



## EFFECTIVENESS OF COMMUNICATION ON BUSINESS PRODUCTIVITY SMALL TRADERS IN SETTLEMENT AND COASTAL AREA BEACH PADANG HARAPAN BENGKULU CITY

*Dedi Supriyadi<sup>1</sup>, Khairil Buldani<sup>2</sup>, Neneng Cucu Marlina<sup>3</sup>*

<sup>1</sup> ) Department of Communication Studies, Faculty of Social Science And Political Science, University of Bengkulu.

<sup>1</sup>Email: [dedi\\_supriyadi57@yahoo.co.id](mailto:dedi_supriyadi57@yahoo.co.id)

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### CORRESPONDENCE

Phone: - +628xxxxxxxxxx

E-mail: [dedi\\_supriyadi57@yahoo.co.id](mailto:dedi_supriyadi57@yahoo.co.id)

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### A B S T R A C T

The role of small traders in the development of the economic sector is very helpful in improving people's living standards. Help provide solutions for the government because it reduces the number of unemployed and even creates jobs. Proper communication skills are needed in direct and indirect interactions between traders and potential market share candidates. This study aims to evaluate the effectiveness of several types of communication on the productivity of small traders' businesses, and evaluate the business productivity of small traders due to the effectiveness of communication. The research method used is a quantitative method, using a purposive sampling technique. The research instrument used a questionnaire. The data obtained were analyzed using statistical analysis of spearman rank (rs) and continued with quantitative descriptive analysis techniques. The results of statistical testing of the 5 sub-variables tested were only 1 variable whose H0 was rejected. This means that there is a close relationship with a 95% confidence level. Non-verbal communication does not have a close relationship with small business productivity. It can be seen that there is only one variable whose H0 is rejected, namely the variable of non-verbal communication on increasing self-confidence. This means that non-verbal communication does not have a significant relationship with business productivity. Visual communication has a close relationship with the productivity of small traders' businesses. Of the 5 sub-variables tested, only 1 variable whose H0 was rejected, meaning that the other 4 variables had a significant close relationship with a 95% confidence level. Communication style in relation to the increase in the income of traders has a very low value, namely -0.3153, with an increase in service quality -0.1710, with an increase in physical condition -0.996, with an increase in self-confidence -0.1344, and with an increase in merchant morale (Y5) 0.1899.



## INTRODUCTION

The role of small traders makes a big contribution to society. In general, among others, the economic sector, because this sector plays the most role in the survival of the community, helps efficiency of time and energy for those who need the availability of an item immediately, provides solutions for the government because it reduces the number of unemployed and even creates jobs, and so on. there are many other roles that may not be detailed one by one, especially during this Covid-19 pandemic.

Actually, small traders are a group of creative and innovative businessmen. The reasons are: (1) They are good at seizing opportunities in society/consumers; (2) Small traders are innovative, because the way they do business really takes advantage of every opportunity that exists with whatever means they have, starting by walking, using wheels, to using motorized vehicles. are hardworking and tenacious; (3) Small traders are creative because apart from being good at reading opportunities, they are also good at taking advantage of innovations in information and communication technology (ICT), for example during this pandemic, how to sell goods that are limited by social distancing and work from home has made some small traders creative to offer their wares online (online) via chat applications or also social media to connect with a wider range of potential consumers. In terms of "small traders or retailers" are traders who buy

merchandise in moderate quantities and resell them to final consumers (Anonymous, 2016).

Other characteristics of small traders are business capital: the way of trading, the type of goods sold and the symbol of communication. Examples of communication symbols from mobile vegetable traders are those who use a pump symbol, sound a horn with a certain rhythm, shout using the word symbol "sayuuuur", "tempe Tahuuu", "ayaaam". Likewise, the rhythm and the sound of the horn, some say one time in a long tone, some say twice but in short. But all types of symbols that are conveyed are showing the identity, branding, color characteristics of traders and the goods they sell so that consumers really know the characteristics of traders for the sound they hear (Anonymous, 2015).

Another peculiarity of small traders is that they are usually not local residents. They came from outside the village of Padang Harapan. Even their houses are relatively far away, among others, some are from Kec. Kampung Melayu, Kec. Muara Bangkahulu, Bentiring, Kec. Broad, and others. This means that they earn a living, not limited by the place or location of residence with the location of earning a living. Likewise, the merchandise sold varies, some selling basic daily necessities (raw vegetables), ready-to-eat food, or household furniture. From the results of preliminary interviews (pre-study) to handlers who came from outside Kel.

Padang Harapan, several people stated that their motivation to trade in Padang Harapan Village and its surroundings was driven by the economic needs of their families; big market opportunity; because many housewives are busy so they want to go fast; selling locations near homes and tourist sites; small capital, but good profit; and does not have a private house or rent in the Padang Harapan Village. Likewise, the interaction between traders and consumers is by using certain symbols (Azeharie, 2015).

From the description above, it is very interesting to examine the process of social interaction between small traders and their consumers on business productivity. How are marketing communication symbols used and are these symbols enough to sell the merchandise? Or does it need to be followed up with other symbols or other marketing communication strategies?

## MATERIALS AND METHODS

This research is a descriptive quantitative research. The object of research in this study was taken from the population of small traders who sell in the Padang Harapan Village area, Gading Cempaka District, Bengkulu City. To test and analyze the data, this research uses descriptive analysis techniques, through the grades or classifications of the scores obtained through the average with the help of the SPSS 19 for windows program.

The population in this study amounted to approximately 150 traders (based on pre-research identification data). The number that will be used as the unit of analysis in this study is small traders located in residential areas and on tourist beaches. The sample that is used as the respondent is taken from the unit of analysis determined by the sampling technique.

The sample selection was carried out using a one-stage random sampling technique. The sample size (n) is measured using the following formula:

Determination of the number of samples is done through purposive sampling. As stated (Sugiyono, 2018:85) that the determination of the sample may be done through this technique if there are certain considerations. In this way, the researchers took a sample of 20% of the total population of 175 traders, namely 35 traders with various types of trade.

The number of respondents as many as 20 people was taken from a group of traders who have been selling for a long time both in settlements and in coastal areas, which were determined randomly as much as 20% of the total population.

Primary data was obtained through interviews using a questionnaire, while secondary data was obtained from the literature, and institutions that support this research.

Analyzed Variables Effectiveness of communication which is the independent variable in this study, the indicators of the variables include severalty pesof communication, including : verbal communication, non-verbal communication, written communication and visual communication. Productivity of small traders business with indicators including:

Continuous improvement, improvement of work quality, physical condition of the workplace, self-confidence and enthusiasm for work.

Data analysis qualitatively and quantitatively. The data was analyzed by describing and interpreting information to explore the clarity of the activities under study, and tabulation analysis by scoring the classified field data and using non-parametric statistics of Spearman's Rank correlation, or Spearman's correlation coefficient with the formula (Siegel, 1988:237).

$$rs = 1 - \frac{6 \sum d^2}{N(N^2 - 1)}$$

Di = Difference in rank between two variables

N = Sample Size

## RESULTS AND DISCUSSION

In general, the variables studied in this study are the communication effectiveness variable (X) and the Merchant Business Productivity variable (Y). Researchers determine several indicators in the effectiveness of this communication, among others, how the verbal communication of each respondent, non-verbal communication respondents, visual communication and communication style respondents. Then the variables of Business Productivity with indicators include how to increase the income of traders, improve service quality, physical conditions of the place of trade, increase traders' confidence and increase the spirit of traders.

The majority of traders in carrying out verbal communication are very high, such as always greeting buyers or prospective buyers, when asked they also always explain their goods and merchandise well, as they are. Besides explaining the advantages of the product, it also explains the drawbacks and always says thank you, regardless of whether the buyer buys the merchandise or not. Traders always provide good service, always move their bodies like polite smiles and pleasant nods. Even the merchants always welcome the arrivals and departures of buyers with a smile and make eye contact politely.

The use of visual communication merchants always clean and maintain cleanliness. Always maintain the appearance, cleanliness of the product and organize its merchandise properly. Especially during this COVID-19 pandemic, traders always carry out health procedures when selling food.

Traders always use non-formal communication styles in selling, but sometimes traders also use formal communication styles. Subtly persuades buyers, and does not force buyers to buy their wares.

The hypotheses in the research presented in the previous chapter were tested using nonparametric statistics using the Spearman Rank (rs) correlation coefficient. The testing process follows the rules and procedures that have been determined in the use of Spearman rank correlation. The test results can be described as follows :

### 1. Testing X1 against Y1, Y2, Y3, Y4 and Y5

#### X1 against Y1

The statistical test results show that X1 against Y1 has a value of -0.3373. It is very low or very small. The more intensive verbal communication increases the income of traders decreases. However, there is a small correlation with the small role of verbal communication on the income of traders, but the results of statistical tests show that the role of X1 Y1 is real. This means that H0 is rejected.

#### X1 against Y2

The statistical test results show that X1 against Y2 has a value of -0.1569. The more intensively the verbal communication improves the quality of service decreases. However, although the correlation is small, the role of verbal communication on service quality has decreased, but the statistical test results show that the role of X1 to Y1 is real. This means that H0 is rejected.

#### X1 against Y3

The statistical test results show that X1 against Y3 has a value of -0.1736. This is a very low or very small relationship. However, although there is a small correlation between the role of verbal communication on improving the physical condition of the place to trade, the results



of statistical tests show that the role of X1 to Y1 is real. This means that H0 is rejected.

#### **X1 against Y4**

The statistical test results show that X1 against Y4 has a value of 0.2139. It has a very high correlation. However, although there is a high correlation between the role of verbal communication and the income of traders, the results of statistical tests show that the role of X1 to Y4 is very real. This means that H0 is rejected.

#### **X1 against Y5**

Effectiveness of Verbal Communication (X1) in relation to Enhancing the spirit of traders (Y5) The statistical test results show that X1 against Y5 has a value of -0.2235. This means that H0 is rejected.

### **2. Testing X2 against Y1, Y2, Y3, Y4 and Y5**

#### **X2 against Y1**

The statistical test results show that X2 against Y1 has a value of -0.1423. This is a very low or very small relationship. The more intensive non-verbal communication increases the income of traders decreases. However, although there is a small correlation between the role of verbal communication on the income of traders, the results of statistical tests show that the role of X2 to Y1 is not real. This means that H0 is accepted.

#### **X2 against Y2**

The statistical test results show that X2 against Y2 has a value of -0.1114. This is a very low or very small relationship. The more intensive non-verbal communication increases the quality of service is not good. However, although there is a small correlation between the role of non-verbal communication on service quality, the statistical test results show that the role of X2 to Y1 is not real. This means that H0 is accepted.

#### **X2 against Y3**

The statistical test results show that X2 against Y3 has a value of -0.1476. This is a very low or very small relationship. The more intensive non-verbal communication

improves the physical condition of the trading place is not good. However, although there is a small correlation between the role of non-verbal communication on improving the physical condition of the place to trade, the statistical test results show that the role of X1 to Y1 is not real. This means that H0 is accepted.

#### **X2 against Y4**

The statistical test results show that X2 against Y4 has a value of 0.2411. This is a very high correlation. The better the non-verbal communication, the more the trader's confidence increases. However, although there is a high correlation between the role of non-verbal communication on the confidence of traders, the statistical test results show that the role of X2 to Y4 is very real. This means that H0 is rejected.

#### **X2 against Y5**

The statistical test results show that X2 against Y5 has a value of -0.1405. This is very highly related. The more intensive non-verbal communication, the higher the morale of traders. However, although there is a high correlation between the role of verbal communication on increasing the morale of traders, the statistical test results show that the role of X2 to Y5 is not real. This means that H0 is accepted.

### **3. Testing X3 against Y1, Y2, Y3, Y4 and Y5**

#### **X3 against Y1**

The statistical test results show that X3 against Y1 has a value of -0.0470. This is a very low or very small relationship. The more intensive the visual communication, the increase in the trader's income decreases. However, although there is little correlation between the role of visual communication on the income of traders, the statistical test results show that the role of X3 to Y1 is real. This means that H0 is rejected.

**X3 against Y2**

The statistical test results show that X3 against Y2 has a value of -0.3855. This is a very low or very small relationship. The more intensive the visual communication, the quality of service decreases. However, although the correlation between visual communication and service quality is small, the statistical test results show that the role of X3 to Y2 is significant. This means that H0 is rejected.

**X3 against Y3**

The statistical test results show that X3 against Y3 has a value of -0.1964. This is a very low or very small relationship. The more intensive the visual communication, the better the Physical Condition of the place to trade is not good. However, although there is a small correlation between the role of visual communication on improving the physical condition of the place to trade, the results of statistical tests show that the role of X3 to Y3 is real. This means that H0 is rejected.

**X3 against Y4**

The statistical test results show that X3 against Y4 has a value of 0.4350. It has a very high correlation. The better the visual communication, the more confident traders will be. However, although there is a high correlation between the role of verbal communication on the income of traders, the results of statistical tests show that the role of X3 to Y4 is very real. This means that H0 is rejected.

**X3 against Y5**

The statistical test results show that X3 against Y5 has a value of -0.0014. This is a very small relation. The more intensive the visual communication, the increase in the morale of the traders decreases. However, although there is a low correlation between the role of verbal communication on increasing the spirit of traders, the statistical test results show that the role of X3 to Y1 is not real. This means that H0 is accepted.

**4. Testing X4 against Y1, Y2, Y3, Y4 and Y5****X4 against Y1**

The statistical test results show that X4 against Y1 has a value of -0.3153. This is a very low or very small relationship. The more intensively the communication style increases, the trader's income decreases. However, although there is a small correlation between the role of communication style on the income of traders, the statistical test results show that the role of X4 to Y1 is real. This means that H0 is rejected.

**X4 against Y2**

The statistical test results show that X4 against Y2 has a value of -0.1710. This is a very low or very small relationship. The more intensive the communication style, the quality of service decreases. However, although the relationship between the role of communication style on service quality has decreased, the statistical test results show that the role of X4 to Y1 is real. This means that H0 is rejected.

**X4 against Y3**

The statistical test results show that X4 against Y3 has a value of -0.996. This is a very low or very small relationship. The more intensive the communication style, the better the Physical Condition of the place to trade is not good. However, although there is a small correlation between the role of communication style on improving the physical condition of the place to trade, the statistical test results show that the role of X4 to Y3 is real. This means that H0 is rejected.

**X4 against Y4**

The statistical test results show that X4 against Y4 has a value of -0.1344. It has very little relation. The less good the communication style, the lower the trader's confidence. However, although there is a low correlation between the role of communication style on the income of traders, the statistical test results show that

the role of X4 to Y4 is very real. This means that H0 is rejected.

#### **X4 against Y5**

The statistical test results show that X4 against Y5 has a value of 0.1899. This is very highly related. The better the communication style, the higher the morale of traders. However, even though there is a high correlation between the role of communication style on increasing the enthusiasm of traders, the statistical test results show that the role of X4 against Y5 is real. This means that H0 is rejected.

Based on the results of statistical analysis that has been carried out on the correlation between the effectiveness of communication on the productivity of small traders' businesses and how much business productivity on small traders is due to the effectiveness of communication. Research conducted on 35 respondents generally consists of 4 hypotheses, namely: (1) correlation between X1 and Y1, Y2, Y3, Y4 and Y5. (2) correlation between X2 and Y1, Y2, Y3, Y4 and Y5; (3) correlation between X3 and Y1, Y2, Y3, Y4 and Y5; and (4) correlation between X4 and Y1, Y2, Y3, Y4 and Y5.

- (1) The results of statistical testing on this variable as a whole Ho is rejected. X1 that is verbal communication in relation to increasing the income of traders has a very low value, namely -0.3373, with an increase in service quality -0.1569, with an increase in physical condition -0.1736, with an increase in self-confidence (X4) -0.2139, and with an increase in merchant morale (Y5 ) -0.2235. Although the results are low, statistically all of them have a real role, so H0 is rejected and H1 is accepted
- (2) The results of statistical testing of variables X2 against Y1, Y2, Y3, Y4 and Y5 are almost entirely accepted, only 1 variable H0 is rejected, namely X2 against Y4 which has a value of 0.2411. X2, namely non-verbal communication

in relation to increasing the income of traders, has a very low value, namely -0.1423, with an increase in service quality -0.1114, with an increase in physical condition -0.1476, with an increase in self-confidence (X4) -0.2411, and with an increase in the spirit of traders ( Y5) -0.1405. Although the results are low, statistically only 1 rejected variable has a real role, while 4 H0 variables are accepted and H1 is rejected.

- (3) The results of the statistical test of the X3 visual communication variable on Y1, Y2, Y3, Y4, and Y5 overall Ho is rejected. Only 1 variable H0 is accepted, namely X3 against Y5 with a value of -0.0014. X3 to Y1 namely communication style in relation to increasing the income of traders has a very low value, namely -0.0470, with an increase in service quality -0.3855, with an increase in physical condition -0.1964, with an increase in self-confidence (Y4) 0.4350, and with an increase in merchant morale ( Y5) -0.0014. Although the results are low, statistically almost all of them have a real role, so 4 H0 variables are rejected and 1 H1 variable is accepted.
- (4) The results of statistical testing on this variable as a whole Ho is rejected. X4 which is communication style in relation to the increase in the income of traders has a very low value, namely -0.3153, with an increase in service quality -0.1710, with an increase in physical condition -0.996, with an increase in self-confidence (X4) -0.1344, and with an increase in merchant morale (Y5 ) 0.1899. Although the results are low, statistically all of them have a real role, so H0 is rejected and H1 is accepted.

From the overall test results above, the first hypothesis shows that verbal communication has a close relationship

with the productivity of small traders' businesses. Of the 5 sub-variables tested, only 1 variable whose H0 was rejected. This means that there is a close relationship with a 95% confidence level (alpha 5%).

The second hypothesis is that non-verbal communication does not have a close relationship with small business productivity. This can be seen from the overall analysis results that there is only one variable whose H0 is rejected, namely the non-verbal communication variable (X2) on increasing self-confidence (Y4). This means that non-verbal communication does not have a significant relationship with business productivity at alpha 5%.

The second hypothesis is that non-verbal communication does not have a close relationship with small business productivity. This can be seen from the overall analysis results that there is only one variable whose H0 is rejected, namely the non-verbal communication variable (X2) on increasing self-confidence (Y4). This means that non-verbal communication does not have a significant relationship with business productivity at alpha 5%.

The third hypothesis shows that visual communication has a close relationship with the productivity of small traders' businesses. Of the 5 sub-variables tested, only 1 variable whose H0 was rejected, namely the X3 variable against Y5 with a value of -0.0014. This means that the other 4 variables have a significant close relationship with a 95% confidence level (alpha 5%).

Finally in the fourth hypothesis, the results of statistical testing on this variable as a whole H0 is rejected. X4 which is communication style in relation to the increase in the income of traders has a very low value, namely -0.3153, with an increase in service quality -0.1710, with an increase in physical condition -0.996, with an increase in self-confidence (X4) -0.1344, and with an increase in merchant morale (Y5) 0.1899. Although the results are low,

statistically all of them have a real role, so H0 is rejected and H1 is accepted. This means that communication style has a close relationship with small business productivity at the 95% confidence level or (alpha 5%).

## CONCLUSION

1. Results Based on the analysis of the effectiveness of communication has a close relationship with the productivity of small traders. From the 20 test results of the analyzed sub-variables, it turns out that there are 15 H0s that are rejected and only 5 sub-variables whose H0s are accepted. That is, it turns out that the productivity of small traders has a relationship with the effectiveness of communication at the 95% confidence level.

2. Verbal communication has a close relationship with the productivity of small business actors. Of the 5 sub-variables tested, only 1 variable whose H0 was rejected. This means that there is a kinship relationship with a 95% confidence level (alpha 5%),

3. Non-verbal communication does not have a close relationship with the productivity of small businesses. This can be seen from the overall analysis results that there is only one variable whose H0 is rejected, namely the non-verbal communication variable (X2) on increasing self-confidence (Y4). This means that non-verbal communication does not have a significant relationship with business productivity at alpha 5%.

4. Visual communication has a close relationship with the productivity of small traders. Of the 5 sub-variables tested, only 1 variable whose H0 was rejected, namely the X3 variable against Y5 with a value of -0.0014. This means that the other 4 variables have a significant close relationship with a 95% confidence level (alpha 5%).



5. Communication style in relation to increasing the income of traders has a very low value, namely -0.3153, with improving service quality -0.1710, with improving physical condition -0.996, with increasing self-confidence (X4) -0.1344, and with increasing merchant morale (Y5) 0.1899. Even though the result low but statistically all of them have a real role, so H0 is rejected and H1 is accepted. This means that communication style has a close relationship with small business productivity at the 95% confidence level or (alpha 5%).

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