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Introduction

Amazon is a reputed company that has business operations in more than 35 countries and expanding its business in developing countries can be the best option. In expanding the business one company needs to be serious about international communication by considering various facts and cultural differences.

In this report as a developing country, Indonesia has been chosen and Amazon can start its business in Indonesia to capture a better market. However, the culture of Indonesia will be discussed in this report, and also the importance and barriers of international communication will also be discussed.

An inclusive introduction to the context of international business and communications.

Communication is a vital element for all sorts of business organizations. To cooperate with all of the functions and to interrelate with the team missions it is important to set prominent communication facilities. However, the companies are becoming globalized day by day and they operate their business in more than one country which makes it more important to gather cross-cultural communication abilities (Steinmetz, 2012). The whole world is becoming one country or global village because of technological inventions but there are challenges too which are being faced by the companies. One of the major problems among them is communication problems due to cultural differences (Hosokawa and Katsura, 2019). The companies are being more involved with other countries which makes the cross-cultural impact more important.

Communication plays a vital role in international business and the success of the business depends on the efficiency of communication. Effective communication is important for business organizations because there is a risk of the companies getting lost in translation. Various components need to be considered before stepping into the international market (Veldeman, Van Praet and Mechant, 2015). The first thing which should be considered is the language barrier as language is a vital element to convey messages to each other. The organisations need to understand the way other countries convey their message and with which tone they deliver their speech. Also, the attitude can differ based on the culture and for this, the companies need to get better insights into the attitudes of the people of one country. In some countries, they tend to follow formality in their organizations and some countries follow informal communication. Basic mannerisms and gestures of talking these components can differ based on the country so these should be considered by one company before entering a new country.

Workplace etiquette also needs to be considered by the companies because this also makes huge changes in the organisations. Therefore, in communication, all these components should be considered by the firms and hence international communications should be perceived as proper by the firms to gather success.

Introduction on Indonesia as a developing country

Amazon is one of the vast retail companies and they have their branches in different countries also in some merging countries like India and China now they should think about Indonesia as Indonesia has a higher growth rate of population and huge natural resources. However, a developing market economy in the Asia-Pacific region, Indonesia is one of the fastest-growing in the world (Mayuzumi, 2019). It is the fourteenth-largest nation on the planet in terms of land area and population. There are several kinds of wood and wilderness regions in this country, making it one of the most biodiverse nations on the globe. The country with a large population and significant buying power Apart from that, the government has focused on economic improvements to attract foreign investment. Indonesia has an existing population of 278,136,336 people as of Sunday, February 6, 2022 (as of this writing) (based on the World meter elaboration of the latest United Nations data) (Rakhmanova, 2020). Indonesia's demographics have long been regarded as the fourth most populous country in the world and the third most populous country in Asia. The high birth rate and the absence of a family planning program are responsible for this high population density. With a population of 260 million people, Indonesia represents 3.51 percent of the world's total population.

Indonesian markets are abundant with imported products from China, Taiwan, Korea, and other Asian countries. The buying behavior of the Indonesian people is different from that of the people of other nations. The traditional markets of Indonesia mostly focused on low and middle-class customers and they sell products imported from China, Taiwan, and other Asian countries, whereas the malls of Indonesia focus on the high-class customers and mostly sell products imported from the USA and Europe (Pigłowski, 2018). Indonesia is a nation made up of several islands, including the large island of Java, Kalimantan, Sulawesi, Papua, Bali, NTT, Madura, and other tiny islands. Each island has a distinct ethnic group, and each ethnic group has a particular set of cultural values. Indonesia, being a nation with a diverse range of cultural values, is dependent on the ethnic groups, the island, and the location. When it comes to cultural value in Java, it is different from when it comes to cultural value in Sulawesi.

Application of theories of international and intercultural communication

The cultural dimension of Hofstede can be described to get better insights into the cultural differences of Indonesia. To analyse the cultural difference in Indonesia some basic dimensions will be power distance, individualism, masculinity, etc. The description is given below based on the graph.

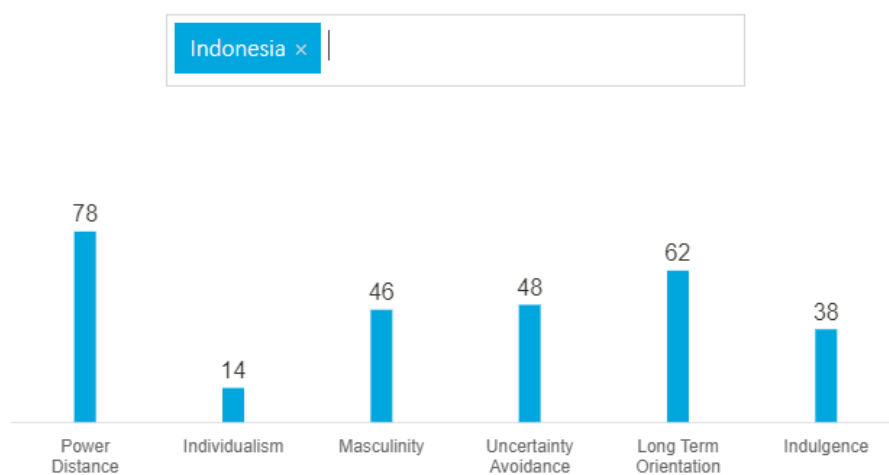


Image: Hofstede cultural dimensions

Source: (Hofstede insights, 2021)

- **Power Distance:** The score of this country in this dimension is the highest which means that there is a power-oriented country. In organizations employees mostly get treated according to the power they are holding and also they get treated unequally. The power is centralized among the managers and also the managers try to control their subordinates strictly (Jiménez-Martínez, 2017).
- **Individualism:** The score of this dimension is 14 which proves that the people of Indonesia are mostly get impacted by their social group. They conform to the ideals of their society and try to follow the ideals. In Indonesia, the importance of family is great, and even during the marriage, they engage with families mostly. The children of the country are greatly committed to their parents.

- **Masculinity:** The country's score in masculinity is greater than femininity which proves that they want to uphold their status and money and monetary value are not always considered as higher status the employees care for better positions and respect in the company (Wang, Jetten and Steffens, 2019).
- **Uncertainty Avoidance:** The score of uncertainty avoidance in Indonesia is higher which proves that they try to keep harmony in their workplace and also they try to be affable with each other. The people of Indonesia are polite and try their best to avoid any future conflicts (Mckew, 2017).
- **Long-term orientation:** The score in this dimension proves that the country is pragmatic and also they try to adapt to the traditions slowly and mostly they step towards their goals slowly yet strategic manner.
- **Indulgence:** Indonesia has a culture of restraint, as seen by its low score of 38 in this category. The cynicism and pessimism that characterize societies with a low score in this category are a result of this tendency. Restrained civilizations, in contrast to Indulgent societies, place less importance on leisure time and exercise more control over the satisfaction of their wishes.

Samovar's Communication Theory

Based on the theory the communicational difference occurs due to language, behavior, and intercultural competency. Not only verbal communication but also non-verbal communication for instance body posture and gestures made a greater impact on international communication (Mahmud, 2014). Regarding the language of Indonesia, using the Latin alphabet, Bahasa Indonesia is written, and the language's lexicon has a great deal of borrowed terminology from other languages such as Sanskrit and Arabic as well as Portuguese and Dutch. Also, the Indonesian people are mostly polite and soft-spoken and they like to be dressed politely. They have high tolerance power so the occurrence of conflicts in this nation is lower comparatively.

Critical evaluation of cultural sensitivity when doing business in Indonesia

Doing business in Indonesia is comparatively more promising than in other countries due to their high population and cheap labor cost. There are limitless opportunities that can be availed by Amazon if they think proactively and make themselves able to face or optimize any cultural risks (Daw and Law, 2020). The cultural variations of the country should be analysed properly before stepping into Indonesia. Here are some cultural factors of Indonesia given below:

- **Tolerance for each other**

Indonesian people have a high tolerance towards the people and because of this, they face minimal conflicts. They respect each other and even respect people from different religions. The people of Indonesia love to help each other.

- **Nageban in Bali**

In Bali, they always celebrate a ritual and in this ritual, they burn the people who are already dead and then pour the ashes into a vessel. Some Indonesian people tend to do this and this place of Bali has become a tourist attraction because of this (Otino, 2014).

- **Wearing Polite clothes**

Indonesian people are very conservative when it comes to their appearance. They tend to cover up their body fully and also they tend to greet people politely before starting any conversation.

- **Celebrating Eid**

Eid is their major occasion and they celebrate the occasion extravagantly. They celebrate the occasion with their friends and family by sharing food and greeting each other.

These few cultural aspects of Indonesia give an idea regarding the culture of Indonesia. Now the cultural challenges will be discussed

- **Lower entrepreneurial mindset**

The people of Indonesia mostly have lower entrepreneurial spirits and also as the rules or regulations of the country regarding opening a new business are difficult the young people seem to not engage themselves in entrepreneurship. This negative spirit can make the young people unproductive and also this can make the country less developed (Vinkovic, 2017).

- **High business failures**

In Indonesia the rate of business failure is higher and also many startups faced failures. The issue has been faced in the country because of a lack of financial competence and minimum financial assistance from the government. Also, the people of Indonesia are mostly reserved and they don't discuss their business problems which led them to fail in business.

- **Relying on the power of relationship**

The Indonesian people rely on the people who have high power and who have close relationships with any powerful individual. The people also don't try to take the lead rather they focus on someone else to take the initiative.

Discuss and analyze different communication barriers experienced by foreign businesses in Indonesia

The most faced communication barrier in Indonesia by other foreign companies is the language barrier. In Indonesia, there are some prohibitions on using the English language in offices and universities. The authority of Indonesia made it compulsory that in every agreement and legal document Indonesian language should be used and also many foreign personnel were alleged because of using the English language (Tanjung, 2018).

They are also forced to use the Indonesian language in any informal activities too and this has made huge difficulties for foreign companies. Most foreign companies are reluctant to start their business in Indonesia due to this.

The office management process of the company is also challenging for foreign companies. In Indonesian offices, they don't give promotion to the expatriates no matter how talented they are which make the expatriates demotivated. Some of the expatriates report that they forcefully need to use the Indonesian language and also in office they get ignored. On the other hand, they give promotions based on age and experience rather than based on competency. They give promotions to their aged employees and the employees who have been working with them for many years rather than giving promotions to any creative employees.

Also, many corporates try to avoid Indonesia culture to run their head office in the country. They try to make the Indonesian managers get adapted to their cultures and some of the time the managers fail because they are bad at adapting also countries need to do huge homework before starting their business in Indonesia because the culture of Indonesia is diversified and one company may fail if they fail to know the culture of the country in a better way. Also, the home country has lack of understanding cultural complexity.

Also, in Indonesian culture, social ties are often two-sided. First and foremost, there is a strong authoritarian structure in place, with natural-born leaders and natural-born followers on both sides (Kim and Nelson, 2019). These connections are well-defined in the literature. Each specific group, on the other hand, has a strong view that choices should be made by the community to escape individual accountability. Moreover, the Indonesian people mostly count as expressive and emotional individuals but their emotions can make any western coworkers confused.

Appropriate communication strategies and other relevant recommendations to enable Amazon to succeed in Indonesia

Some recommendations to amazon to get adapted to the Indonesian culture are given below:

Clothing: While conducting any meeting and another business discussion with Indonesia the company employees need to focus on their items of clothing and they need to wear formal and decent attires.

➤ **Communication**

The Indonesian people are very different in saying yes to any agreement provided by other nations. They don't say yes directly and some of the times because of politeness they don't say no even if they disagree. They don't say yes foremost rather they first say yes to indicate that they are acknowledging the fact.

➤ **Corruption**

Indonesia has zero tolerance for corruption and even they don't consider even anyone bribing someone. For that reason, foreign investors need to be careful in these factors that will not prohibit their ethics.

➤ **Contracts**

Contracts in Indonesia are often significantly less explicit and are frequently open to revision and misinterpretation after they have been signed. Flexibility is seen as a positive quality, and contracts are written to reflect this. To put it another way, the circumstances in which an agreement is reached are much more essential than the signatures on a paper (Mahmud, 2014).

Conclusions

Indonesia is an emerging country and Amazon can choose this country to be its next destination for international expansion because the country has huge opportunities and cheap labor. To start a business in Indonesia the cultural barriers of the country should be analysed by Amazon properly.

Also to have effective communication they have to consider various facts like language, behavior, and cultural interrelations. The company should take a huge time to research Indonesia before starting the business.

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