

## *The Impact of Intercultural Business Communications in the Era of Globalization*

### **Dampak Komunikasi Bisnis Antarbudaya Dalam Era Globalisasi**

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#### **ABSTRACT**

*Globalization has created business opportunities that are expanding worldwide. In this increasingly connected business environment, intercultural communication is very important. Cultural differences which include language, values, norms, and beliefs affect the way people interact and do business. This article will discuss the background and importance of intercultural business communication in the era of globalization. This study analyzes the impact of globalization on business and identifies intercultural communication challenges that organizations face. Furthermore, this article discusses the benefits of developing intercultural communication competencies and strategies that can be used to enhance effective communication between different cultures.*

**Keywords:** Business Communication, Intercultural, Globalization, Culture, Communication Strategy.

#### **ABSTRAK**

Globalisasi telah menciptakan peluang bisnis yang berkembang di seluruh dunia. Dalam lingkungan bisnis yang semakin terhubung ini, komunikasi antar budaya menjadi sangat penting. Perbedaan budaya yang meliputi bahasa, nilai, norma, dan kepercayaan mempengaruhi cara orang berinteraksi dan berbisnis. Artikel ini akan membahas tentang latar belakang dan pentingnya komunikasi bisnis antar budaya di era globalisasi. Studi ini menganalisis dampak globalisasi terhadap bisnis dan mengidentifikasi tantangan komunikasi antar budaya yang dihadapi organisasi. Selanjutnya, artikel ini membahas manfaat mengembangkan kompetensi dan strategi komunikasi antar budaya yang dapat digunakan untuk meningkatkan komunikasi yang efektif antar budaya yang berbeda.

**Kata Kunci:** Komunikasi Bisnis, Antarbudaya, Globalisasi, Budaya, Strategi Komunikasi.

### **1. Introduction**

Intercultural business communication has become increasingly important in the era of globalization, where economic, political, social, and cultural integration has significantly transformed the business landscape. Advancements in technology, transportation, and communication have enabled companies to overcome geographical limitations and establish connections with business partners worldwide. While globalization offers numerous opportunities and benefits, it also presents significant challenges.

One of the key challenges in intercultural business communication is the presence of cultural differences. Culture encompasses language, values, norms, beliefs, and diverse perspectives among societies. When operating in an international environment, companies must interact with individuals and organizations from different cultural backgrounds. These differences can impact the way people communicate, interpret information, and comprehend messages. Language dissimilarities are particularly crucial in intercultural communication, as language serves not only as a medium of communication but also reflects the culture and identity of a group.

Difficulties in effectively communicating in a language understood by business partners can lead to misunderstandings and the loss of valuable business opportunities.

Moreover, variations in communication styles can also affect intercultural business interactions. Some cultures may prefer direct and expressive communication, while others tend to be more reserved and indirect. Misunderstandings and conflicts can arise when communication styles are misinterpreted, which can potentially damage business relationships.

Different social and business ethical norms are also challenges in intercultural business communication (Busthomi, 2021). Each culture has norms and values that govern behavior in a business context. Misunderstandings or violations of these cultural norms can damage a company's reputation and affect sustainable business relationships. In addition, time perceptions can also differ in different cultures. Some cultures have strict time orientation and value efficiency and timeliness, while other cultures are more flexible in terms of time. A misunderstanding of time perception can lead to disagreement and dissatisfaction in business cooperation.

Another challenge in intercultural business communication is the difference in business conventions. The way negotiations, decision-making, and formal forms of communication can also vary across cultures. Mistakes in understanding or respecting business conventions applicable in other countries can hinder business success. In the face of the challenges of intercultural business communication, it is important for companies to develop intercultural communication competencies. This competence includes an in-depth understanding of the culture, language, and business ethics that apply in specific countries. This development of competence enables individuals and organizations to address possible misunderstandings and conflicts, as well as to build strong relationships with business partners from different cultures (Rui, 2019).

Intercultural business communication in the era of globalization requires effective strategies to address the challenges posed by cultural differences. One such strategy is providing intercultural communication training to employees. This training helps individuals understand different cultures and enhances their communication skills, enabling them to navigate cross-cultural interactions more effectively. Another strategy is to promote diversity within the organization by hiring employees from diverse cultural backgrounds. This diversity brings different perspectives and can facilitate better communication with international business partners.

Cross-cultural teamwork practices can also be implemented to foster collaboration and enhance intercultural understanding within the organization. By encouraging employees from different cultures to work together on projects, organizations can leverage their diverse skills and perspectives to achieve better outcomes.

It is important to recognize that intercultural business communication plays a crucial role in the era of globalization. The complex nature of cultural differences and the associated communication challenges can significantly impact business relationships and the success of companies in international markets. By developing intercultural communication competencies and implementing effective strategies, companies can gain a competitive advantage and establish mutually beneficial relationships with business partners from diverse cultures. Embracing intercultural business communication is essential for companies to respond to and leverage the opportunities presented by globalization (Balandina, et al, 2021).

## **2. Methods**

The study is based on various theoretical and methodological approaches, including the abstract logical method, induction and deduction, analysis and synthesis, systematization, and

graphic methods. These approaches are used to support the investigation of intercultural communication and to examine the current level and trends of changes in its parameters.

The information base of the study consists of documents that regulate different aspects of intercultural communication. To analyze the barriers of intercultural communication, a semiformal interview format is employed. The interview questions primarily focus on potential issues arising from verbal and nonverbal differences, as well as identifying the unique aspects of reality perception and their impact on the effectiveness of dialogue in intercultural relations.

Throughout the study, the aim is to systematize the various aspects of intercultural communication in the context of globalization. This involves developing measures to coordinate activities among the key participants in the communication process, enhancing the model of intercultural communication, and determining the individual characteristics of its participants in modern conditions.

### **3. Results and Discussion**

Intercultural business communication plays a crucial role in today's era of globalization. Globalization has brought rapid economic development and allowed to operate worldwide. However, in this context, cultural and language differences can be major barriers to communicating and running a business successfully in the global market.

#### **1. The Impact of Cultural Differences on Business Communication in the Age of Globalization**

The impact of cultural differences on business communication in the era of globalization is very significant. The era of globalization has opened the door for companies to operate in different countries with different cultures. However, existing cultural differences can be a significant obstacle in intercultural business communication. In this discussion, we will describe several important aspects related to the influence of cultural differences on business communication in the era of globalization. First, language differences are one of the cultural aspects that can affect business communication (Walwema, 2018). In a multicultural business environment, language becomes a major barrier in delivering messages and information. Different languages can lead to misunderstandings, ambiguities, and misinterpretations. For example, an expression or vocabulary commonly used in one culture can have different meanings or even negative connotations in another culture. Therefore, it is important for business actors to understand and respect the language differences in intercultural business communication. (Siwi, 2022).

In addition to language, differences in norms and cultural values also play an important role in intercultural business communication. Each culture has different norms and values in terms of communication, business ethics, and ways of interacting (Compiegne, 2021). For example, in some cultures, business interactions tend to be more formal and focused on hierarchies and status, while in other cultures interactions are more relaxed and more personal-related. Ignorance or misunderstanding of these cultural norms and values can lead to errors in communication, discomfort, or even intercultural conflict. Therefore, it is important for business actors to conduct research and study the norms and cultural values of the communities in which they operate (Guo, 2019).

Furthermore, differences in communication styles can also affect intercultural business communication (Tomyuk, et al, 2019). Some cultures may have more direct and expressive styles of communication, while others may be more likely to use more indirect and more politeness-oriented communication styles. These differences can lead to confusion or

misunderstanding in business communication. For example, in some cultures, direct expressions such as “no” or “I disagree” are considered less polite, so people may use more subtle words or avoid direct conflict. Understanding and respecting different cultural communication styles is essential to achieving effective intercultural communication (Siahaan, et al, 2021).

Cultural differences have a significant impact on business communication in the era of globalization. Language differences, cultural norms and values, communication styles, time concepts, and technological developments are some important aspects to consider. (Alkahfi & Nawawi, 2022). Understanding and respecting these cultural differences is key to achieving effective business communication in the context of globalization. Business actors who are able to overcome the barriers of intercultural communication will be able to build strong and successful relationships in a multicultural business environment.

## 2. The main challenge faced

In the era of globalization, intercultural business communication is becoming increasingly important as companies operate in different countries with different cultures. However, there are some major challenges facing intercultural business communication. (Wardhanie, 2017). In this discussion, we will discuss some of the key challenges that need to be addressed in intercultural business communication in the era of globalization.

Challenges in Intercultural Business Communication in the Age of Globalization:

### 1. The language difference:

- Misunderstandings and misinterpretations due to language differences.
- Loss of important information in the communication process.
- Need a good understanding of the language and culture of business partners to avoid communication errors.

### 2. Different standards and cultural values:

- Social norms, business ethics, and different values in communication, hierarchy, time, and conflict resolution.
- A lack of understanding or ignorance of cultural norms can cause discomfort, conflict, or errors in communication.
- Requires research and in-depth understanding of the norms and cultural values of business partners.

### 3. Different styles of communication:

- Different styles of communication in terms of verbal and non-verbal expression.
- Misunderstandings and misinterpretations due to differences in communication styles.
- It is important to study and understand different cultural communication styles in order to effective communication.

### 4. Differences in Technology and Accessibility:

- Differences in telecommunications infrastructure and internet connectivity between developed and developing countries.
- Adoption and use of technology influenced by cultural factors and local preferences.
- Requires an understanding of technological differences and overcoming technical barriers in communication.

### 5. Cultural perceptions and stereotypes:

- Stereotypes or inaccurate perceptions of other cultures can lead to misunderstandings and difficulties in building strong business relationships.

- It is important to open your mind, avoid stereotypes, and have a deep understanding of other cultures.
6. Accessibility of technology:  
Barriers in accessibility and the level of adoption of technology in different countries.
    - Requires an understanding of differences in technology and overcoming technical barriers in communication.
  7. Conflict Management and Negotiation:  
Differences in how to manage conflict and negotiate between different cultures.
    - Different approaches to solving problems and reaching mutually beneficial agreements.
    - Requires an understanding of different cultural negotiation styles to effective business communication.

In the era of globalization, addressing these challenges in intercultural business communication is key to building successful and effective business relationships in the global market.

### 3. Effective Strategy

Effective strategies for managing intercultural business communication in the era of globalization involve an open, inclusive, and adaptive approach. Here are some strategies that can be applied:

1. Education and Cultural Understanding: Studying the culture, norms, and cultural values of business partners is an important step in managing intercultural business communication (Pranoto, 2023). Taking cultural courses or training, reading literature, and interacting with people from different cultures can help broaden your understanding of other cultures. It can also help avoid stereotypes and build appreciation for cultural differences.
2. Language proficiency: Enable you to learn the language of your business partner. Having a good understanding of the language used can facilitate more effective communication and reduce the risk of misinterpretation. If possible, hire or use a translator who can help streamline communication in a language understood by both parties.
3. Awareness of Cultural Differences: Try to understand the cultural differences that may arise in business communication. Being aware of differences in communication styles, social norms, beliefs, and business ethics can help avoid unintentional communication errors. It is important to adapt to the way of communication that matches the culture of business partners, such as adjusting the style of communication, choosing words carefully, and respecting their cultural values (Salih & Omar, 2021).
4. Effective Communication: Communicate clearly, openly and directly. Avoid using ambiguous or blurred expressions that can lead to misunderstandings. (Liliweri, 2003). In virtual communication, make sure that the technology and connectivity settings are sufficient to ensure smooth communication.
5. Strengthening Personal Relationships: Building strong relationships and mutual trust is essential in intercultural business communication. Try to organize live meetings, if possible, to build deeper personal relationships. Engaging in shared social and cultural activities, such as dinner or local celebrations, can help strengthen relationships and respect the culture of business partners.

Multicultural Teams: Forming a team consisting of members with diverse cultural backgrounds can help in managing intercultural business communication. Multicultural teams can bring diverse perspectives, a deeper understanding of cultures, and the ability to adapt to

different communications. The experience and insights of team members can complement each other and improve communication effectiveness.

#### 4. Conclusions

From this study, it can be concluded that democracy and education are two very important things in the development of the country in Indonesia and the world. In Indonesia, democracy and education have undergone major changes since the reform era, but there are still challenges to face, such as restricted access to education and low political participation in some regions. In the world, education remains an important factor in improving the quality of life and progress of nations, and developed countries continue to develop quality education systems. However, challenges such as economic and cultural differences between countries still need to be addressed. In a local and global context, it is important for countries to build educational systems that are oriented towards democracy and public participation.

Education focused on the development of skills and critical thinking will help increase political participation and the quality of life of communities. In addition, cross-national collaboration in the development of global education and knowledge is also essential to addressing global challenges such as climate change, health crises, and international conflicts. Democracy and education are two very important things in the development of the country in Indonesia and the world. In the face of local and global challenges, it is important for countries to develop educational systems that are oriented to democracy and public participation as well as to engage in cross-national collaboration in the development of global education and knowledge. Thus, the state can sustainable progress and improve the quality of life of the people.

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