

## BUSINESS COMMUNICATION ETHICS

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### *Abstract*

Business communication ethics is a set of principles and guidelines that govern behavior in business communication. This study aims to explore the importance of business communication ethics and its impact on relationships with customers, employees and other stakeholders as well as organizational image. The research method used is literature study, by collecting and analyzing literature relevant to the research topic. The results of the study show that the application of business communication ethics can help build good relationships with customers, employees and other stakeholders as well as maintain a positive image for the organization.

**Keywords :** *Business Communication Ethics, Principles, Guidelines, Behavior, Business Communication, Literature Study.*

## INTRODUCTION

Business communication ethics is a very important topic in the business world. Business communication ethics Refers to the correct and professional way of business communication. This journal discusses the importance of business communication ethics in maintaining good relations between business and employees, business and customers, as well as business and business partners. In addition, this magazine also discusses the bad effects that can occur if business communication ethics are not followed properly. Examples of such negative impacts are loss of employee, customer and business partner confidence and financial losses that can result from lawsuits. That is why it is important for companies to pay attention to business communication ethics and apply them properly and correctly. Business communication ethics is a set of norms and values that govern communication in a business environment. The following are some of the problems that arise in business communication ethics:

Violation of business ethics Violations of business ethics can take many forms, including theft of business ideas, fraud, and discrimination.

- Lack of awareness of business ethics.

While many are aware of the consequences of violating business ethics, there is a need to increase awareness of the importance of business ethics.

- Lack of control over ethical standards.

For some companies, adhering to high ethical standards in business communications is a success factor. However, irresponsible business practices are still rife in Indonesia.

- Mistakes in intercultural communication.

In intercultural business communication, the communicator must avoid misunderstandings as much as possible and avoid taking advantage of these misunderstandings[4].

- Technical Constraints

Technical barriers in the communication process can affect the effectiveness of business communication.

- Lack of creativity and innovation

Creativity and innovation are very important for the company's further growth. Companies that are inactive and uncreative tend to stagnate and struggle to get ahead. Maintaining good business communication ethics requires knowledge of and adherence to high ethical standards, as well as creativity and innovation in business. In addition, business communicators must also avoid violations of business ethics and mistakes in cross-cultural communication.

## RESEARCH METHODS

This study describes the ethics of communication and business in a more comprehensive manner based on the results of a literature review. The method used is qualitative with a literature review approach.

## RESULTS AND DISCUSSION

Ethical business communication is the process of exchanging information between individuals and other individuals or groups of people. Communication is considered successful if the sender and recipient of the message understand the same information. Communication ethics is often used to identify good or bad ways of communicating in people's lives. These ethical principles cover the areas of verbal and non-verbal communication. Oral communication is about the use of language both orally and in writing. Business communication ethics is important for an organization or company to ensure that the messages conveyed are conveyed in accordance with ethical principles to ensure effective and friendly communication.

### **Definition of Business Communication Ethics**

According to the book *Basics of Business Communication* (2021) by Abdul Samad Arief et al. Ethics are the principles that govern social behavior. Whereas communication is interaction between humans in the form of sending and receiving messages. Therefore, communication ethics can be interpreted as principles that guide human interaction. Ethics also uses various sciences related to human behavior such as anthropology, psychology, sociology, political science, economics, etc. Ethics has a role as evaluator, judge and determinant of human action. These actions are judged as good, bad, noble, honorable, reprehensible, etc. Ethics works as a concept of various behavior of people. Ethics has more to do with evaluating existing value systems.

Business communication is the process of exchanging information, ideas, opinions, directions and ideas with specific goals in a business or corporate environment. This business communication can be personal or impersonal, both verbal and nonverbal. The purpose of business communication is to achieve mutual understanding between business parties, build good relationships, improve business performance and achieve business goals that have been set.

According to some experts, the definition of business communication is as follows:

1. William Albig: Market information, ideas, opinions, processors that have a specific target that is presented personally or impersonally through symbols or signals.
2. Katz: the process of requesting information, ideas, and feelings between two or more people in a business organization.
3. Shanon and Weaver: the process of passing information from one party to another with the aim of achieving mutual understanding.

Business communication has several elements, namely:

1. Message sender: the person or party that sent the message.
2. Message: information, ideas, opinions, instructions, or ideas to be conveyed.
3. Media: means or tools used to convey messages.
4. Message recipient: the person or party receiving the message.
5. Feedback: response or response from the recipient of the message to the message received.

Business communication techniques can be done in several ways, such as:

1. Oral communication: direct communication through face-to-face, telephone or video calls.
2. Written communication: communication made by letter, email, or short message.
3. Non-verbal communication: communication made through body language, facial expressions, or body movements.

Types of business communication include:

1. Internal communication: communication made between employees or parties involved in the company.
2. External communication: communication made between the company and external parties, such as customers, suppliers or investors.
3. Formal communication: communication carried out in accordance with the rules or procedures that have been set in the company.
4. Informal communication: communication that is carried out unofficially or not bound by certain rules.

Business communication is very important in running a business or company. With effective business communication, employees can work well together, fulfill their responsibilities as employees, and achieve company goals. In addition, business communication can also help companies to build good relationships with external parties, such as customers, suppliers or investors.

### **Understanding Ethics in Business Communication**

Business communication is the process of exchanging information, ideas, opinions, instructions and ideas that have a specific purpose in a business or corporate context. This business communication can be done personally or impersonally, both verbally and non-verbally. The purpose of business communication is to achieve mutual understanding between parties involved in the business, build good relationships, improve company performance, and achieve predetermined business goals.

According to some experts, the definition of business communication is as follows:

1. William Albig: exchange of information, ideas, opinions, instructions that have a specific target that is presented personally or impersonally through symbols or signals.

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### **Business Ethics in Communication**

Business ethics in communication is a set of values and norms that are applied in communicating in the business world. This business ethic is very important because it creates an atmosphere of professionalism, mutual respect and promotes communication, which helps the office to function as a good and healthy place. Business ethics also form a value, norm, and behavior of employees and leaders to create an atmosphere of fair and healthy relations both with colleagues and consumers. From business ethics, it will indirectly encourage an attitude of responsibility in running a business so that all business activities can run well and smoothly. In business, the relationships that are built are very important. Building good relationships is essential if you are to advance your professional career, accept a new client, impress your boss, or close a final sale. The way to build positive relationships in the business world is to apply

good ethics, especially by showing the best communication skills. Some things that need to be considered in applying business ethics in communication include:

- Respect the time and busyness of others
- Avoid using offensive or inappropriate language
- Maintain confidentiality of information
- Avoid conflicts of interest
- Avoid discriminatory behavior
- Maintain ethics in the use of social media.

In the business world, good business ethics can be a recipe for career advancement. Good business ethics is a valuable skill that will make a person stand out from others, increase the chances of success, and help land a dream job. Business ethics can also help build good relationships with clients, colleagues and superiors. In applying business ethics in communication, one needs to understand the values and norms that apply in the business world. Business ethics can be applied in various situations, such as in presentations, negotiations or in the use of social media. In implementing business ethics, one needs to respect others, avoid inappropriate behavior, and maintain the confidentiality of information. In the business world, business ethics can also be seen from a religious perspective. Business ethics in a religious perspective, such as Islam, has basic principles that are used as the main reference in discussing economic activities. Business ethics in a religious perspective also emphasizes the importance of honesty, fairness and social responsibility in running a business. In conclusion, business ethics in communication is very important in the business world. Business ethics help create a professional, respectful atmosphere and improve communication. Business ethics also form a value, norm, and behavior of employees and leaders to create an atmosphere of fair and healthy relations both with colleagues and consumers. In applying business ethics, one needs to understand the values and norms that apply in the business world, respect others, avoid inappropriate behavior, and maintain the confidentiality of information.

### **Characteristics of Communication Ethics**

Characteristics of communication ethics is a way of communicating in accordance with the standards of moral or moral values. Communication ethics includes values such as honesty, fairness, courtesy, and respect for others. Some important characteristics of communication ethics include:

**Openness:** Openness in communication is an important characteristic of communication ethics. Transparency means speaking honestly and openly without withholding important information. Openness also means listening carefully and responding appropriately.

**Respect:** Honor is an important characteristic of communication ethics in human relations. Honor means respecting others and respecting differences of opinion. Honor also means not judging others and not showing pride.

**Politeness:** Politeness is an important communication etiquette characteristic in social relations. Modesty means speaking politely and not using harsh words or insulting others. Modesty also means respecting the privacy of others and not talking about inappropriate things. **Honesty:** Honesty is an important communication ethic characteristic in human relations. Honesty means speaking truthfully and not withholding important information. Honesty also means not deceiving or deceiving others.

**Fairness:** Fairness is an important characteristic of communication ethics in social relations. Justice means treating others fairly and impartially. Justice also means not discriminating or harming others.

**Empathy:** Empathy is an important characteristic of communication ethics in human relations. Empathy means being able to understand the feelings and views of others. Empathy also means being able to respond appropriately and provide the support needed.

**Responsibility:** Responsibility is an important characteristic of communication ethics in social relations. Responsibility means being responsible for your words and actions. Responsibility also means being able to admit mistakes and correct mistakes that have been made.

In the world of information technology, communication ethics is also very important. The use of information technology must be carried out with good ethics, such as respecting the privacy of others, not taking actions that harm others, and not committing copyright infringement. Communication ethics is also important in the information technology profession, such as respecting customer privacy and not taking actions that are detrimental to customers. In the Al-Quran, there are many ethical values of communication that can be used as a guide in communicating. Some of the ethical values of communication contained in the Al-Quran include honesty, politeness, fairness, and empathy. The ethical values of communication in the Al-Quran can be used as a guide in good and correct communication.

In conclusion, the ethical characteristics of communication are very important in human relations and in the use of information technology. Communication ethics includes values such as openness, respect, courtesy, honesty, fairness, empathy, and responsibility. Communication ethics can also be used as a guide in communicating good and right.

### **Basic Assumptions**

Basic assumptions are principles that are considered true without needing to be proven first. These basic assumptions often become the basis for thinking and acting. In the context of communication, basic assumptions can affect the way a person communicates. Some examples of basic assumptions in communication include:

#### Cooperation principle

According to Yule (2006: 69), the basic assumption of conversation is that if it is not shown otherwise, that the participants follow the cooperative principle and maxims. This cooperative principle assumes that each conversation participant will try to understand and provide relevant and useful information to other participants.

#### Humanistic

Elva Ronaning Roem Sarmiati's interpersonal communication theory CV. Irdh stated that the basic assumption of this theory is humanistic. Various humanistic theories exist, but basically this theory assumes that humans are rational beings, have freedom, and are able to make the best decisions for themselves.

#### Justice

In Prof.'s dissertation Dr. Faturochman, the basic assumptions of interactional justice are no different from procedural justice. In interactional justice it is assumed that humans as social beings will try to maintain good relationships with others and avoid conflict.

In a business context, basic assumptions can also affect the applied business ethics. For example, if the basic assumption in business is profit alone, then the applied business ethics may tend to ignore other factors such as fairness, honesty and social responsibility. Therefore,

it is important to understand the basic assumptions underlying business and apply business ethics in accordance with upheld values.

### **Factors Influencing Organizational Ethics**

Factors that affect organizational ethics can come from various aspects, such as organizational culture, work environment, and information technology. Following are some of the factors that influence organizational ethics:

1. **Organizational culture:** A strong and positive organizational culture can influence organizational ethics. A positive organizational culture can create a healthy and productive work environment and encourage employees to behave ethically. Conversely, a negative organizational culture can create an unhealthy work environment and influence employee behavior to become unethical.
2. **Leadership:** Good leadership can influence organizational ethics. Good leadership can set a good example and encourage employees to behave ethically. Conversely, bad leadership can influence employee behavior to become unethical.
3. **Work environment:** A healthy and safe work environment can influence organizational ethics. A healthy and safe work environment can create a positive work environment and encourage employees to behave ethically. Conversely, an unhealthy and unsafe work environment can influence employee behavior to become unethical.
4. **Information technology:** Information technology can influence organizational ethics. Unethical use of information technology can influence employee behavior to become unethical. Therefore, companies must have clear policies regarding the ethical use of information technology.
5. **Training and development:** Training and development can influence organizational ethics. Good training and development can help employees understand ethical values and encourage them to behave ethically.
6. **Policies and procedures:** Clear policies and procedures can influence organizational ethics. Clear policies and procedures can help employees understand what is expected of them and encourage them to behave ethically.

In conclusion, factors that influence organizational ethics can come from various aspects, such as organizational culture, leadership, work environment, information technology, training and development, as well as policies and procedures. Companies must pay attention to these factors to create a healthy and productive work environment and encourage employees to behave ethically.

### **Coverage of Communication Ethics**

The scope of communication ethics covers various aspects of communication activities, both in interpersonal and organizational contexts. Several aspects of the scope of communication ethics include:

language use

The use of good and correct language is very important in communication ethics. The language used must be polite, clear and easily understood by the party receiving the message.

Nonverbal communication

Nonverbal communication includes clothing, body movements, and facial expressions. Nonverbal communication ethics include how to dress politely and according to the situation,

body movements that are not disturbing, and facial expressions that match the message conveyed.

**Justice**

Communication ethics also includes the principle of fairness in communication. Each party must be treated fairly and not discriminatory.

**Honesty**

Honesty in communication is very important in communication ethics. Every message conveyed must be true and not misleading.

**Information confidentiality**

Communication ethics also includes the principle of confidentiality of information. Any information provided must be kept confidential and may not be shared with other parties without permission.

**Empathy**

Empathy in communication includes the ability to understand the feelings and views of others. Communication ethics requires the ability to listen carefully, respect the views of others, and keep personal information confidential.

**Social Responsibility**

Communication ethics also includes social responsibility in communicating. Every message conveyed must pay attention to its impact on the community and the surrounding environment.

In business, communication ethics is also very important to create good relationships with clients and colleagues. Communication ethics in business includes principles such as honesty, integrity, responsibility, respect, and promoting good social values. Communication ethics in business also includes the principles of cooperation and fairness in communication.

In conclusion, the scope of communication ethics covers various aspects of communication activities, both in interpersonal and organizational contexts. Communication ethics includes principles such as the use of good and correct language, nonverbal communication, fairness, honesty, confidentiality of information, empathy, and social responsibility. Communication ethics is also very important in business to create good relationships with clients and colleagues.

**Function of Business Communication Ethics**

Business communication ethics has several very important functions for the company. The following are some of the functions of business communication ethics:

1. Protecting business image: Business communication ethics has an important role in protecting, respecting and maintaining a good business image for an organization. By practicing good business communication ethics, companies can build a positive image in the eyes of customers and the public.
2. Increase trust: Business communication ethics can increase customer and public trust in a company. By practicing good business communication ethics, companies can build strong trust and gain more value from society, the country, and even their competitors.
3. Increase profits: Business communication ethics can maximize company profits. By practicing good business communication ethics, companies can build good relationships with customers and the public, so as to increase company sales and profits.



4. Uphold common interests: The ethics of business communication can pay attention to the common interests of companies, customers and society. By practicing good business communication ethics, companies can build mutually beneficial relationships with customers and society.
5. Improve human relations: Business communication ethics can create good relations between companies and employees, companies and consumers. By implementing good business communication ethics, companies can build positive relationships with employees and consumers, thereby increasing productivity and employee satisfaction as well as customer satisfaction.

In conclusion, business communication ethics has several very important functions for companies, such as protecting business image, increasing trust, increasing profits, upholding common interests, and improving human relations. Therefore, companies must pay attention to business communication ethics in running their business in order to build a positive image and gain trust and better profits.

### **Purpose of Business Communication Ethics**

The purpose of business communication ethics is to create good relations between the company and its clients, colleagues and society. Business communication ethics includes principles such as honesty, integrity, responsibility, respect, and promoting good social values. Some of the goals of business communication ethics include:

**Encourage the moral awareness of business people**

Business communication ethics aims to encourage the moral awareness of business people in running a business. By having good moral awareness, business people will pay more attention to the social and environmental impacts of their business activities.

**Maintain the attitude and behavior in doing business**

Business communication ethics also aims to maintain attitudes and behavior in doing business. By having good ethics, business people will pay more attention to how to communicate politely and not offend other people.

**Improve company image**

Business communication ethics also aims to improve the company's image. By having good ethics, the company will be more respected and valued by clients and society.

**Increase client trust**

Business communication ethics also aims to increase client trust. By having good ethics, clients will have more trust and feel comfortable doing business with the company.

**Increase company profits**

Business communication ethics also aims to increase company profits. By having good ethics, it will be easier for companies to attract clients and increase sales.

In business, communication ethics is very important to create a good relationship with clients and colleagues. Communication ethics in business includes principles such as honesty, integrity, responsibility, respect, and promoting good social values. Communication ethics in business also includes the principles of cooperation and fairness in communication.

In conclusion, the purpose of business communication ethics is to create a good relationship between the company and its clients, colleagues and society. Business communication ethics aims to encourage business moral awareness, maintain business attitudes

and behavior, improve corporate image, increase client trust, and increase company profits. Communication ethics in business is very important to create a good relationship with clients and colleagues.

### **Benefits of Business Communication Ethics**

Business communication ethics has very important benefits for companies. Here are some of the benefits of business communication ethics:

1. **Avoid legal problems:** Business communication ethics can help companies avoid legal problems. . By implementing good business communication ethics, the company can ensure that all business activities are carried out in accordance with applicable laws and regulations.
2. **Gain a competitive advantage in the eyes of customers:** Business communication ethics can give a company a competitive advantage in the eyes of customers. By implementing good business communication ethics, companies can build a positive image in the eyes of customers and increase customer trust in the company.
3. **Be a unique selling point for a company:** Business communication ethics can be a unique selling point for a company. By practicing good business communication ethics, companies can differentiate themselves from competitors and attract more customers.
4. **Improve business reputation:** Business communication ethics can improve a company's business reputation. By implementing good business communication ethics, companies can build a positive image in the eyes of the public and increase public trust in the company.
5. **Increase profits:** Business communication ethics can maximize company profits. By practicing good business communication ethics, companies can build good relationships with customers and the public, so as to increase company sales and profits.
6. **Uphold common interests:** The ethics of business communication can pay attention to the common interests of companies, customers and society. By practicing good business communication ethics, companies can build mutually beneficial relationships with customers and society.
7. **Improve human relations:** Ethics of business communication can create good relations between companies and employees, companies and consumers. By implementing good business communication ethics, companies can build positive relationships with employees and consumers, thereby increasing productivity and employee satisfaction as well as customer satisfaction.

In conclusion, business communication ethics has very important benefits for companies, such as avoiding legal problems, gaining a competitive advantage in the eyes of customers, becoming a unique selling point for the company, increasing business reputation, increasing profits, upholding common interests, and improving human relations. Therefore, companies must pay attention to business communication ethics in conducting their business in order to build a positive image, increase trust and better profits, and pay attention to the common interests of the company, customers and society.

**Sample case****PB DJARUM'S BUSINESS ETHICS CASE**

The first case of violating business ethics came from a tobacco company, namely **PB Djarum**. Several years ago, PB Djarum received a stern warning because there were indications that this company used child labor to carry out activities in the factory.

This case stems from a report by the Children's Lentera Foundation to KPAI regarding allegations of child exploitation at the PB Djarum audition. In this activity the children wore T-shirts bearing the striking Djarum brand. Chair of the Children's Lantern Foundation, Lisda Sundari, stated that the activity violated PP 109 of 2012 concerning the Control of Materials Containing Addictive Substances in the Form of Tobacco Products for Health. There are at least three articles that PB Djarum does not comply with. First, anything sponsored by tobacco products should not involve children. Second, it is not permissible to use the brand image and logo of tobacco products. Third, it may not be published.

**CONCLUSION**

Business ethics acts as a stronghold for stakeholders, business ethics also has a function that is able to synergize between stakeholders in business. Ethical business will have a good impact on the company. The application of ethics in business activities will have a positive impact on the continuity of a business.

Business communication ethics has the main objective to meet the responsive and emotional needs of recipients of business messages such as customers and employees. In addition, business communication ethics has an important role in protecting, respecting and maintaining a good business image for the organization.

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