

Analysis Of The Influence Of Communication Ethics In Business Competition In The Gen-Z

Analisis Pengaruh Etika Komunikasi Terhadap Persaingan Bisnis Gen-Z

M. Ridho Al Aziz¹, Muhammad Rafli Hudhawi Nasution², Aditya Rahman Ginting³, Panca Syahputra⁴, Muhammad Yuda Hendrawan⁵

Universitas Islam Negeri Sumatera Utara^{1,2,3,4,5}

m09.ridho2016@gmail.com¹, Muhammadrally527@gmail.com², Adityarahman5656@gmail.com³, Pancasyahputra61@gmail.com⁴, muhammadyudahendrawan@gmail.com⁵

ABSTRACT

know How influence Analysis The Effect of Communication Ethics In Competition Business in the Gen-Z Era . Method research Dr study This use method study study qualitative. Results show that ethics communication play role crucial in create mark period long for company in the middle market dynamics and the environment continuing business growing. Generation Z, which is consumer active and potential employees in this era, have high expectations to communicating company with honest, transparent, and respectful values ethics. In competition growing business strict, company must understand that ethics communication is more from simply approach strategic, however reflect identity and character company in a manner whole. Good communication ethics will build trust customer, strengthen reputation company, and improve loyalty consumer. Besides that's ethics positive communication as well factor towing for candidate Gen-Z employees who are looking environment quality and practical work values ethics. An understanding company mark important ethics communication in build culture inclusive and respectful company diversity will interesting talents best in competition get power quality work. In the digital age, messages and information can spread with fast through social media and other online platforms. because tha , business must very be careful with ethics communication them, avoid practices that don't ethical, and caring reputation them to stay positive .

Keywords: *Ethics, Communication, Gen-Z*

ABSTRAK

Mengetahui Bagaimana Pengaruh Analisis Pengaruh Etika Komunikasi Dalam Persaingan Bisnis Di Era Gen-Z. Metode penelitian Dr study ini menggunakan metode study study kualitatif . Hasil penelitian menunjukkan bahwa etika komunikasi berperan penting dalam menciptakan jangka waktu yang panjang bagi perusahaan ditengah dinamika pasar dan lingkungan bisnis yang terus berkembang. Generasi Z, yang merupakan konsumen aktif dan karyawan potensial di era ini, memiliki harapan yang tinggi untuk mengkomunikasikan perusahaan dengan nilai-nilai etika yang jujur, transparan, dan saling menghormati. Dalam persaingan bisnis yang semakin ketat, perusahaan harus memahami bahwa etika komunikasi lebih dari sekadar pendekatan strategis, namun mencerminkan identitas dan karakter perusahaan secara utuh. Etika komunikasi yang baik akan membangun kepercayaan pelanggan, memperkuat reputasi perusahaan, dan meningkatkan loyalitas konsumen. Selain itu etika komunikasi yang positif juga faktor penarik bagi calon karyawan Gen-Z yang menginginkan kualitas lingkungan dan kerja praktis nilai etika . Perusahaan yang memahami menandai pentingnya etika komunikasi dalam membangun budaya perusahaan yang inklusif dan menghargai keragaman akan menarik talenta terbaik dalam persaingan mendapatkan kualitas kerja yang kuat. Di era digital, pesan dan informasi dapat menyebar dengan cepat melalui media sosial dan platform online lainnya. karena itu, bisnis harus sangat berhati - hati dengan etika komunikasi mereka , menghindari praktek - praktek yang tidak etis , dan menjaga reputasi mereka agar tetap positif .

Kata kunci: Etika, Komunikasi, Gen-Z

1. Introduction

Grouping generation appear in the world of work based on source Power human . Study related difference generation This was first carried out by Manheim (Budiati , 2018). According to him generation is construction social in it there is group of people who have age and experience the same history (Budiati, 2018). Habit every Generations also have characteristics each in accordance with development of the times. Howe and Strauss (Zorn, 2017) define generation millennials as a rich, educated generation more well , various ethnicity , and focus on work team , achievement , simplicity , and good behavior .

Generation Z was born after generation millennials they born range 2001 to _ with year 2010. Generation Z or resident the original of the digital era was born in the digital world with technology complete Personal Computer (PC), cell phone , gaming device and internet. They use up time spare For surf the web, more Like stay inside room and play online than go get out and play outside room (Qurniawati & Nurohman, 2018). Transition generation This happen moment develop fast global technology, which then give birth to Generation Z has a pattern think tend want matter all instant (Budiati, 2018). Gen Z has a connection tightly with technology, needs depend to the internet both in the social world, education , knowledge will something thing that makes they rigid communicate in the real world. For furthermore generation Millennials and Generation Z Researchers call millennial and gen Z with pattern think different generation but have something in common literate to technology.

Competition is mirror from healthy market structure. The more strict competition show amount player in something industry the more big, which means industry concerned can entered diverse player. Competition between player give impact positive and negative to behavior competition. If system monitoring and enforcement towards the players weak, then on condition those are the players behave negative with do possible maneuvers violate legislation fair competition and code ethics communication marketing.

Creative strategy from internal side in the creation process communication marketing hold key important in success something product or services. message created appear in unified verbal and visual form in total concept between words and visuals. In context market competition , various product especially product consumption compete very strict with target main For obtain market share and growth . In the design, the character product or service must truly materialize in message created communication. Message Then sent to the aiming target whose character must compound with character product. So in matter This strength message very determined by *the creative strategy* in a manner integrated (Altstiel and Grow, 2006).

Competition strict tend give birth to products and/ or services competing for the same market (one market) with activity campaign communication marketing integrated. Because of that understanding and planning communication is a corporate strategy *styles* communication tend make an effort to 'clear exhausted' its competitors with without pardon for reach dominant *market* share. Whereas according to Duncan, the practitioner advertising must understand A picture big (*the big picture*) that becomes target attention to the development of IMC issues social, ethical, and legal in it.

Objective from writing article This is For know How influence Analysis The Effect of Communication Ethics In Competition Business in the Gen-Z Era

Literature Review

Understanding Communication Business

Communication is an exchange process information between individual with individual other or with group of people. A effective communicator will try in a manner clear and accurate send message form thoughts, concerns, and goals to recipient message through a process. Communication can said succeed when sender message and recipient message understand same information. In relation with context, communication also involves various choice, reflect values, and have consequences. Third element key communication the form the basics for ethics communication.

To be created more communication well, then needed understanding about various related issues with communication. A number of company that owns objective responsible answer in a manner social and ethical need A priority ethics communication Good inside communication company nor when interact with public. this in accordance with what was stated by S. Alejo that communication business is base main for walk A organization or company, both inside organization nor outside organization . Because by theory, a lot more consumers interested For do business with the company they are believe it in a manner ethical Where ethics business the give profit alone in market.

Communication business happen when A message shipped or accepted between organization or company with the employees in it. Communication business also happens between organization or company with party outsiders, for example stakeholders interest or consumers. Is important for organization or company For ensure is their message submit and receive refers to norms ethics in framework ensure creation effectiveness communication.

According to (G. Cheney, M. Kent, and M. Debashish, 2011) communication ethical business very important in three perspective main that is business with public , business with employees and businesses with business .

1. Communication business with business in meaning communication between A company business and distributors as well supplier.
2. Communication business with employee means communication plays role in level organization and how circles management on send messages business like policy to employee
3. Communication business with the public playing A instrumental role in develop image A organization. Therefore, very No Can denied that management standard high ethics during communication business is A factor success for a number of business .

Characteristics of Communication Ethics

A number of characteristics important from ethics communication is also used moment business is as following:

1. Understand what is meant without attack others
2. Manage connection with audience
3. Serve information to audience without reduce it or withhold information important
4. Understand that ethics related with values and maybe can different for audience
5. Ensure that whole information is accurate and can reached

Gen- Z

Schmidt said generation is bunch identifying individual group based on year birth, age, location, and events in life group individual who has influence significant in phase growth. In theory generation (generation theory), Codrington argues generation man distinguished to 5 based on year

birth, namely: baby boomer generation born 1946-1964, generation X born 1965-1980, generation Y born 1981-1994, often called millennial generation, generation Z born 1995-2010 is also called iGeneration, generation iNet, internet generation and alpha generation born 2011-2025. Fifth generation the own difference growth personality.

Generation Z has similarity with Generation Y, however Generation Z can apply all activity in One time like tweet using cell phone, browsing with device mobile, and listen music using headphones. Whatever is done majority relate with virtual worlds. Since small generation Z already know technology and familiar with sophisticated gadgets that are No direct influential to personality. At age This Generation Z is categorized as age teenagers who are in age This experience changes fast on physical, emotional, social, moral and intelligence. Teenager distinguished into 3 categories of adolescence namely adolescence beginning 12-15 years old, adolescence mid ages 15-18 years and adolescence end ages 18-21 years.

Generation Z more like environment flexible work, a little rules, and provides authority tall in taking decision compared to generation before.

2. Methods

Study This use method study qualitative, which is something study scientific purposes _ For understand something phenomenon in context social in a manner natural with prioritizing the interaction process deep communication between researcher with phenomenon studied. Study This use method descriptive. Study descriptive addressed For gather information actual in a manner describing detail existing symptoms, identify comparison and evaluation, determine what other people are doing inside face same problem and learn from experience they For set plans and decisions at a time to be come.

3. Results and Discussion

Communication Styles Marketing Various Products and Industry

Implemented communication strategy _ something company very related with determination of a competitive strategy that includes determination goals and objectives. Smith (2005:67) confirms that strategy to be heart from planning activity communication marketing. Whole embodiment of communication strategy rooted in research and development _ _ Finally become tactics communication. In context competition, the problem is part big company trapped to in objective achievement momentary, temporary term strategy the required length consistency in achievement vision and mission often neglected. Unfortunately achievement period short often done with attempt to " attack " against existence competitor through imitation of strategy, program, activity, style visual and verbal communication, even satirize and criticize attributes and characteristics of its competitors.

Condition competition in the current market This as results from thinking strategy that Kim and Mauborgne (2005: 6, 82) called as *Red Ocean Strategy*. According to him, in part big company do confrontation in have fought over the market resulted acceleration commodification products and services, increased war prices, and increasingly reduce profit margins. Competitive strategy the " bloody " must be abandoned and replaced with *Blue Ocean Looking strategy* _ focus to something expanse painting big waiting ahead _ rather than to calculation number only. In context this, every corporation demanded For do discoveries field new, improve *market share* with reach segments new, reduced cost with map a number goals and initiatives new. (Jewler and Drewniany,

2004) suggest that targeting is done company become more focus to something market diversity (*a diverse marketplace*).

Character competing companies _ the can understood If see existing market structure . Because market structure here give instruction about aspects like amount sellers and buyers , barriers market entry and exit , diversity product , system distribution , and possession market share . Diversity the capacity of the players in industry concerned Then influence behavior they For respond to market dynamics . Response that's what empowers For reach objective company like achievement profit , growth assets , and sales targets . Expression of the communication strategy Then continues to the communications program required marketing _ give level return (*Return on Investment* , Advertising ROI) in relative time _ short . Most of the managers of communication strategies marketing Then trapped in pattern corner view management *cash-flow* finance period short only . They No take into account investment That as an interaction process communication needed _ a number of stages such as AIDA (*Attention* , *Interest Desire* , and *Action*) as beginning start development *brand awareness* and continuous *brand loyalty development* process in period long .

Communication styles marketing specifically advertising according to (Waldman and Jensen, 1998) includes advertising informational and advertising persuasive. Advertising informational make an effort give adequate and true information about something product, fine about features, benefits, price, location, and quality. Most Newspapers, magazines, and direct mail advertising are advertising informational. Advertising thriving retail along with growth rapidly industry trading retail has sparked a price war through advertisement. Information about product new, location and price compete become very informative for public. During advertising informational This No violate facets ethics competition, no violate code ethics Indonesian advertising, type advertising informational precisely can become spur of the moment *procompetitive* movement innovative and productivity .

If observed in a manner more close , advertising in Indonesia has experience shift , from what (Batey, 2002) calls *strategic brand (image/corporate building)* to be more to *tactical brands (especially retail-price-led campaign)*. Moment this, almost all product in campaign the advertising always displays retail price for the sake of enlarging *market-share*, however with *low yield*, and *low-loyalty customers*. Various advertisement product electronics, computers, telecommunications in the 1980s to 1990s always put forward message *corporate citizen* with something *growing responsibility* and *building business and leadership respect* has changed become bloody competition entering the millennium. as a result Lots advertisement to be 'trash'. "Bad advertising is a pollution", said John Webster, one *creative director* legendary from BMP DDB London, as quoted (Aitchinson, 2001). Required communication style shunned according to Webster is childish advertising, moreover Again consider idiot public, annoying, pushing and pressing .

Advertising retail displays _ price or *price advertising* in the end generate higher price levels _ low . Advertisement type infringing information _ code ethics and rules is *price* advertising with on purpose displays price sell below _ price buy for the sake of " deadly " competitors . A number of retailer Then communicate the marketing with " any difference _ more price _ cheap at retailer else , we replace the difference with cash " . Price ' wars ' like This indicated mean For dominate the market dominant with No give chance a bit to its competitors . Advertisement *procompetitive* tend For pressing and reducing the profit of the advertised product , while the biggest profit is being targeted retailer is other products that do not advertised for sale with normal price . Retailer very like behavior shopping consumers who don't planned , so communication advertising more addressed for produce high *traffic* and impulse buying impact from visitor .

Advertising persuasive give valuable information about quality required products experience in the decision process his adoption through purchase try try (*experience goods*). Most consumer products included to in category This like *toiletries*, food, drinks and goods need House ladder (*home appliance*).

Communication Ethics In competition business .

Communication ethics in competition business refers to the way company interact with customers, partners business, employees, and society in a manner general. Communication ethics involve moral principles and guiding values behavior communication company . Importance ethics communication in competition business is as following :

1. Trust and Reputation : Good communication ethics help build trust between all stakeholders interests . Customer will feel more comfortable do business with communicating company in a manner honest, transparent, and ethical. High trust _ will support reputation company , which is asset valuable as it can be influence image and value brand company .
2. Quality Relationships : Ethics of communication create more relationship strong and quality with customers, employees, and partners business . Respectful, listening , and responsive communication will increase satisfaction customers and strengthen bond with employees.
3. Loyalty Customer : Business with ethics good communication tend more capable maintain existing and acquiring customers support more customers big . Customer tend loyal to communicating company with honest and treat they with ok .
4. Attraction for Employees: Communication ethics also plays a role in attract and retain employee quality. Employee want to work in an environment that values and applies ethics good communication. Culture positive and inclusive communication will interesting talents best For work at the company.
5. Continuity Business: Good communication ethics contribute to sustainability business period long . Ethical communication _ help company avoid problem law and loss possible reputation harm business in a manner whole .
6. Social Responsibility: Good communication ethics reflect commitment company to not quite enough answer social. In communication, company must consider impact to society and environment .
7. Compliance and Code of Ethics: Communication ethics also involves obedience to code ethics and applicable regulations. Company must ensure that whole communication made _ in accordance with norms and rules that apply in industry and society .

Importance ethics communication in competition business has the more increase with progress technology and openness information in the digital age. Customers and employees more careful in choose practicing company ethics good communication, and this can become profit competitive for business in period long.

Analysis The Effect of Communication Ethics In Competition Business in the Gen-Z Era

Influence ethics communication in competition business in the Gen-Z era is very significant . The Gen-Z era is the period in which generations are born around mid 1990s to early 2010s start active participate in the power market work and be increasingly consumers _ dominant . In competition growing business _ strict , ethical communication become factor important in build connection Good with customers , partners business , and society broad . Following is a number of analysis about influence ethics communication in competition business in the Gen-Z era:

1. Awareness Higher Consumers: The Gen-Z generation is growing with access easy to information and technology. They tend more critical and own level more awareness tall to issues social , environmental, and ethics. because that, businesses that use transparent, honest , and ethical communication will more interesting for Gen Z consumers .
2. Maintain Reputation Business: In the digital age, news and information spread with fast. If anything practice business that doesn't ethical or bad communication, reputation business Can destroyed in time short. Generation Z really rely on social media and other online platforms For get information and sharing experience . Bad communication etiquette can cause impact significant negative on the image company .
3. Enhancement Trust Customer: Good communication ethics can increase trust customer . In the Gen-Z era, customers tend more careful choose the company they are support. They look for behaving business open, honest, and treat customer with appreciate . Positive communication etiquette can help build bond emotional with customers and push loyalty period long .
4. Attraction for Employees : Communication ethics also affect power pull business For candidate Gen Z employees. Generation This tend look for environment supportive work _ values ethics , inclusivity, and sustainability. Business with culture positive and inclusive communication _ will more interesting for candidate Gen-Z employees who want involved in environment meaningful work.
5. Chance in Marketing: Ethics of communication can become tool effective marketing in the Gen-Z era. Committed business For ethics and responsibility answer social often interesting attention consumer and earn support from they through recommendation and support on social media. This can give profit significant competitive advantage for business .

In In conclusion , ethics communication is aspect critical in competition business in the Gen-Z era. Capable company communicate with honest, transparent and ethical will more capable build trust customer , maintain reputation business, interesting employee quality , and create mark period long for all stakeholders interests

4. Conclusions

Conclusion from analysis influence ethics communication in competition business in the Gen-Z era is that ethics communication play role crucial in create mark period long for company in the middle market dynamics and the environment continuing business growing. Generation Z, which is consumer active and potential employees in this era, have high expectations to communicating company with honest , transparent, and respectful values ethics. In competition growing business strict, company must understand that ethics communication is more from simply approach strategic, however reflect identity and character company in a manner whole. Good communication ethics will build trust customer, strengthen reputation company, and improve loyalty consumer

Besides that's ethics positive communication as well factor towing for candidate Gen-Z employees who are looking environment quality and practical work values ethics. An understanding company mark important ethics communication in build culture inclusive and respectful company diversity will interesting talents best in competition get power quality work. In the digital age, messages and information can spread with fast through social media and other online platforms. because that, business must very be careful with ethics communication them , avoid practices that don't ethical, and caring reputation them to stay positive .

In conclusion, ethics communication own role important in form image and success companies in the Gen-Z era. Priority company ethics communication will can create strong

relationship with interesting customer employee quality, and build good reputation in the middle competition growing business complex and dynamic.

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