Analysis of External Communication Strategies In CV X

Naiya Cinta Sabrina[1], Christian Wiradendi Wolor[2], Marsofiyati[3]

[1]Department of Digital Office Administration, Universitas Negeri Jakarta, Indonesia

[2] Universitas Negeri Jakarta, Indonesia

[3]Universitas Negeri Jakarta, Indonesia

Abstract

This research aims to analyze the external communication strategies employed by CV X to enhance relationships with external stakeholders and support the company's image. The study focuses on understanding how the company communicates with its partners and external audiences, and the effectiveness of the strategies implemented. A qualitative research method was utilized, primarily through interviews with key employees and a review of relevant literature. The findings indicate that although CV X has established several external communication channels, including social media and direct partner engagement, there are still notable challenges, such as miscommunication and inefficiencies in delivering messages to external partners. These issues have led to misunderstandings and a lack of transparency in operational procedures. The results of this research underscore the importance of refining and continuously evaluating external communication strategies to maintain positive relationships and improve the company's image. These insights contribute to the broader discourse on business communication strategies, particularly within the retail distribution industry.

Keyword: external communication strategy; communication effectiveness; stakeholder relations; retail distribution; business communication strategy;

1. Introduction

External communication strategy **is a** vital element in supporting company operations and building positive relationships with external audiences, such as customers, partners, and the public. This strategy includes selecting appropriate communication channels, using clear and relevant language, and understanding the needs and expectations of the audience. Without an effective strategy, companies risk miscommunication and losing the trust of external stakeholders. Research by Masitoh (2018) emphasizes that external communication strategies are structured plans aimed at external audiences to achieve organizational goals effectively and efficiently.

The implementation and continuous evaluation of these strategies are equally important. Rahmawati (2017) highlights that effective communication strengthens relationships with stakeholders and ensures companies can respond quickly to external issues. Yuliana (2019) further underscores the importance of evaluation to assess the success of communication strategies and their alignment with organizational goals. This process helps maintain trust, reputation, and alignment with audience expectations.

In the retail distribution sector, CV X, which partners with over 1,500 SMEs in Jabodetabek, heavily relies on external communication to convey product information and collaboration processes. An effective strategy helps prevent miscommunication, build trust, and maximize business opportunities. However, interviews with CV X employees revealed recurring communication issues, such as unclear explanations of courier changes and difficulties in conveying product information, leading to confusion among external parties. These challenges highlight the need for improvements in communication delivery to enhance understanding, trust, and satisfaction among external stakeholders.

By continuously evaluating and refining external communication strategies, CV X can remain responsive to market developments and audience needs. This proactive approach not only supports operational success but also ensures the company maintains its credibility, trust, and sustainable relationships with external audiences in the competitive retail distribution industry.

The researcher conducted preliminary research by distributing questionnaires about external communication strategies to employees at CV X. The questionnaire results were analyzed and presented in diagram form to provide an overview of the implementation of external communication strategies in the company.

The findings show that 40% of employees disagreed that CV X's communication strategy for building relationships with external parties was effective, while 33.3% agreed, 20% strongly agreed, and 6.7% were neutral. This indicates that 40% of employees believe the communication strategy is ineffective, while 53.3% feel it has been implemented effectively, and 6.7% remain neutral.

Furthermore, 53.3% of employees felt that the information provided by CV X regarding services and procedures to external parties was not transparent, with 26.7% strongly agreeing with this statement and 20% agreeing. Overall, 53.3% of respondents considered the information provided to be non-transparent, while 46.7% believed it was transparent, based on responses from 15 employees.

This research brings novelty by examining CV X's external communication strategy using a qualitative method and data collection techniques such as observation, interviews, and documentation. The study is crucial as it offers in-depth insights into the effectiveness of the communication strategies applied by the company. By utilizing these data collection techniques, the research aims to provide a better understanding of how communication strategies contribute to building a positive public perception and maintaining the company's image. The findings are expected to serve as an evaluation tool for CV X to optimize its communication strategies in the future, supporting service improvements and strengthening the company's reputation. Based on the background, the study is titled: **"ANALYSIS OF EXTERNAL COMMUNICATION STRATEGIES AT CV X."**

2. Literature Review

2.1 Definition of Communication

Communication involves the exchange of information, ideas, emotions, and knowledge using symbols, words, images, or actions, requiring both the delivery and understanding of messages. It plays a significant role in shaping interactions in personal and professional environments, enhancing relationships, and fostering a positive organizational culture (Sudaryanto & Setyawan, 2015). According to Cangara (2013), communication is the process of sharing meaning to influence perceptions, attitudes, and behaviors, involving key elements such as the sender, message, medium, receiver, and feedback. Effective communication in organizations aligns goals, strengthens stakeholder relationships, and minimizes misunderstandings.

A communication strategy is a systematic approach to organizing and delivering messages to achieve specific goals, such as building an organization’s image, fostering trust, or addressing crises. This strategy involves selecting appropriate methods, understanding the audience, and using suitable media to ensure the message is effectively conveyed. Purwanto (2015) highlights that a communication strategy is designed to elicit a desired response from a predetermined audience, emphasizing its critical role in achieving organizational objectives.

2.2 Elements of Communication

Communication occurs when elements that construct the communication process itself are present. These elements are interconnected and demonstrate how communication takes place. The specific elements that build communication can be explained as follows (Wulandari, 2019):

1. Source

The origin of the message (sender/communicator) who encodes ideas into messages. For example, a doctor consulting a patient or a pharmacist providing medication information.

2. Encoding
   The process of converting ideas into symbols, words, or gestures to create a message, which the recipient interprets (decodes) to understand.
3. Message
   The information conveyed by the communicator, delivered orally, in writing, or through body language (e.g., nodding, eye contact, or hand gestures).
4. Media
   The channel through which messages are transmitted, such as air for spoken words or visual cues for body language.
5. Receiver
   The individual, group, or audience who receives and interprets the message, influenced by delivery methods, language, and potential noise.
6. Noise
   Disturbances that hinder message transmission, either external (e.g., loud background noise) or internal (e.g., misunderstandings or psychological barriers).
7. Feedback
   The recipient's response to the message, which determines whether communication is effective. Positive feedback ensures continuity, while negative feedback may halt communication.
8. Effect
   The impact of communication, such as emotional reactions, behavioral changes, or increased knowledge, reflecting its effectiveness.

3. Material and Method

CV X is a distribution company located at Sebrang Kayu Manis Residence, Jl. Kayu Manis No.5, RT.6/RW.9/5, Balekambang, Kramat Jati District, Special Capital Region of Jakarta, 13530. The company focuses on providing products for small and medium enterprises (SMEs), particularly in the Greater Jakarta area (Jabodetabek).

The researcher selected CV X as the subject of study due to several challenges identified in the company's external communication strategy, especially regarding the ineffective delivery of information to business partners and customers. This issue has the potential to disrupt relationships with external parties and affect the company's image. Additionally, CV X plays a significant role in supporting the development of SMEs in the region, prompting the researcher to evaluate how the company's communication strategies can be improved and optimized in line with technological advancements and the needs of business partners.

1. Primary Data

a. Observation

Observation is the process of systematically watching and recording phenomena related to the research subject. This method provides a real-time view of events to answer research questions. Sugiyono (2017) states that observation is effective for qualitative research as it allows direct observation of relevant situations.

a. Interview

An interview involves communication between two or more people, where one party asks questions to gather information. According to Kvale (2007), interviews are crucial for uncovering deeper meanings and gaining insight into people's thoughts and feelings about specific issues.

b. Documentation

Documentation is a data collection tool used to obtain valid and accurate information. This method involves recording relevant data needed for research (Vera et al., 2021).

c.

2. Secondary Data

Secondary data refers to data that is obtained indirectly from the research object. Researchers access data that has been collected by others through various methods, either commercially or non-commercially. Sources of secondary data can come from various places, such as the Central Bureau of Statistics (BPS), books, reports, journals, and other sources. The collection of secondary data can be done through observation or documentation (Annisa & Putri, 2023).

3.1 Design Study

The research titled “Analysis of Communication Strategy at CV X in Improving Company Image and Public Perception” is conducted using a qualitative approach with interviews and observations involving several participants.

According to Barlian (2018), qualitative research aims to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, and others, in a holistic way through descriptions in words and language, within a specific natural context, and using different methods. Sugiyono (2016) states that qualitative research is based

on postpositivist philosophy, used in natural object conditions (as opposed to experiments), where the researcher is the key instrument, data collection techniques are done through triangulation (combination), data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization.

3.2 Data Analysis

Qualitative data analysis involves organizing, sorting, coding, and categorizing data to draw conclusions based on the focus or issues being addressed. This process simplifies complex or scattered data, making it easier to understand. The analysis includes systematically organizing interview transcripts, field notes, and other materials so the researcher can present their findings. This process involves working with, organizing, breaking down, and synthesizing data, identifying patterns, highlighting key elements, and determining what to report (Saleh, 2017). The following steps are taken by the researcher in data analysis:

1. Data Collection

   According to Sugiyono, data collection is a crucial step in the research process, as it must meet the research needs and address the research questions (Taufan et al., 2018). In this stage, the researcher conducts interviews with four employees at CV X to gather in-depth information about the company's external communication strategies. These interviews aim to uncover how communication is carried out with external parties, the challenges faced, and the effectiveness of the strategies implemented. Additionally, the researcher conducts a literature review to enrich understanding through references relevant to external communication strategies.
2. Data Reduction

   Data collected in the field is often abundant and complex, requiring careful recording. As the researcher spends more time in the field, more diverse data is gathered. Data reduction is necessary to simplify this information by summarizing, selecting key details, and focusing on the most relevant aspects. The goal is to identify patterns and main themes, making the data easier to understand and process.
3. Data Display

   After data reduction, the next step is presenting the data. In quantitative research, data is presented using tables, charts, or graphs to organize and display relationship patterns. In qualitative research, data is presented in narrative form, diagrams, or category groupings, allowing for systematic organization and easier interpretation.
4. Conclusion Drawing

   In qualitative research, drawing conclusions is an ongoing process. Initial conclusions are provisional and require verification through additional data collection. These conclusions may change if not supported by sufficient evidence. However, if verification reveals valid and consistent evidence, the conclusions become credible and reliable, making verification a critical step to ensure research findings are based on accurate, accountable data.

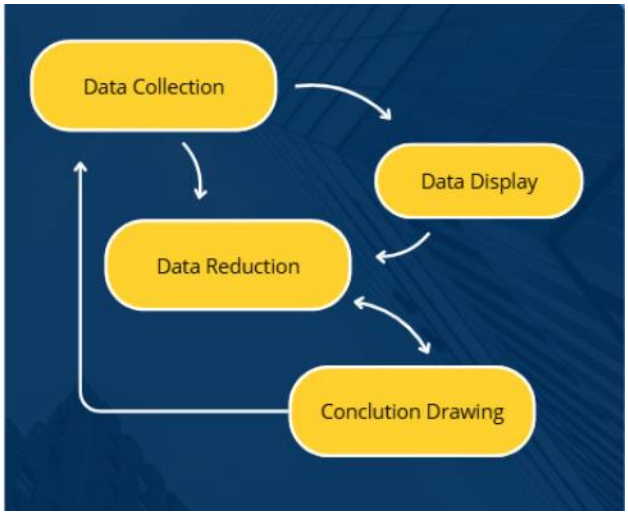

Figure 3.1 Data Anaylsis Components
Source: Data processed by researchers

3.2 Data Validity Techniques

Ensuring data validity is a crucial step in qualitative research to ensure that the collected data is trustworthy and accurately represents reality, minimizing bias and errors in interpretation (Muftahatus et al., 2022). Data is valid if there is no discrepancy between the reported findings and actual conditions (Octaviani & Sutriani, 2019). In this study, the researcher employed triangulation to verify data validity, a method involving the collection of data from various sources, the use of multiple methods, or tests at different times to ensure consistency and reliability (Alfansyur & Mariyani, 2020). Triangulation includes cross-checking data against additional information to validate or compare its accuracy (Moleong, 2016). Specifically, source triangulation was applied by comparing data from different sources, and technique triangulation by utilizing multiple data collection methods to measure the same phenomenon, enhancing the validity and credibility of the findings.

4. Result and Discussion

4.1 Data Desciption

This research adopts a qualitative approach to examine the communication strategies employed by CV X in engaging with external audiences. To gain a comprehensive understanding of CV X's external communication practices, the researcher utilized methods previously detailed, aiming to evaluate how these strategies contribute to maintaining relationships with external stakeholders and enhancing the company's reputation.

Data collection involved conducting interviews with employees whose roles are closely related to the research focus. Additionally, field observations were carried out to gather deeper insights into the issues under study. Interviews and observations were conducted at CV X, involving informants such as administrative staff, sales personnel, drivers, and the company leader, all of whom provided valuable input on the company's external communication strategies.

Table 4.1 Participant Data

Source: Data processed by researchers

Participant	Potition	Gender	Lenght of Servive
Participant A	Leader	Male	4 years
Participant B	Admin Staff	Female	3 years
Participant C	Sales Staff	Male	3 years
Participant D	Driver	Male	1 year

4.2 Data Result

Communication Strategies Implemented

External communication strategies are essential for organizations to manage their messages to external audiences, such as customers, media, partners, and the general public. These strategies aim to build a positive image, strengthen relationships, and promote the company's products and services. At CV X, the external communication strategies employed are considered effective, but challenges remain in certain areas. The company focuses on branding, maintaining product quality, and building trust to ensure repeat business with partners. Additionally, training for new employees is a key component to ensure adherence to standard operating procedures (SOPs) and consistent service quality.

Clear communication with customers and partners is crucial to preventing misunderstandings and ensuring positive relationships. The company emphasizes transparency in interactions, especially when addressing inquiries from customers or new partners. They ensure that all information is conveyed accurately and in detail, particularly regarding products

and services. This approach helps build trust and avoid confusion, making it an essential part of their strategy to maintain long-term relationships with stakeholders.

To further strengthen their communication, CV X also utilizes promotional strategies such as product banners to increase visibility and recognition. Educating customers and partners about the company's offerings is a key aspect of the strategy, ensuring that they are informed about the products and services available. Maintaining a friendly and professional relationship with external parties is central to their approach, ensuring that communication is clear, respectful, and mutually beneficial.

Efforts to overcome challenges in implementing external communication strategies at CV X focus on addressing frequent miscommunication with partners and customers. Based on observations, the company has adopted several approaches to improve communication, such as holding regular face-to-face meetings, providing communication training for staff who interact directly with partners, and using more structured communication guidelines. These steps reflect the company's commitment to enhancing communication effectiveness and building stronger relationships with external stakeholders.

Interview responses further confirmed that CV X has made efforts to ensure clear communication, particularly regarding their products and services. Several participants emphasized that face-to-face communication helps reduce misunderstandings, enabling partners to better understand the goals and intentions of their collaboration with CV X. These efforts align with the company's overall strategy of maintaining transparency and providing detailed information to their partners.

Additionally, CV X has focused on maintaining product quality and transparency, particularly regarding the natural ingredients used in their products. This commitment to quality and clear packaging information has helped build trust with partners and customers. Some partners, initially skeptical about the products, have become regular clients after experiencing the benefits of the products. The company also offers flexible payment options and incentives to partners, addressing misunderstandings related to payment terms and ensuring that partners are comfortable with the purchasing process.

Efforts to Overcome Communication Strategy Obstacles

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4.3 Data Discussion

External Communication Strategy is a plan used by organizations to convey messages to external audiences, such as customers, partners, media, or the public, with the goal of building positive relationships, strengthening the company's image, and increasing trust. CV X applies this strategy through branding that emphasizes high-quality products, clear benefits, and transparent communication. They use attractive packaging and promote their products through influencers to build trust and visibility. By providing clear and complete information, CV X ensures that any misunderstandings are addressed, maintaining harmonious and professional relationships with customers and partners. This approach aligns with the idea that effective external communication can enhance a company's reputation and foster better stakeholder engagement.

Challenges in implementing external communication strategies are often caused by unclear information, technical barriers, or mismatched expectations between the audience and the company's message. Suranto (2015) argues that effective external communication must focus on clarity and the target audience to minimize misunderstandings. Regular evaluation of the strategy's effectiveness is essential to identify and address existing barriers. At CV X, the main issue is misunderstanding related to products and services. To overcome this, the company ensures clear and transparent communication through direct interactions and education with partners. Additionally, CV X offers flexible payment terms to new partners to build trust and strengthen business relationships, with regular meetings to provide deeper understanding of the products and their benefits.

CV X has implemented several steps to enhance its image in the eyes of partners and customers. One key approach is maintaining the quality and consistency of products while ensuring the use of safe, natural ingredients. According to Arianti (2016), quality control is a management activity aimed at ensuring that the quality of products and services meets the established plans. By maintaining quality, the company ensures customer satisfaction, which in turn enhances customer loyalty and supports the long-term success of the business.

5. Closing

5.1 Conclution

Based on the research and analysis, CV X's external communication strategy effectively builds strong relationships with external parties, establishing trust with customers and business partners through friendly, clear, and direct communication. Despite challenges in information delivery, CV X addresses these by providing additional guidance to partners, offering flexible payment options, and training employees to ensure effective communication. These efforts have proven successful in strengthening the company's image, as the combination of public education, flexible payment systems, and social media promotions has improved public perception, resulting in increased trust and loyalty from both customers and partners.

5.2 Implication

Theoretical Implication

The findings of this study align with previous research conducted by Sudaryanto & Setyawan (2015), Cangara (2013), Purwanto (2015), Nugraha (2021), Didik (2021), Nabila (2018), and Wulandari (2019). These studies emphasize that the implementation of effective external communication strategies is crucial for maintaining good relationships with partners and enhancing the company’s image. Through proactive, transparent, and responsive communication, companies can build trust and strengthen mutually beneficial collaborations with external stakeholders.

Practical Implication

The practical implications of this research suggest that companies can strengthen relationships with partners and customers through more effective, transparent, and responsive communication. By prioritizing the delivery of clear information about products and services, as well as providing deeper education to partners, CV X can reduce potential misunderstandings and build trust. Additionally, it is important for companies to continually update and adapt their external communication strategies to meet the needs of partners and market developments, in order to strengthen the company’s image and enhance long-term, mutually beneficial relationships.

5.3 Research Limitation

The researcher acknowledges that there are several limitations in the implementation of this study that affected the depth and results of the research, which need to be addressed through further studies. Some of the limitations faced include:

1. The limited time available for the researcher to conduct the study, which prevented a deeper exploration of the researched topic.
2. Secondly, the limited number of participants in the interviews made it difficult for the researcher to explore the issues in greater depth.

5.4 Recommendation

Based on the results of the study, the researcher provides several recommendations for future research:

1. Future studies are encouraged to extend the research time to allow for a more in-depth exploration.
2. It is recommended to increase the number of participants in future studies to obtain more representative and accurate results.
3. In this study, the data was collected using a qualitative method with one variable, so it is suggested that future research employ more diverse methods, such as a combination of qualitative methods with two variables or a quantitative approach.

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