and also defines common grounds within the actions and building up of an organization. Moreover, the speeches are considered to be the impairments that are involved within an organization to communicate and also to improve the sign language of the organization (Smyrnova *et al.*, 2021, p. 124). Thus, communication is understood to be forming a difficult situation within the people who do not understand each other's language. The problem

within interacting is considered to be the inability within an organization in Indonesia. Language barriers also intend to cause issues and this leads to misunderstanding and also misinterpretations within the people. The main causes of the language barrier are indicated as “differences within the language”, “different regional accents and dialects”, “issues with unclear speech”. Moreover, the language barrier is one of the linguistic limitations that are intended to create confusion and prevention within the comprehensiveness of the communication. Therefore, the language barrier is one of the features that result in an increase in the misconception of complete loss within the communication process. For example, Telkom Indonesia is identified to be facing a language barrier, as they are every day dealing with the different language-related persons over phone calls and issues in communication.

Lack of transparency: Lack of transparency is understood as when the leaders are deliberately involved with hiding or withholding the relevance of information or with the holding of the relevance within the information that are from others within the organizations. The lack of transparency is also indicated to be a devastating effect that is involved in providing a permanent mark within the organizations of Indonesia. These are also the organizations that are not able to thrive without the trust of the public. The organization is indicated as providing transparency within the employees as these are the necessities that are involved within an organization to increase employee engagement. Workplace transparency is indicated to be proven to breed through long-term success, as these are implemented to be involved within increased transparent rates between employees and employers. Thus, a lack of transparency occurs at the time of lack of trust within the workplace culture (Dirgeyasa, 2022). These are indicated as one of the direct correlations that are formed with the lack of transparency within a workplace. For example, ABM Investama is indicated to be facing issues with transparency as they hide their information and thus have issues within communication with their stakeholders.

Communication strategies and recommendations to enable the organization to succeed in the mentioned developing country

It has been strongly recommended to *Swire Group* that improvement within cross-cultural communication is necessary and is uplifted through maintaining a clear and simple communication through which the organization would find a reliable and experienced leader who

can handle the communication within an organization (Swire.com. 2022). Moreover, these are embraced with the help of agility and open-mindedness within a working culture like *Swire Group*. On the other hand, for overcoming the barriers within a language issue of an organization, it is indicated to use an increased amount of proficiency that is involved within the language. Moreover, these are the introduction to cultural context for learning and having development within the communication process. In addition, to improve the language barriers, verbal, non-verbal, and visual communications are recommended to be used by *Swire Group*, as these are often taken into consideration in communication grants.

Thus, communication and maintenance of language are considered to be involved within a constant understanding of different methods in the exchange of information. For the upliftment of the transparency within the organization, it is recommended through the crafting of communion plan and also preparing the managers for the ultimate within the key holders of the company (Sharipboevna and Kamola, 2021, p. 360). These are the organizations that are identified to stick closely towards the market sale ranges. Moreover, there is some of the information that is implemented through the employees of the curbing of the information. In addition to this, there is an indication that is involved within the legal provisions and for the disclosure for the communication in *Swire Group*. Therefore, *Swire Group* can be recommended that at the time of their product sales in Indonesia, the company has to look after the customer needs and the current market segmentation.

Moreover, the company is also recommended to keep a reasonable price structure so that the price can attract more customers towards themselves. Above all, is customer satisfaction and the first thing a company has to see is what are the changing needs of the customers and what capabilities are involved within Indonesia (Sahadevan and Sumangala, 2021, p. 32). The organization is also recommended to see whether they have to bring changes within the marketing culture or they have to bring any changes for the quick adaptability within the Indonesian market. It is also recommended that if the organization brings some changes within their marketing ability and capacity then they would be able to uplift communications within international business.

Conclusion

As per the above research, it has been concluded that maintaining intercultural communication is one of the major factors in Indonesian culture. Effective international business communication practices have helped interact within business dealings. Thus, this research has addressed the importance of intercultural communication for expanding the business in the Indonesian market. As well as address different cultural factors the country has followed up to understand cultural aspects.

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