

Business Communication in The Multi National Corporate (A Cultural Perspective Analysis to The Case of Drydock World Graha Ltd)

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ABSTRACT

The purpose of this paper is to see how business communication is applied in multinational organizations. It becomes interesting because within multinational organizations there are different communication actors. Multinational companies usually employ foreign workers, especially for positions that cannot be replaced by Indonesians, or according to shareholder appetite. Thus, conflicts within the organization seem to be a necessity. This study is a literature study, which is reinforced by information or factual data about the conflicts that occurred during this time. The data is in the form of a news event which is a publicized event. In this study, the problem will be seen from two different viewpoints: low context culture and high context culture. The type of research used is qualitative research. The results show that low context culture and high context culture in cross-cultural business communication is not applied contextually and exclusively in business communication process in communication conflict at PT Drydock World Graha.

Keywords: Business Communication, Culture, Corporations, Multinational and Drydock.

1. INTRODUCTION

The international companies or multinational corporations seem to meet the world of global trade in line with various agreements built among countries in the world. Starting from the regional agreement of the trade area to the global agreement that provides enough space for a company to raise the octopus business in various countries. So often we hear there are ASEAN, APEC, AFTA and also WTO which if drawn a knot to him is just an effort to strengthen business tentacles, especially corporations owned by superpowers countries.

The consequence of all this is the growing presence of foreign workers and professionals in a country or a resident of a country working in another country. Thus it can be assured that the number of foreign workers in various local and multinational companies is increasingly increasing. According to Yoshida (2002), Managing Director of Sumitomo Chemical Asia. Ltd., the company's strategy to penetrate global business is no longer an option but a necessity to survive. Companies are constantly in need of capital, human resources, services, goods, and information to keep growing.

Foreign workers residing in Indonesia are mostly from foreign investment companies (PMA). There are also those working for foreign companies that acquire or merge or affiliate with Indonesian companies. The existence of foreign workers in foreign companies or local companies is not without problems. Conflicts between laborers and employers or foreign managers have occurred several times. Labor demos are so frequent that they cause foreign companies to pull out of Indonesia because they feel unsafe investing (Luthfia, 2014).

If realized, intercultural conflict should not be underestimated. Saying and acting roughly can be a common thing in a culture, but it is an extraordinary thing and an insult in another culture. The failure of daily communication,

misunderstanding due to language differences, differences in cultural backgrounds, exclusive behavioral attitudes due to expatriate feelings, and other attitudes incompatible with local cultural backgrounds can lead to prejudices and are likely to end with open conflicts that are fatal (Luthfia, 2014).

2. THEORETICAL FRAMEWORK

Cross Cultural Business Communication

A necessity and subject to natural law when a multinational corporation builds its factory in a country, it must follow the culture of the country or local territory to find support and a conducive atmosphere. The organization and companies need culture as a part of life, so that the member requires interaction and relationship that is based on culture (Rozalena, 2014). Thus intercultural business communication is the communication used in the business world both verbal and nonverbal communication with attention to cultural factors in a region, region, or country that is very closely with the creation of organizational culture. Strengthening that view, the UNS economic expert, Joko Purwanto said that simply cross business communication is a communication used in the business world both communication verbal and nonverbal by taking into account the cultural factors in a region or country (Purwanto, 2011).

It can be witnessed that the main point of business communication between cultures is a cultural respect in which a corporate unit runs its business. A representative way of honor is the company's policy to consider the cultural aspects of the local area, so as to create harmonization and accommodation. So the purpose of cross-cultural communication refers to the traditions and customs prevalent in each country the company is located. These traditions and customs will affect the policies and procedures implemented by businesspeople (Matthews & Thakkar, 2012).

The rise of foreign companies that began to enter the territory in Indonesia in particular, this requires the stakeholders to equip themselves with knowledge of cross-cultural and communication skills both orally and in writing using the language of international good and true. Actually, with the entry of foreign companies that certainly bring in either foreign employees or managers / leaders from abroad, will increase revenue for the state because it opens new jobs. But of course it will be a barrier for those who can not compete with foreigners.

It is time for the stakeholders to anticipate the era of free trade and globalization from an early age, especially in Indonesia that has long entered the globalization era. In dealing with it, big companies try to do business globally. By looking at current trends, cross-cultural business communications have become very important for business harmonization between them. According to Purwanto (2011), with the opening of opportunities multinational corporations into the territory of a country and driven by the rapid development of communication and information technology, then at that time the needs of cross-cultural business communication becomes increasingly important.

High and Low Context Culture

High context culture is characterized by communication patterns that the majority of messages conveyed are implicit. The actual message is hidden in non-verbal behavior of the speaker such as: voice intonation, hand gestures, body posture, facial expressions, eye gaze or even physical context. Verbal statements submitted may also be different or contrary to non-verbal messages. Low context cultures (low context culture) characterized by verbal and explicit messages, direct speaking style, straightforward and continue the open. In a low context culture they say intent and mean what they say. This theory categorizes society through the many hidden symbols or meanings in every interaction. The more hidden symbols or meanings, the more is the high context culture (Gamsriegler, 2005). As revealed by Dumbrava follows:

In high-context cultures (Mediterranean, Slavic, Central European, Latin, American, African, Arabic, Asian, American-Latin) communication relies more on the context, extracting meaning from such non verbal cues as body language, silence and pauses rather than from the spoken or written message. By contrast, low-context cultures (most of the Germanic and English-speaking countries value explicit and specific messages the precision of the spoken or written words underlying interpersonal relations Considered being of utmost importance (Dumbrava, 2010).

But in reality, a culture is not fully categorized as a high context culture because some have a tendency to be included in low context culture. Similarly, in a culture dominated by low context culture, there is a high context culture section. Organizations as well as companies with strong organizational culture will exhibit communications that tend to be initiated by one of the cultures embraced from founders, top leaders and all members (Rozalena, 2014).

Furthermore, Communities in countries that show high scores on the individualistic dimension show the characteristics of low-context, oriented and "I" non-"independent" people, uphold the privacy and ownership of individuals, the media as the primary source of information, the more extroverted personality and supported to express feelings and thoughts. In contrast, communities in collectivistic countries are highly "we" oriented, highly dependent on large families and groups, harmonious precedence and avoiding direct confrontation, sharing with families of resources owned, high-context culture, maintaining the good reputation of families and groups, networks social is the main and reliable source of information, introverted tendencies tendency (Luthfia, 2014).

3. DISCUSSION

The case of intercultural communication that eventually led to conflict in Drydock World Graha Ltd is actually a form of lack of understanding of local culture. The management of PT Drydock may not equip its employees between countries, between the tribes with local cultural knowledge, in this context is the culture of the Indonesian nation in general. To get a clearer picture, following the news footage from some mass media:

Zulkifli recounts the events of August 2009 on board 205 which is under construction. A local part of the structural worker, beaten by the outfitting supervisor from Bangladesh, Paddy. "In addition to hit the head, he also said fuck you," he said (jpnn.com).

Furthermore, digital daily or electronic newspaper page tribunnews.com also preach it with the expression communication other foreign workers who also felt the same insulting workers from Indonesia, as follows:

The polices from Balerang station, Kepulauan Riau or Kepri states, continues to develop cases of riots in PT Dry Dock Batam. In addition has set a WN India named Gessa Prabaharan as a suspect. Police are also currently checking out experts to translate the word "Indonesian stupid" that Gessa Prabaharan threw to PT Dry Dock employees. "The day we examined the witness to ask the sworn English expert to translate the phrase" Indonesian stupid, "said Deputy Chief of Police Public Relations Division Zainuri Lubis at Police Headquarters, Jakarta, Friday (4/23/2010). According to Zainuri, the testimony of a witness of a linguist in the Inspection Procedure File (BAP) has legal and legitimate power. "If it is translated by the investigator, it has no legal and illegitimate power, and the fear of the sentence is different from the intent of the perpetrator , for example, let's eat Mari together," he said. Gessa snared Article 156 of the Criminal Code of crimes against order which includes insulting acts. He was sentenced to a maximum of 4 years in prison and a fine of up to IDR 300 thousand. "We named one suspect, named Gessa Prabaharan," Zainuri said. As a result of this riot, police have examined 39 foreigners and 4 workers who witnessed Gessa's insult. Unrest in PT Dry Dock shipyard on Thursday (22/4/2010) morning was triggered by Gessa's abuse to his employees with the phrase "Indonesian stupid". The creed raises the anger of 5000 employees. They then destroy 38 cars, motorcycle companies, mess employees, and resulted in 9 people injured and treated in RS Awal Bros and RSUD Batam. Now, the conditions in the location of the damages have been conducive (tribunnews.com).

From the news that in this study we assume represent events that occur factually can be seen that the Indian workers with his arrogance feel have a high degree kultural, supported by position or rank higher in the company structure. It is usually followed by his best cultural assumptions. Attitude assume that their own culture is the best culture and other cultures should follow the procedures of their own culture and judged by the standards of culture itself is an attitude that should be avoided when interacting with people from different cultures. This attitude is a form of negative ethnocentrism (Samovar, Porter, & McDaniel, 2010). It appears that the Indian worker used negative ethnocentrism sentiments, thus blocking or preventing the success of intercultural business communications within the corporation.

In fact, for anyone within the structure or context of a multi-national business, working for a foreign capital company or being an expatriate in a particular country, when interacting with a foreigner must have experienced a look that implies incomprehension, a forced smile, a murmur of comments in a language unclear due to not understood words spoken. On the contrary sometimes unconsciously, we ourselves never make other people

confused with body language, facial expressions, and our speaking accent. People with different cultures process information in different ways, assessing treatment differently and measuring the concept of time and space in different patterns. Insensitivity to cultural differences can be a serious business problem (Mitchell, 2008).

From the company side, in this case is the management, it turns out more things - things that are only managerial technical. Understanding of local culture, if understood most until the level of language only. Even more commonly, companies only teach the agreed language as an international language. That is English. The study of expatriates demonstrates international assignments resulting in high costs, individual and family adaptation issues, poor performance, difficulty maintaining productivity and satisfactory relationships with people in the host country. This condition is not caused by not technically skilled managerial but more on the dynamics of intercultural experience faced (Sae, 2007).

On the other soft skills are neglected, J Sae said that most multinationals assume that provides English language training for managers and employees is enough. Company leaders assume that for effective intercultural communication is only a matter of linguistic competence and communicating it like mechanical skills that do not involve emotions and interpersonal factors. Actually had a new foreign language competence complete most m Problem (Sae, 2007).

From the above case it appears that neither the management nor the foreign employees pay attention to the competence of intercultural communication, which actually becomes one of the important keys in the multinational organization's communication. In this case, Martin and Nakayama spell out the competence of intercultural communication into two components, namely individual components and contextual components. The individual components consist of 1) motivation, i.e the desire to commit in a relationship, the desire to learn about self and others, and strive to be flexible; motivation is the most important dimension in individual components; 2) knowledge and knowledge of self, that is knowing the advantages and lack of self as a communicator; 3) knowledge of language, that is knowledge of language mother, foreign language, and knows the difficulties; 4) attitudes, including tolerance to ambiguous meanings, empathy, and not prejudiced; 5) behavior and skills. Contextual component consists of 1) an understanding of the context and setting of communication takes place, because a good communicator must be sensitive to the conditions and cultural background around him and 2) knowing the position as a communicator in a conversation / meeting / situation (Martin & Nakayama, 2007).

4. FINAL WORD

Based on the results of the research, it can be concluded that business communication conducted by company employees with different cultural backgrounds that occurred in Drydock World Graha Ltd, refers to two contexts, namely low context culture and high context culture. These two contexts are contexts that have different backgrounds which will affect the communication process. What is found is that the process of intercultural communication involves the perception, interpretation and evaluation of one's behavior. These three things depend

on a person's cultural background, which determines the inherent meaning of certain habits or lifestyles that will also affect the organization being managed, and from the above discussion can be found that low context culture and high context culture in cross-cultural business communication not applied exclusively in business communication process at Drydock World Graha Ltd.

Therefore, in the future will come, the local company, multinational or international must immediately make intercultural communication training, sensitivity training, and cross-cultural understanding for all employees. Intercultural communication competence can be achieved through inter-cultural sensitivity process, intercultural awareness, and intercultural communication skills. Companies that have intercultural competence will be able to succeed and maintain success in global business.

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