

Aira Putri Eri Dasli, S.P., M.Si.

B PENERBIT
BUKULOKA

A close-up photograph of a person's hand holding a black pen, pointing at a tablet screen. The tablet is propped up on a dark surface. In the background, another person's hand is visible, also holding a pen. A faint, glowing network diagram with nodes and lines is overlaid on the right side of the image. The background is blurred, showing what appears to be an office or meeting room with large windows.

KOMUNIKASI BISNIS STRATEGIS:

Pendekatan **Profesional** dan **Digital**
dalam Membangun Relasi Organisasi

Komunikasi Bisnis Strategis: Pendekatan Profesional dan Digital dalam Membangun Relasi Organisasi

Aira Putri Eri Dasli, S.P., M.Si.

PT BUKULOKA LITERASI BANGSA

Anggota IKAPI: No. 645/DKI/2024



Komunikasi Bisnis Strategis: Pendekatan Profesional dan Digital dalam Membangun Relasi Organisasi

Penulis : Aira Putri Eri Dasli, S.P., M.Si.
ISBN : 978-634-324-084-6 (PDF)
Penyunting Naskah : Teguh Arief Santoso
Tata Letak : Teguh Arief Santoso
Desain Sampul : Novikean Keysah Sanisri

Penerbit

Penerbit PT Bukuloka Literasi Bangsa

Distributor: PT Yapindo

Kompleks Business Park Kebon Jeruk Blok I No. 21, Jl. Meruya Ilir Raya No. 88, Desa/Kelurahan Meruya Utara, Kecamatan Kembangan, Kota Adm. Jakarta Barat, Provinsi DKI Jakarta, Kode Pos: 11620

Email: penerbit.blb@gmail.com

Whatsapp: 0878-3483-2315

Website: bukuloka.com

© Hak cipta dilindungi oleh undang-undang

Berlaku selama 50 (lima puluh) tahun sejak ciptaan tersebut pertama kali dilakukan pengumuman.

Dilarang mengutip atau memperbanyak sebagian atau seluruh isi buku ini tanpa izin tertulis dari penerbit. Ketentuan Pidana Sanksi Pelanggaran UU No. 28 Tahun 2014 Tentang Hak Cipta.

Barang siapa dengan sengaja dan tanpa hak melakukan perbuatan sebagaimana dimaksud dalam Pasal 2 ayat (1) atau Pasal 49 ayat (1) dan ayat (2) dipidana dengan pidana penjara masing-masing paling singkat 1 (satu) bulan dan/atau denda paling sedikit Rp1.000.000,00 (satu juta rupiah), atau pidana penjara paling lama 7 (Tujuh) tahun dan/atau denda paling banyak Rp5.000.000.000,00 (lima miliar rupiah).

Barang siapa dengan sengaja menyerahkan, menyiarkan, memamerkan, mengedarkan atau menjual kepada umum suatu ciptaan atau barang hasil pelanggaran Hak Cipta atau Hak Terkait sebagaimana dimaksud pada ayat (1) dipidana dengan pidana penjara paling lama 5 (lima) tahun dan/atau denda paling banyak Rp500.000.000,00 (lima ratus juta rupiah).

KATA PENGANTAR

Puji syukur ke hadirat Tuhan Yang Maha Esa atas rahmat dan karunia-Nya, sehingga buku berjudul *Buku Referensi Komunikasi Bisnis Strategis: Pendekatan Profesional dan Digital dalam Membangun Relasi Organisasi* dapat tersusun dan hadir untuk pembaca.

Buku ini mengulas cara membangun komunikasi bisnis yang efektif dalam dunia profesional, termasuk pemanfaatan teknologi digital untuk memperkuat relasi organisasi. Penyajian materi dibuat dengan bahasa yang sederhana dan mudah dipahami agar dapat menjangkau berbagai kalangan, sehingga tidak hanya terbatas pada lingkungan tertentu, tetapi juga relevan bagi masyarakat umum yang ingin memahami dinamika komunikasi dalam dunia usaha.

Buku ini dijual untuk masyarakat luas dan dapat dimiliki oleh siapa saja yang ingin memperluas wawasan tentang komunikasi bisnis modern. Semoga buku ini memberikan manfaat serta menjadi bekal dalam membangun hubungan kerja yang lebih baik, profesional, dan adaptif di era digital.

Jakarta, Juli 2026

Tim Penyusun

DAFTAR ISI

KATA PENGANTAR.....	iii
DAFTAR ISI.....	iv
Bab 1: Konsep Dasar Komunikasi Bisnis	1
1.1 Definisi dan Ruang Lingkup Komunikasi Bisnis.....	1
1.2 Fungsi dan Tujuan Komunikasi Bisnis	4
1.3 Prinsip Komunikasi Efektif.....	8
1.4 Peran Komunikasi dalam Organisasi	11
Bab 2: Proses dan Model Komunikasi Bisnis.....	15
2.1 Proses Komunikasi	15
2.2 Model Komunikasi	19
2.3 Hambatan Komunikasi	23
2.4 Strategi Mengatasi Hambatan	26
Bab 3: Komunikasi Verbal dan Nonverbal dalam Bisnis	31
3.1 Komunikasi Verbal.....	31
3.2 Komunikasi Nonverbal.....	35
3.3 Bahasa Tubuh dalam Bisnis	39
3.4 Etika Berkomunikasi	42
Bab 4: Komunikasi Tertulis dalam Dunia Bisnis.....	47
4.1 Prinsip Penulisan Bisnis	47
4.2 Surat Bisnis.....	50
4.3 Email Profesional	54
4.4 Laporan dan Proposal.....	58
Bab 5: Komunikasi Lisan dan Presentasi Bisnis.....	62

5.1 Teknik Presentasi Efektif	62
5.2 Public Speaking dalam Bisnis	66
5.3 Penggunaan Media Presentasi	70
5.4 Evaluasi Presentasi	73
Bab 6: Komunikasi Digital dan Media Sosial.....	78
6.1 Transformasi Digital dalam Komunikasi	78
6.2 Platform Media Sosial untuk Bisnis.....	82
6.3 Etika Komunikasi Digital.....	85
6.4 Manajemen Reputasi Online	89
Bab 7: Komunikasi Interpersonal dalam Organisasi	93
7.1 Hubungan Kerja Profesional	93
7.2 Komunikasi Antar Karyawan.....	97
7.3 Keterampilan Mendengarkan Aktif.....	101
7.4 Empati dalam Komunikasi	105
Bab 8: Komunikasi Kelompok dan Tim	109
8.1 Dinamika Kelompok	109
8.2 Pengambilan Keputusan	113
8.3 Diskusi dan Rapat Efektif.....	117
8.4 Kepemimpinan dalam Komunikasi	121
Bab 9: Negosiasi dan Resolusi Konflik.....	125
9.1 Konsep Negosiasi	125
9.2 Strategi Negosiasi.....	129
9.3 Teknik Resolusi Konflik	133
9.4 Komunikasi Persuasif.....	136
Bab 10: Komunikasi Lintas Budaya dalam Bisnis Global	141
10.1 Perbedaan Budaya	141

10.2 Komunikasi Antarbudaya.....	145
10.3 Etika Bisnis Global.....	149
10.4 Adaptasi Strategi Komunikasi.....	153
Bab 11: Komunikasi Pemasaran dan Hubungan Pelanggan.	158
11.1 Komunikasi dalam Pemasaran	158
11.2 Branding dan Pesan Bisnis	162
11.3 Hubungan Pelanggan (Customer Relations)	166
11.4 Komunikasi Persuasif dalam Penjualan	169
Bab 12: Evaluasi dan Strategi Pengembangan Komunikasi	
Bisnis	174
12.1 Audit Komunikasi	174
12.2 Pengukuran Efektivitas.....	178
12.3 Pengembangan Keterampilan Komunikasi	182
12.4 Tren Komunikasi Bisnis Masa Depan.....	186
Daftar Pustaka.....	191
Profil Penulis	203

Daftar Pustaka

- Dutta, A., Kasilingam, D., Angell, R., & Singh, J. (2024). The future of marketing and communications in a digital era: Data, analytics and narratives. *Journal of Strategic Marketing*, 32(8), 1435–1443.
- European Communication Monitor. (2024). European Communication Monitor 2024: Corporate communications in the business world. EUPRERA.
- Ferreira, P., Dias, Á., Pereira, L., & Santos, J. (2023). Recommendations for internal communication to strengthen the employer brand: A systematic literature review. *Administrative Sciences*, 13(10), 223.
- Manocha, S. (2023). Effective business communication: Key to success. *International Journal of Research and Analytical Reviews*, 10(1), 41–59.
- Men, L. R., Qin, Y. S., & Jin, J. (2024). Fostering employee trust via transparent communication: The role of internal communication in organizational effectiveness. *Public Relations Review*, 50(1).
- Zulkeifli, N. Y., Jamri, M. H., Ridzuan, A. R., Ismail, N., Khairuddin, K., Abdul Rani, N. S., Ab Hadi, S. N. I., & Ibrahim, N. A. N. (2023). Communication as a strategy in enhancing an organization performance. *International Journal*

- of Academic Research in Business and Social Sciences, 13(10).
- Begum, S. (2025). A Study on Communication Barriers at the Workplace. *International Journal for Multidisciplinary Research*.
- Jhodia, G. (2025). Enhancing organizational performance through effective workplace communication strategies. *Journal of Management Information and Decision Sciences*.
- Men, L. R., Qin, Y. S., & Jin, J. (2023). Fostering employee trust via effective internal communication during organizational change. *Corporate Communications: An International Journal*, 28(4), 645–662.
- Men, L. R., Qin, Y. S., & Jin, J. (2024). Internal communication and employee outcomes in the digital workplace. *Corporate Communications: An International Journal*, 29(1), 1–18.
- Mishra, K., Boynton, L., & Mishra, A. (2023). Driving employee engagement through internal communication: A review and future directions. *Public Relations Review*, 49(2), 102310.
- Moran, R. T., Abramson, N. R., & Moran, S. V. (2024). *Managing cultural differences: Global leadership strategies for the 21st century* (11th ed.). Routledge.
- Ruck, K., & Men, L. R. (2024). *Strategic Internal Communication: Theory and Practice*. Kogan Page.
- Shockley-Zalabak, P. S. (2023). *Fundamentals of organizational communication: Knowledge, sensitivity, skills, values* (11th ed.). Pearson.

- Azhar, F. (2024). The role of nonverbal communication in enhancing effective leadership in organizational contexts. *International Journal of Communication and Society*.
- Cardon, P. W. (2024). *Business communication: Developing leaders for a networked world* (5th ed.). McGraw-Hill Education.
- Chen, X. P., Chen, M., & Portnoy, R. (2024). *What Isn't Being Said: Culture and Communication at Work*. Berrett-Koehler Publishers.
- Knapp, M. L., Hall, J. A., & Horgan, T. G. (2024). *Nonverbal communication in human interaction* (10th ed.). Cengage Learning.
- Matsumoto, D., Hwang, H. S., & Frank, M. G. (2023). *Nonverbal communication: Science and applications*. Sage Publications.
- Men, L. R., & Qin, Y. S. (2023). Internal communication and employee engagement in the digital workplace. *Corporate Communications: An International Journal*, 28(4), 567–583.
- Meyer, C., & Rowe, F. (2023). Digital communication ethics and organizational trust in contemporary workplaces. *Journal of Business Ethics*, 188(2), 417–432.
- Mikkola, L., & Valo, M. (2024). Interpersonal communication competence and workplace relationships in multicultural organizations. *Corporate Communications: An International Journal*, 29(1), 45–60.
- Alduais, F., Al-Smadi, M., & Alshurideh, M. (2023). Digital communication ethics and professional practices in

- contemporary organizations. *Information Sciences Letters*, 12(8), 2871–2880.
- Cardon, P. W. (2024). *Business communication: Developing leaders for a networked world* (5th ed.). McGraw-Hill Education.
- Kankaanranta, A., & Louhiala-Salminen, L. (2023). *Business communication for global organizations: Strategies and competencies for professional success*. Routledge.
- Men, L. R., Yue, C. A., & Liu, Y. (2024). Strategic internal communication and employee engagement in contemporary organizations. *Corporate Communications: An International Journal*, 29(1), 45–61.
- Pilkington, A., & Bailey, R. (2025). *Writing Reports, Proposals and Business Cases*. PR Academy.
- Ruck, K., & Men, L. R. (2024). *Strategic Internal Communication: Theory and Practice*. Kogan Page.
- Zappala, J., & Angelo, A. (2024). *Workplace Communications, Proposals, and Reports*. Routledge.
- Bodie, G. D. (2023). *Public Speaking for the Curious: Why Study Public Speaking?*. Routledge.
- Bower, M. (2023). Developing presentation competence through feedback and reflective practice in professional communication. *Business and Professional Communication Quarterly*, 86(4), 421–438.
- Fiorella, L., & Mayer, R. E. (2023). *Multimedia learning and instruction: Cognitive principles for effective communication*. Cambridge University Press.

- Mayer, R. E. (2024). *Multimedia learning* (4th ed.). Cambridge University Press.
- Reynolds, G. (2024). *Presentation zen: Simple ideas on presentation design and delivery* (4th ed.). New Riders.
- Schnitzler, K., Holzberger, D., & Seidel, T. (2023). The effectiveness of visual presentation design on audience engagement and learning outcomes. *Educational Psychology Review*, 35(4).
- van Ginkel, S., Gulikers, J., Biemans, H., & Mulder, M. (2024). Fostering oral presentation competence through feedback and self-reflection: A review of contemporary approaches. *Educational Research Review*, 42.
- Van Zant, A. B., & Berger, J. (2024). How communicating confidence influences persuasion and professional success. *Current Opinion in Psychology*, 57.
- Aula, P., & Mantere, S. (2023). Strategic reputation management in the digital communication environment. *Corporate Communications: An International Journal*, 28(4), 615–629.
- Cheng, Y. (2024). Social media monitoring and digital reputation management: Emerging practices in organizational communication. *Public Relations Review*, 50(2).
- Dwivedi, Y. K., Ismagilova, E., Hughes, L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2024). Social media marketing and business performance: Emerging trends

- and future research directions. *International Journal of Information Management*, 76.
- European Communication Monitor. (2024). European Communication Monitor 2024: Strategic communication and digital transformation. EUPRERA.
- Floridi, L. (2023). *The ethics of information* (2nd ed.). Oxford University Press.
- Kapoor, K. K., Dwivedi, Y. K., Piercy, N. C., & Lal, B. (2024). Social media technologies and business communication: Emerging perspectives for digital organizations. *Information Systems Frontiers*, 26(1), 45–60.
- Stahl, B. C. (2024). *Digital ethics: Responsible technology for business and society*. Springer.
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2024). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 175.
- Bakker, A. B., & Albrecht, S. L. (2023). Work engagement and organizational performance: Current trends and future directions. *Annual Review of Organizational Psychology and Organizational Behavior*, 10, 1–25.
- Men, L. R., & Yue, C. A. (2023). Employee communication and engagement in the digital workplace. *Corporate Communications: An International Journal*, 28(4), 567–583.

- European Communication Monitor. (2024). European Communication Monitor 2024: Strategic communication and organizational effectiveness. EUPRERA.
- Men, L. R., & Qin, Y. S. (2023). Strategic internal communication and employee engagement in contemporary organizations. *Corporate Communications: An International Journal*, 28(3), 421–438.
- Kluger, A. N., & Itzchakov, G. (2023). The power of listening at work: Enhancing relationships, performance, and organizational effectiveness. *Annual Review of Organizational Psychology and Organizational Behavior*, 10, 121–145.
- Rogers, C. R., & Farson, R. E. (2024). Active listening. Martino Fine Books.
- Clark, M. A., Robertson, M. M., & Young, S. (2024). Workplace empathy and employee engagement: The role of interpersonal communication in organizational effectiveness. *Journal of Organizational Behavior*, 45(2), 178–194.
- Wang, G., & Seibert, S. E. (2023). Empathy, collaboration, and workplace relationships: Evidence from contemporary organizational research. *Human Resource Management Review*, 33(4).
- Allen, J. A., Lehmann-Willenbrock, N., & Rogelberg, S. G. (2024). *The Cambridge handbook of meeting science* (2nd ed.). Cambridge University Press.

- Edmondson, A. C., & Lei, Z. (2023). Psychological safety: The history, renaissance, and future of an interpersonal construct. *Annual Review of Organizational Psychology and Organizational Behavior*, 10, 23–43.
- European Communication Monitor. (2024). European Communication Monitor 2024: Strategic communication and organizational effectiveness. EUPRERA.
- Men, L. R., & Yue, C. A. (2023). Strategic internal communication and leadership effectiveness in contemporary organizations. *Public Relations Review*, 49(4).
- Newman, A., Eva, N., Schwarz, G., & Nielsen, I. (2024). Leadership communication and team performance: Contemporary perspectives on organizational effectiveness. *Journal of Organizational Effectiveness: People and Performance*, 11(1), 35–52.
- Salas, E., Reyes, D. L., & McDaniel, S. H. (2023). The Science of Teamwork: Progress, Reflections, and the Road Ahead. *American Psychologist*, 78(3), 345–359.
- Tuckman, B. W., & Jensen, M. A. C. (2010). Stages of small-group development revisited. *Group & Organization Studies*, 2(4), 419–427.
- Fisher, R., & Ury, W. (2023). *Getting to Yes: Negotiating Agreement Without Giving In* (Revised ed.). Penguin Books.
- Lewicki, R. J., Barry, B., & Saunders, D. M. (2023). *Negotiation: Readings, Exercises, and Cases* (8th ed.). McGraw-Hill Education.

- Omisore, B. O., & Abiodun, A. R. (2023). Organizational conflicts: Causes, effects and remedies. *International Journal of Academic Research in Economics and Management Sciences*, 12(2), 45–58.
- Rahim, M. A. (2024). *Managing conflict in organizations* (5th ed.). Routledge.
- Thompson, L. (2024). *The mind and heart of the negotiator* (8th ed.). Pearson.
- Bird, A., & Mendenhall, M. E. (2024). *Global leadership: Research, practice, and development* (3rd ed.). Routledge.
- Crane, A., Matten, D., Glozer, S., & Spence, L. J. (2023). *Business ethics: Managing corporate citizenship and sustainability in the age of globalization* (6th ed.). Oxford University Press.
- Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2024). *Business ethics: Ethical decision making and cases* (14th ed.). Cengage Learning.
- Hofstede, G., Hofstede, G. J., & Minkov, M. (2023). *Cultures and organizations: Software of the mind* (4th ed.). McGraw-Hill Education.
- Minkov, M., & Kaasa, A. (2023). Do dimensions of culture exist objectively? A validation of cultural dimensions theory. *Cross Cultural & Strategic Management*, 30(4), 707–728.
- Moran, R. T., Abramson, N. R., & Moran, S. V. (2024). *Managing Cultural Differences: Global Leadership Strategies for Cross-Cultural Business Success* (11th ed.). Routledge.

- Rockstuhl, T., & Van Dyne, L. (2023). Cultural intelligence and communication effectiveness in global business environments. *International Journal of Cross Cultural Management*, 23(2), 145–162.
- Stahl, G. K., & Tung, R. L. (2024). Towards a more balanced treatment of culture in international business studies: The role of intercultural competencies. *Journal of International Business Studies*, 55(1), 1–18.
- Dwivedi, Y. K., Ismagilova, E., Hughes, L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kumar, V., Rahman, M. M., Rowley, J., & Wang, Y. (2024). Consumer engagement and brand communication in the digital era. *International Journal of Information Management*, 76.
- Keller, K. L. (2023). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th ed.). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2024). *Marketing management* (17th ed.). Pearson.
- Kumar, V., Rajan, B., Gupta, S., & Pozza, I. D. (2024). Customer engagement and relationship marketing in the digital era: Contemporary perspectives for sustainable business growth. *Journal of Business Research*, 175.
- Lemon, K. N., & Verhoef, P. C. (2024). *Understanding customer experience and customer relationship management in modern markets*. Routledge.

- De Janasz, S. C., Dowd, K. O., & Schneider, B. Z. (2024). *Interpersonal skills in organizations* (7th ed.). McGraw-Hill Education.
- Dwivedi, Y. K., Hughes, L., Ismagilova, E., Aarts, G., Coombs, C., Crick, T., Duan, Y., Dwivedi, R., Edwards, J., Eirug, A., Galanos, V., Ilavarasan, P. V., Janssen, M., Jones, P., Kar, A. K., Kizgin, H., Kronemann, B., Lal, B., Lucini, B., ... Williams, M. D. (2024). So what if ChatGPT wrote it? Multidisciplinary perspectives on opportunities, challenges and implications of generative artificial intelligence for research, practice and policy. *International Journal of Information Management*, 71.
- European Communication Monitor. (2024). *European Communication Monitor 2024: Strategic communication, leadership, and analytics*. EUPRERA.
- Hargie, O., & Tourish, D. (2023). *Auditing organizational communication: A handbook of research, theory and practice* (2nd ed.). Routledge.
- Macnamara, J. (2024). *Evaluating Public Communication: Exploring New Models, Standards, and Best Practice*. Routledge.
- Men, L. R., Qin, Y. S., & Jin, J. (2024). Internal communication and employee outcomes in the digital workplace. *Corporate Communications: An International Journal*, 29(1), 1–18.

Robles, M. M. (2023). Executive perceptions of the top competencies needed for workplace success. *Business Communication Quarterly*, 86(2), 155–177.

Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2023). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 160, 113740.

Buku referensi berjudul **Komunikasi Bisnis Strategis: Pendekatan Profesional dan Digital dalam Membangun Relasi Organisasi** membahas peran komunikasi sebagai elemen penting dalam membangun hubungan yang kuat antara organisasi, pelanggan, mitra kerja, dan masyarakat. Di tengah perkembangan teknologi yang pesat, komunikasi bisnis tidak lagi terbatas pada interaksi konvensional, tetapi juga memanfaatkan berbagai platform digital untuk memperluas jangkauan dan meningkatkan efektivitas penyampaian pesan.

Melalui pembahasan yang sistematis dan mudah dipahami, buku ini mengulas strategi komunikasi profesional, pemanfaatan media digital, pengelolaan citra organisasi, serta teknik membangun hubungan yang produktif dan berkelanjutan. Buku ini cocok untuk masyarakat umum, pelaku usaha, dan siapa saja yang ingin memahami pentingnya komunikasi yang efektif dalam mendukung keberhasilan organisasi di era digital.