

THE INFLUENCE OF MICRO, SMALL AND MEDIUM ENTERPRISES ON INTERPERSONAL COMMUNICATION BEHAVIOR FOR COMMUNITIES IN MEDAN CITY

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Abstract:

Small and Medium Enterprises (MSMEs) activities are one of the business fields that can develop and be consistent in the national economy. Micro, small and medium enterprises (MSMEs) are a good starting point for the formation or creation of jobs that are planned either by individuals, the private sector or even individuals. The purpose of this study was to determine the effect of interpersonal communication on interpersonal communication behavior for people in the city of Medan. The method used is descriptive qualitative descriptive narrative. Data collection techniques using observation, interviews, and documentation. The results of the study show that interpersonal communication behavior influences the development of micro, small and medium enterprises (MSMEs) in Medan City supported by four factors, namely audience, media, messages and communicators. The community's interpersonal communication behavior in determining the audience by collecting data on micro, small and medium entrepreneurs (MSMEs) is then selected according to the criteria included in fostering development programs. The media used are group media, print media, and online media to communicate information and knowledge to business owners. Then the influence in determining the communicators are people who have knowledge about MSMEs and are selected according to their experience and expertise.

Keywords: *Communication, Interpersonal Communication, MSMEs*

Introduction

In terms of communication, verbal and nonverbal stimuli carried out by the communicator take place simultaneously. Thus, the communicant can simultaneously capture messages conveyed verbally and nonverbally conveyed by the communicator. As a whole, the verbal and nonverbal stimuli cannot be separated when the communicator communicates by delivering messages to the communicant. Communication is a prerequisite for human life because without communication, interaction between humans, both individually, in groups and in organizations, would not be possible¹.

National development in Indonesia, which is a priority, namely Micro, Small and Medium Enterprises (MSMEs). MSMEs are the backbone of the people's economic system to reduce poverty problems and their development is able to

¹ Suriati, Suriati, Samsinar Samsinar, And Nur Aisyah Rusnali. "Pengantar ilmu komunikasi." (2022).

broaden the economic base and can make a significant contribution to improving the regional economy and national economic resilience². According to Putri et al through entrepreneurship, MSMEs play a very important role in reducing unemployment, providing employment, reducing poverty, increasing welfare and building national character³.

Empowering and coaching MSMEs in the midst of globalization is very important to do and the high competition in both local and global markets makes MSMEs have to be able to survive and face existing challenges, namely by innovating products and services to become more qualified, then by developing human resources. as a driver and technology, as well as expanding the marketing area. This needs to be done to increase the selling value of MSMEs themselves, especially so that they can compete with foreign products which are increasingly flooding industrial and manufacturing centers in Indonesia, considering that MSMEs are an economic sector capable of absorbing the largest workforce in Indonesia⁴.

The economic development of a region or a country is basically the interaction of various groups of variables, including human resources, natural resources, capital, technology and others. Indonesia as a country where its national development essentially has one goal, namely to promote public welfare.

Mukarom (2020) says that interpersonal communication can mean the same as relationships between humans because it will always involve other people in a relationship of any kind. So that interpersonal communication is carried out to produce effective interpersonal relationships and cooperation can be improved. we need to be open and replace the rigidity and maintain the trust. Communicators and communicators also need to have an attitude of trust, support and openness which encourages the emergence of mutual understanding, respect and mutual quality development⁵.

There is a positive influence of population growth on economic development where the conditions and progress of the population are closely related to the growth and development of economic enterprises. Residents on the one hand can become actors or resources for production factors, on the other hand they can become targets or consumers for the products produced⁶. Population conditions, population data and information will be very useful in calculating how much labor will be absorbed as well as the specific qualifications needed and the types of technology to be used to produce goods or services. On the other hand,

² Idayu, Riyanthi, Mohamad Husni, and Suhandi Suhandi. "Strategi Pengembangan Usaha Mikro Kecil dan Menengah (UMKM) Untuk Meningkatkan Perekonomian Masyarakat Desa di Desa Nembol Kecamatan Mandalawangi Kabupaten Pandeglang Banten." *Jurnal Manajemen STIE Muhammadiyah Palopo* 7.1 (2021): 73-85.

³ Putri, Diana, and Muhammad Firdaus. "Strategi Komunikasi Dinas Koperasi, Usaha Mikro, Kecil dan Menengah (UMKM) Kota Pekanbaru Dalam Memberdayakan Kelompok Umkm Melalui Program Klinik Konsultasi Bisnis Di Kota Pekanbaru." *Jurnal FISIP* 5.2 (2018): 1-14.

⁴ YOHANES, YOHANES. "Strategi Pemberdayaan UMKM Menghadapi Pasar Bebas Asean.(2019)

⁵ Mukarom, Zaenal. "Teori-Teori Komunikasi." (2020).

⁶ Nugraha, Aga, and Atty Tri Juniarti. *Pengaruh Kepemimpinan Dan Budaya Organisasi Terhadap Kinerja Pegawai Dinas Koperasi Dan Usaha Mikro, Kecil Dan Menengah (Kumkm) Provinsi Jawa Barat*. Diss. Perpustakaan Fakultas Ekonomi dan Bisnis Unpas Bandung, 2017.

knowledge of the population structure and socio-economic conditions in a particular area will be very useful in calculating how many residents can take advantage of development opportunities and outcomes or how wide the market share is for a particular business product.

Based on the progress of the times, economic growth and development play an important role in increasing regional economic income, including in the welfare of the people. The role of micro, small and medium enterprises (MSMEs) has a very important meaning for a region, especially as one of the drivers of regional economic growth. Micro, small and medium enterprises (MSMEs) activities are one way for regional creative products to be recognized and provide business opportunities for business actors in the regions. per capita and improve the economy of a region, so that micro, small and medium enterprises (MSMEs) are required to be able to participate in developing the country's economy, especially in developing economic growth in Medan City itself.

Micro, small and medium enterprises (MSMEs) are one of the business sectors that can develop and be consistent in the national economy. Micro, small and medium enterprises (MSMEs) are a good platform for job creation planned by both the government, the private sector and individual business actors⁷.

Emphasis on developing the potential of micro, small and medium enterprises (MSMEs) brings the discussion of this research towards the concept of developing *local* through a dynamic entrepreneurial process, as well as community and business welfare in order to improve the quality of life for all those in the community who are directly involved in the establishment micro, small and medium enterprises (MSMEs)⁸. According to Yudhoyono, the fourth wave of economics is a continuation of the third wave of the economy with an orientation towards creativity, culture, and cultural and environmental heritage⁹. Previously Digdowiseiso and Kumba argued that human civilization consisted of three waves, the first wave was the agricultural century, the second wave was the industrial age and the third wave was the information age¹⁰.

The economic value of a product or service in the micro, small and medium enterprise (MSMEs) sector is no longer determined by raw materials or production systems as in the industrial era, but rather by utilizing creativity and creating innovation through the development of increasingly advanced information technology¹¹. Industry can no longer compete in the global market by relying solely

⁷ Halim, Abdul. "Pengaruh pertumbuhan usaha mikro, kecil dan menengah terhadap pertumbuhan ekonomi kabupaten mamuju." *GROWTH jurnal ilmiah ekonomi pembangunan* 1.2 (2020): 157-172.

⁸ Sidik, Siti Sarah, and Duniyati Ilmiah. "Pengaruh Modal, Tingkat Pendidikan Dan Teknologi Terhadap Pendapatan Usaha Mikro Kecil Dan Menengah (Umk) Di Kecamatan Pajangan Bantul." *MARGIN ECO* 5.2 (2021): 34-49

⁹ Hapsari, P. P., Hakim, A., & Noor, I. Pengaruh Pertumbuhan Usaha Kecil Menengah (UKM) terhadap Pertumbuhan Ekonomi Daerah (Studi di Pemerintah Kota Batu). *Indonesian Journal of Social and Humanity Study*, (2020) 1(2), 157-172.

¹⁰ Digdowiseiso, Kumba. "Teori pembangunan." (2019).

¹¹ Hamza, L. M., & Agustien, D. Pengaruh Perkembangan Usaha Mikro, Kecil, dan Menengah Terhadap Pendapatan Nasional Pada Sektor UMKM di Indonesia. *Jurnal Ekonomi Pembangunan*, (2019) 8(2), 127-135.

on price or product quality, but must compete based on innovation, creativity and imagination.

The thing that is most frequently revealed is the limited physical capital (financial, structural, and infrastructure) and difficulties in marketing, difficulties in marketing can be seen as one of the results of the low quality of workers and entrepreneurs as well as technological limitations that make micro, small and medium-sized enterprises (MSMEs) do not yet have competitive quality and prices that are able to compete in the stages of area coverage outside Medan City¹². Economic growth is essentially a series of government policy efforts in achieving a positive result that impacts the welfare of society.

For this reason, micro, small and medium enterprises (MSMEs) that are currently developing in Medan City are laundry businesses, car washes, motorcycle repair shops, basic food materials, furniture and several *home industries* or home businesses that offer processed products and services. In addition, the level of employment has contributed to a decrease in the unemployment rate in Medan City, so that micro, small and medium enterprises (MSMEs) are considered to be able to contribute to increasing economic growth in Medan City.

The Medan City Government has a special role in supporting the running of existing businesses so that they remain productive. Not only channeling financial assistance in the form of a loan through cooperatives or MFIs, MSMEs must also be given guidance so that the products or businesses that are run have quality results and have a selling value and can compete with other products. Currently, the guidance that has been carried out a lot for MSMEs is by providing entrepreneurial training on how to process products with the potential of existing resources, packaging products so that they have an appeal in marketing, and business consulting, namely on how to manage finances in running MSMEs so that they remain productive. . Apart from direct training and coaching, business actors are also included in various events or competitions and exhibitions to gain more experience in the field. *the event* is also one of the ways of coaching and product development carried out by the Medan City Office of Industry, Trade, Cooperatives and SMEs for MSME actors. Through *the event* , it is hoped that the participants will be able to find out how to develop a business and innovate processed sago products so that they have a high selling value and are in demand by the wider community. Through *the event* , MSME actors can also read opportunities and opportunities in developing marketing and the competition they face so that products can compete and survive in the market.

Efforts have been made to achieve this success by improving the quality of business products, packaging products with packaging that can compete with other product packaging because for business actors in marketing product packaging it is important to attract the attention of consumers. Besides that, managing production financing is very important so that *budget* spent is not excessive but can produce good quality products and be able to compete in the economic market. Based on the background above, this study aims to determine the Influence of Micro, Small and Medium Enterprises on Interpersonal Communication Behavior for Communities in Medan City

¹² Aditi, Bunga. "Pengaruh Inovasi Dan Kreativitas Terhadap Kepuasan Konsumen Pada Umkm Di Kota Medan." *Jumant* 7.1 (2018): 1-9.

Research Method

This research uses qualitative research methods with descriptive analysis presented in the form of descriptions according to language, the perspective of the research subject with regard to the problem to be examined which is also data. Qualitative research refers to research on people's lives, history, behavior, or kinship¹³.

The informants in this article are the owners of micro, small and medium enterprises in the city of Medan, because they meet the criteria of the researcher where the informant is the party that handles and has knowledge about SMEs and the coaching process. Informants also have experience in product processing and have attended various training sessions for SMEs and SMEs.business owners *laundry*, workshops, and basic necessities in the city of Medan.

Data collection technique is a method used by researchers in collecting research data and information. In collecting the necessary data, researchers used observation techniques, interviews and documentation. The data analysis technique in this study refers to the Miller and Huberman models through data reduction, display or presentation of data and finally drawing conclusions or verification¹⁴. Where after all the data has been collected (observation results, interviews and documentation), the author performs data analysis by reducing by sorting out whichever data is needed, then classifying the data into groups then presenting the data, then verifying the data by draw conclusions regarding the influence of micro, small and medium enterprises on interpersonal communication behavior for the people of Medan city. Next, the writer checks the validity of the data obtained by comparing the data from observations with data from interviews with the contents of related activity documents. In addition, data validation techniques also use extended participation, which requires researchers to go down to the location and in sufficient time to detect and take into account distortions that might contaminate the data¹⁵.

Results and Discussion

Development of Community Interpersonal Communication Behavior in Micro, Small and Medium Enterprises (MSMEs) in Medan City

John Steward and Gary D` Angelo, (Permatasari, 2018) consider interpersonal communication to be focused on the quality of communication where each individual is. Participation refers to each other as people who are unique, selectable, feel, benefit from, and able to see themselves again, not as things or things. In communication, a person can act as communion, act as communion, or choose a role. There are two types of communication sequences: interpersonal communication and intrapersonal communication¹⁶.

¹³ Efendi, Adhan, et al. *Dasar-Dasar Menulis Karya Tulis Ilmiah*. Deepublish, 2021.

¹⁴ Febriani, Nufian S., and Wayan Weda Asmara Dewi. *Teori dan Praktis: Riset Komunikasi Pemasaran Terpadu*. Universitas Brawijaya Press, 2018.

¹⁵ Ana, Rosmiati. "Dasar-dasar penulisan karya ilmiah." (2017).

¹⁶ Permatasari, Elvira Dwi. *Efektivitas Komunikasi Interpersonal Petugas Lembaga Pemasarakatan Dengan Warga Binaan (Studi di Lembaga Pemasarakatan Kelas IIB, Probolinggo)*. Diss. UNIVERSITAS 17 AGUSTUS 1945, 2018.

The development of Small and Medium Enterprises (MSMEs) is essentially a shared responsibility between the government, the private sector and the community. By looking closely at the problems faced by MSMEs, various efforts are needed, one of which is the need to develop partnerships that help each other between MSMEs, or between MSMEs and large domestic and foreign entrepreneurs¹⁷, to prevent business monopoly. In addition, it is also a forum for expanding market share and efficient management. Thus, MSMEs will have strength in competing with other business actors, both from within and outside the country.

In carrying out the process of fostering community interpersonal communication in the MSME, there are several things that are needed in order to achieve the desired goals, namely by applying the concept of communication according to Milyane, Tita Melia, et al which is related to research conducted by researchers, namely regarding strategies to identify targets or communication audiences, the selection of communication media, the process of communication messages, and the role of the communicator in delivering communication messages¹⁸.

In recognizing the target audience, namely MSME actors based on several predetermined criteria and several aspects that need attention. The criterion in question is that the business being run is a business that is starting to develop marked by increased business turnover, guaranteed product quality, smooth repayment of credit both offered and submitted to banks, MFIs, or savings and loan cooperatives.

In addition to the criteria above, several aspects that need to be considered by communicators in selecting MSME actors to be included in the coaching process are taking into account socio-demographic aspects (gender, age, population, location, level of education, language, religion, occupation, and *ideology*), psychological profile aspects (psychological aspects; emotions, opinions, desires, and feelings), and aspects of audience behavior characteristics (values and norms, social mobility, and communication behavior)¹⁹. With an overview of the target audience through these aspects, it will be easy for the communicator to determine the message to be conveyed.

With the existence of a coaching program by the Medan City government, it is hoped that business actors can continue to develop the businesses they run so that they can support the economy of both the community and the region. Even though only business actors meet the criteria to take part in coaching, the agency hopes that the knowledge gained in the coaching can also be shared with other business actors so that other MSMEs can also develop and make a major contribution in improving the community's economy.

¹⁷ Kadeni, Ninik Sriyani. "Peran UMKM (Usaha Mikro Kecil Menengah) Dalam Meningkatkan Kesejahteraan Masyarakat." *Equilibrium: Jurnal Ilmiah Ekonomi dan Pembelajarannya* 8.2 (2020): 191-200.

¹⁸ Milyane, Tita Melia, et al. *Pengantar ilmu komunikasi*. Penerbit Widina, 2022.

¹⁹ Rachmawati, Fitri. *Penerapan digital marketing sebagai strategi komunikasi pemasaran terpadu produk usaha kecil dan menengah (UKM) pahlawan ekonomi surabaya*. Diss. UIN Sunan Ampel Surabaya, 2018.

Selection of Community Interpersonal Communication Media for Micro, Small and Medium Enterprises (MSMEs) in Medan City

Furthermore, regarding the selection of communication media used in interpersonal communication behavior on the influence of MSMEs in Medan City using mass media, online media, and group media as explained by Pamungkas and Rizki²⁰. Through these media the activities carried out can be informed to the wider community. Apart from that, this media is also a marketing platform for MSME actors to promote their products, especially when holding *events* or exhibitions held by the district government and other parties who cooperate in procuring *the event*.

The group media used is as a means to convey messages through seminars or entrepreneurship training. Through the presence of media sources, it is considered effective in influencing people because usually the sources are experts in discussing certain topics. As in entrepreneurship training activities, the speakers are people who have knowledge about the business world and MSMEs so that business participants can add to their insights through the seminar or training.

Although it does not intensively provide information about the influence activities of SMEs, the role of the mass media such as newspapers is very important. As described in the research results, mass media in the form of print media is only limited to providing information about MSME activities and their development in general. Such as when holding training, socialization, entrepreneurship visits, and exhibitions. The news was also written on online media news portals.

Currently online media is one of the most widely used media by various levels of society because of the ease of accessing information from all over the world. This is then used by journalists to provide information to their readers. Through the existing media, it is hoped that the public will know more about MSMEs in the city of Medan and the products produced from these MSMEs. Media can also be used as a forum for conducting marketing activities. For business actors themselves, many have used print media such as product brochures to be disseminated to the public.

Strategies for Communicator Behavior in Influence Micro, Small and Medium Enterprises in Medan City.

Knowing the interpersonal communication behavior of MSMEs, communicators were selected by researchers based on predetermined criteria, namely people who were directly involved in coaching MSMEs and people who had knowledge about influence UMKM on the behavior of interpersonal communication in the city of Medan.

Being a communicator there are several factors that must be considered so that the communication process runs smoothly, as described by Siregar, namely the Attractiveness of Resource Persons and Source Credibility. In conveying a message, the attractiveness and credibility of a source is very decisive in changing the opinion and attitude of the public while following the process. Creative and interesting communicators will be in great demand by the audience, especially during entrepreneurship training, the audience will be interested in following and

²⁰ Pamungkas, Rizki Dipo. *Komunikasi Pemasaran Umkm Kuliner Di Medan Dalam Beradaptasi Pada Masa Pandemi Covid-19*. Diss. 2022.

listening to the material presented. In attracting audiences, attitudes, knowledge and communication skills are interrelated and must be possessed so that there is no distance between communicators and participants to interact with each other²¹.

It can be concluded that a communicator in giving an opinion on business actors is by:

1. collecting data on micro, small and medium scale businesses and then selecting these businesses to be included in the fostered businesses.
2. Providing entrepreneurship training to business actors.
3. assisting in marketing products produced by UMKM to the wider community through events or exhibitions.
4. business monitoring, namely by visiting business places and conducting socialization to business actors
5. conducting entrepreneurial visits, business actors are included in visits to creative business places with the aim of providing knowledge for business actors and motivating business actors to innovate -innovations that can be applied to their products
6. provide convenience in obtaining permits, and
7. provide convenience to MSMEs to get access to financing through loans.

Conclusion

The conclusions drawn by the researchers based on the research conducted are as follows:

Fostering community interpersonal communication behavior towards micro, small and medium enterprises (MSMEs) is by collecting data or observing business actors and selecting appropriate businesses. This business is a business that has developed, is smooth in producing goods, and business actors are not late in repaying loan installments for additional capital to banks, cooperatives, or MFIs.

Selection of community interpersonal communication media for micro, small and medium enterprises is group media which is the media used to provide information to business actors, while mass media in the form of print media such as newspapers and online media news portals is used to provide information to the general public and other business actors regarding the activities of MSME products in Medan City

The strategy for the behavior of the Communicator in influencing micro, small and medium MSME businesses in Medan City is to determine the criteria, namely people who are directly involved in running MSME and people who have knowledge about MSME. The duties of this communicator are as a person who conducts entrepreneurship training for MSMEs, as an MSME assistant, collects data, provides access to information regarding financing through loans, expands access to MSME marketing, and does business consulting.

²¹ Siregar, Pandapotan Na Uli Sun, and MM SE. "Membangun Komunikasi Yang Efektif Dalam Organisasi." *Pengantar Manajemen (Konsep dan Tinjauan Teoretis)* (2022): 209.

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