THE IMPORTANCE OF ENGLISH IN BUSINESS COMMUNICATION

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ABSTRACT

In today's global world, the importance of English cannot be denied and ignored, because English is the most widely used universal language in the world. English is the language of international business. In order to meet the opportunities and challenges of entering the free market era, especially for Indonesian countries, they should master global languages, such as English, which is the ability to prepare for communication in the era of the ASEAN Economic Community. In the business world, English serves as the international language of the business community to ensure the unity of communication to support successful cooperation. Communication and business cannot be separated. Communication is very important in business. If there is no good communication between producers, distributors and consumers, the effectiveness of entrepreneurial activities would decline. Based on the result, by mastering English, we would be able to communicate with business relations who come from other countries. It made us confident and easier to build relationships with many people around the world.

Keywords: English, business, communication, promotion.

1. INTRODUCTION

English could play an important role in supporting current social and economic life electronically. In this complicated era, people could only make money by operating their smartphones. Through a smartphone, someone could easily carry out buying and selling transactions. There were many reasons that could be used as references so that everyone could continue to develop their English skills. Kachru and Nelson (2011) in dividing English-speaking countries into three categories. First, countries that use English as their mother tongue, such as England, Canada, Australia, New Zealand, and the United States (Inner Circle Countries). Apart from supporting the needs of socio-economic activities and operating electronic devices, English was also influential in building international relations. Bryson (2009) states that more than 300 million people in the world speak English and the rest, seem to be trying it. Language was what made it easier for us to build relationships with many people around the world. Someone could start business just from the language itself that had related to the communication.

Communication is the process by which one person or several people, groups, organizations, and society create and use information to establish connections with the environment and other people. If both of them could not
understand spoken language, they could still communicate through gestures or showing certain gestures, such as smiling, shaking their heads and shrugging. The communication involved: notifications, announcements and promotions, all of which were created in an increasingly connected and multilingual world. Lemana, Rosa & Juwardi (2017) explain that the economic situation in the current era of globalization has made business competition even sharper, both in the domestic market and the global market. Every communicator might have these ties to develop intercultural skills, editorial and the ability to speak in public, all of which were of great importance at the international level. Miina (2014) points out that poor English language skills slows down flow of effective communication, causes misinterpretation, create frustration and create barriers among the employees. It meant that they should master the four skills of English just like reading, speaking, listening and writing. English occupies a very important place and could not be separated from information and communication skills, especially in business.

Usually, employers, employees of international companies, secretaries might be able to communicate, correspondence behavior and all documentation in English. Generally, employers, employees of international companies, and secretaries may be able to communicate, communicate and all documents in English. It should be easy for them to continue learning in English and present themselves in the interview. It was not difficult for them to talk on the phone with representatives of foreign companies. They could negotiate or express in English. The ability to organize trips and created documents to support effective business conversations—all of the above, and improved the professionalism of people who had mastered and continue to be proficient in business communication English.

The more a business was expanded, the more pressure it was on it to find more effective ways of communicating - with workers and with the world outside. Any companies in running their business were required to master English as much as possible the company would recruit employees who could speak English. English is the language of international business, science and research. Over 80% of academic journals are written entirely in English (Van Weijen, 2012). As with communicating, we were required to be responsible for providing information. It was not uncommon for our communications to have confusion between our communication opponents. Likewise, in business, communication in business was one of the important things in running a business in a company. This communication could be interpreted as a communication carried out verbally or non-verbally, where in this communication it contained opinions, ideas, ideas, and information. This communication could be done personal or impersonal.

Communication was very important in business. Without good communication between producers, distributors and consumers, the effectiveness of entrepreneurial activities will decrease. So, it took a knowledge of how to apply English to improve business. The thing that might be considered in language arts in business is narration. Narration was needed so that consumers could feel an inner attachment to the products being offered, as if there was a relationship with
each other. Furthermore, the choice of words in business should also be taken into account. Because, every word in business had a different meaning. Entrepreneurs might also be able to facilitate consumer language. Like in other countries such as Malaysia and Singapore, every business they run, should use either English, Malay, or Chinese depending on the market they enter. However, about 60% of entrepreneurs in Malaysia spoke English with the reason that it opened up more international opportunities. Introducing English as a corporate language is not an easy task, since using English brings both advantages and disadvantages for companies (Takahashi, 2010). English could also increase the selling value of a product. For example, Es Teh which costed Rp. 5,000, could change to Rp. 15,000, after the name was changed to using English. This showed that there was a business opportunity in mastering English. The aimed of the study was to find out the importance of English in business, and the effect of English as a communication tool on business goals.

2. DISCUSSION
2.1 Communication Business

Many people recognized the importance of understanding communication phenomena in order to understand business symptoms. If we viewed business and communication as both a social process, we would come to the conclusion that communication was business and, conversely, business is communication. It means, at the symptom level, communication and business are integrated symptoms. It could not be separated. Business and communication both started their activities by carrying out the production process. More details could be explained as followed:

a. In communication, what was produced that was called information; whereas in business, what was produced that were goods and services. In certain contexts, information also included goods and services. For example: information via newspapers, magazines, television, etc.

b. Then, business and communications conveyed the product to other parties. In communication, the other party could be called the communicator, audience, destination, etc. Meanwhile in business activities other parties were often referred to as consumers, clients, buyers, and so on.

Communication and business had caused a certain reaction, and there were specific obstacles. Commercial exchanges were used to build partnerships, intellectual resources, and promote any exchange of ideas. A product, service, or organization that aimed to create value for the business in operation. Business communication included a comprehensive understanding of the internal and external aspects of the business. Internal communication included communication on vision (company), strategy, plan, company culture, values and basic principles contained in the company, employee motivation and ideas, etc. According to Lathifah (2007) that companies not only compete in the domestic market, but also compete internationally with the world market. It meant that in order to create a good relationship between companies, communication is needed. External communications included branding, marketing, advertising, customer relations, public relations, media relations, business negotiations, etc. Whatever the form, all
of these things had the same goal, which was to create business value.

The success of communication within the organization would depend on the consensus among the people involved in the communication activities. The clarity of the message, the way the message was delivered, the behavior of the communication, and the communication situation (place and time) gave affect this consensus. Organizational communication usually used a combination of communication methods (verbal, written and broadcast), which made it easier and clearer to retrieve information.

2.2 The Importance of English in Business

In this millennial era, English was one of the languages that we should master. By 2015, the organization announced that the average employee’s English language score had increased since the initiative began (Harvard Business Review, 2015). A recent EU study found that 94% of upper-secondary school European students are learning English as a foreign language (Eurostat, 2013). To a certain extent, English had become the global language of business all over the world, and in certain industries, such as shipping and aviation, English had become the standard official language. In order to keep up with the times, English was needed in many fields, especially in business. If you were proficient in English, you could promote your brand overseas without problems. Basically, if you were interested in developing your business, then you should be proficient in English as a communication tool between you and your customers, so that your business would be easier to operate. Because, by understanding English, you would be able to market around the world. In addition, people working in a certain company also needed English to meet business needs. This meant that English was important to everyone, whether or not they came from an official language.
Graph 1. Percentage of employers that said English is important (Cambridge English, 2016).

Despite the low rankings of these countries and regions, at least 50% of employers still spoke English as important to their organization/company. Companies usually needed employees who were good at marketing. Of course, in this case, marketing involved marketing between countries or multinational companies. Therefore, good English was required to do it. More and more multinational companies used English as the language of general companies, such as Airbus, Daimler-Chrysler, Nokia, Renault, Samsung and Microsoft Beijing (Harvard Business Review, 2015). Usually, some companies also sent employees to school for free. The cost was borne directly by the company.

There were some important things of English in business:

a. Greater job opportunities

The mandatory requirement for accepting jobs from various companies was proficiency in English. Especially when we were facing the era of globalization, the company hoped to keep up with the times so as to be able to compete. Therefore, if the employees with English proficiency were more careful in their calculations, and got promising career opportunities. Mooijand Keegan (1994) reported that in the advertising industry, mastering English is very important because they will not recruit people who do not speak English. When you apply for a job, many companies usually claimed that it might be better to speak English. This was due to the fact that you were not just communicating with Indonesians at work. Of course, the higher your English level, the better your chance of working in a good company.
Graph 2. Percentage of employers that said English is significant (Cambridge English, 2016).

We could see from the graph that English was significant to the industry/company. In countries and regions where English was not an official language, the industries that were least likely to speak English as important (less than two-thirds of employers speak English as important to their organization) were:
1) Construction and Property
2) Recruitment and HR Services
3) Retail.

According to Blair and Jeanson (1995), a high proficiency in English language, especially in oral communication skills would be valuable to solve different problems that take place in workplace situations. In fact, this applied not only to you on a national scale, but also internationally. as in Indonesia, was now entering the ASEAN Economic Community where business opportunities would be wider open. Now being a business entrepreneur was also not difficult because of the emergence of online businesses. Through online business, entrepreneurs could sell their products more widely to other areas and even abroad.

b. Make us ready to be a successful businessman

According to Wachter and Maiworm (2014), the use of English in higher education is also increasing. For example, English-medium undergraduate and master's degree programs in Continental Europe have more than tripled over the last seven years. No wonder so many people
today could use English well. Some people learnt English from year to year. This obliged them not to fall behind in life, as in education and in the business world.

Understanding English could bring many benefits to anyone who intended to become a businessman. As a businessman who wanted to start a business, of course we had to equip ourselves with communication skills. By mastering English, it would be easier for us to communicate with anyone. Especially on the internet, there were a lot of creative ideas written in English. Of course, we would understand these creative ideas more easily with English. After that, we could try to apply these ideas to our efforts. As we know, unique or interesting ideas could make our business grow fast because they attracted the interest of many people. Then, it would help you to grow your business.

As we know, businessman wanted to have a thriving business. When the business had really grown, it would require further promotion to introduce our business to the international market. By mastering English, we could do promotions without having to be confused. That was, we could use English to promote our business. That way, introducing our business to anyone would not experience obstacles when we mastered English. Not only that, we could also cooperate with other businessmen abroad. We did not need to be confused when met another businessman from abroad. Even though we could employ translators, mastering English was much more important because it could prevent us from being scammed.

c. Helps strengthen relationships with business relations

When we run a business, of course, we needed business relationships to grow our business. By mastering English, we would be able to communicate with business relations who come from other countries. Of course, this would give benefit to us greatly. If we understand English well, we will not hesitate to
communicate with our business relations. That way, we will easily introduce our business-to-business relations from abroad. In addition, we could use English for discussions with many people in various parts of the world. For example, suppose we need input relating to our business.

By mastering English, we could ask for input on any forum, even though the forum was widely used by foreigners. Sometimes, we could get good input if we explored the opinions of many people. So, took advantage of your English skills to exchange opinions with many people. That way, you would find opinions that were really useful for the progress of your business.

2.3 The effect of English as a communication tool on business goals

In an increasingly globalized business world, more and more local Indonesian companies were entering the world market. Also, as more and more international companies were entering the local market, the use of English as the language of "business" was increasingly being felt as a necessity. In addition, it could be seen from cases where negotiations often failed due to misunderstanding with potential foreign partners. Jobs were delayed due to halted communication with clients from other countries or applications for work at a foreign company were rejected due to lack of English proficiency and opportunities to work with international class companies were canceled due to not being able to provide English-speaking workers. The English language learning market in China is forecast to have an annual growth rate of approximately 20%, with the majority of growth coming from school-aged learners (Technavio, 2016).

Using foreign languages in daily communication certainly had a lot of impact or effect. Williams and Chaston (2004) report that the biggest effect of use on the market is those who are very good at English and who can speak more than one foreign language. People who communicated using foreign languages in everyday life look smarter and this had been scientifically proven. Communicating in foreign languages could improve skills not only language skills but also other skills such as making the right decisions. Compared to people who only had one language ability, bilingual people tend to always think and had a better awareness to understand the environment. It was very useful in business in order to communicate with the partner.
In countries and territories where English was not an official language, large enterprises (with more than 2,500 employees) were most likely to say that English was important. However, there was surprisingly little variation. English was important to at least two thirds of all employers across all organisation sizes.

In this modern world full of challenges and intense competition, everyone was advised not only to have a high level of education, but also require special skills. One of the most needed skills at this time was English. In accordance with the explanation above, English was a global language, so for those who want to be one step ahead of people in general, they needed to master English with all the skills in English (reading, speaking, listening and writing).
Based on the graph, the most important skills were reading and speaking. The most important skill for employers in countries/territories where English was not an official language was reading. However, for employers in English-speaking countries and countries/territories where English was an official or de facto official language, it was speaking. According to Jones and Alexander (2000), English is the main means of communication for business people in different countries, namely communication in English which may involve Swedish and German, Japanese and Italian, and foreigners who are speak to native people (people whose native language is English) using English.

Using English could build self-confidence because self-confidence would be formed along with increasing foreign language skills. People who had self-confidence would look attractive to others, so they would not be embarrassed when they met new people and make friends. The more you met new people, the more you broaden your thinking horizons and added to your life experience. By understanding how to communicate well and being willing to open up to others, it was not difficult to make new friends with new people. This would make it easier for
you to do business to get maximum results.

3. CONCLUSION

In today's increasingly globalized era, the role of communication had become increasingly important. The era of business and technological progress was getting faster and faster, providing more opportunities for international exchanges. English was a very promising asset in business development. Mastering English was very important. English was a major business language, so you should have English to have good career prospects, because English was a language used by the global workforce. In fact, most cross-border work exchanges were conducted in English. Most international companies expect their employees to talk in English. Communicating in English was essential for business and professional needs. In a highly connected world, English was still the language of business. From manufacturing and service industries to information technology and the Internet, people were speaking, writing, and studying in the English language. English had some important things in business, such as greater job opportunities, prepares us to become a successful businessman, and helps strengthen the relationship with the business relationship. This meant that English could easily run our business and had confidence in communicating with partners. When developing your own business, you should have sufficient capital and regulations, and English was one of the potential regulations. By being proficient in English, this would have a good impact on pioneering businesses. Therefore, mastering English would provide us with more opportunities to develop our business. In other words, if we did not master English, it was outdated. The world of work would highly praise those who had a good level of English. The main requirement for joining a multinational company was proficiency in English. Therefore, the use of English for business purposes would have a positive impact on the company because this language ability gave benefit the company.

REFERENCE


