



The Role of Business Communication in Improving Sales in The Food and Beverage Industry (Case Study on Gozadera Bar De Tapas)

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ABSTRACT

The food and beverage sector has been around for a while and has produced goods. A business classification encompassing the food and beverage industry is any enterprise that centers its operations around food or beverages, including F&B services. Maintaining a high standard of continuity and excellence in business communication is essential since customer or colleague satisfaction is critical to corporate success. Thus, this study aims to examine the role that business communication plays in increasing sales in the food and beverage industry and the challenges associated with business communication. Using a descriptive-analytical approach methodology, the research technique applies qualitative research focusing on business communication. In particular, Gozadera Bar De Tapas, one of the F&B Industry companies, is the target of this investigation. Primary data was the source of the information, and focus group discussions, observations, and interviews with relevant parties served as information collection techniques. Additionally, this study's information strategy involves analyzing qualitative data that field analysts have gathered. The findings indicate that effective corporate communication—including that with coworkers, leaders, and employees—and with customers and business partners- all significantly impact boosting sales. Through social media, business communications are conducted both directly and indirectly. Communication barriers can include misinterpretations of what is being said, loud music that interferes with normal hearing, and disagreements.

Keywords: *Business Communication, Sales Increase, Food And Beverage Industry.*

INTRODUCTION

Business communication is a critical component in the functioning and success of any business, facilitating the exchange of ideas, messages, and information and playing a pivotal role in achieving business objectives. Effective communication aids businesses in selling their products, meeting their goals, and avoiding misunderstandings that could harm their operations. In the current era of globalization, the business environment has become increasingly competitive, requiring businesses to think strategically to ensure their survival and success. Among the industries that have shown significant growth is the Food and Beverage (F&B) Industry, which has expanded alongside advancements in innovation. The F&B industry, which focuses on selling food and beverages, substantially impacts modern consumer lifestyles. A vital aspect of this industry is the provision of services alongside products, necessitating excellent communication to enhance customer loyalty and, ultimately, increase sales.

One business within this industry is Gozadera Bar De Tapas, a Spanish-themed restaurant located in Surabaya, East Java, established in mid-2017. The restaurant has strategically positioned itself in the city center, targeting a diverse customer base. Its operational success depends significantly on the effectiveness of its business communication, which involves direct and indirect interactions with customers, partners, and colleagues. Direct communication at Gozadera Bar De Tapas occurs among employees, between management and staff, and with customers. Indirect communication, meanwhile, leverages social media and other digital platforms to engage customers and promote the restaurant's offerings.

However, business communication in the F&B industry has challenges despite its importance. Common barriers include misunderstandings in message interpretation, loud music that hinders effective communication, and differences in opinions among colleagues. These challenges highlight the necessity of

well-coordinated communication strategies to ensure smooth operations and maintain customer satisfaction. Given these considerations, it is evident that business communication plays a vital role in the day-to-day operations of organizations, particularly in the F&B industry, where it can significantly influence sales performance. Therefore, this study aims to analyze the role of business communication in enhancing sales at Gozadera Bar De Tapas, identify the types of communication utilized in its operations, explore the communication barriers encountered, and identify the strategies employed to address them.

METHOD

This research employs a qualitative methodology focusing on business communication using a descriptive-analytic approach. It aims to provide a clear and accurate understanding of specific realities. The data used is primarily primary data directly collected from relevant sources. Data collection methods include interviews, observations, and focus group discussions (FGDs), chosen to obtain detailed and specific information from participants in the field.

In this study, interviews facilitate direct communication between the researcher and the respondents, while observations systematically record phenomena. FGDs are employed to explore group dynamics and shared experiences among participants. The collected data is then analyzed through a process of reduction, where unnecessary information is discarded. This is followed by data display to organize the findings clearly, and finally, conclusions are drawn based on the evidence gathered. This approach ensures that the research conclusions are well-founded and reflect the data collected.

RESULT AND DISCUSSION

The Role of Business Communication in Increasing Sales at Gozadera Bar De Tapas

Business communication involves exchanging information a communicator conveys to a communicatee, conducted either personally or impersonally, directly or through symbols, to influence the organization and achieve company goals. For every business operator, various strategies are essential to maintaining the business and achieving the company's objectives, one of which is effective and good business communication.

As the modern era progresses, many different types of businesses have emerged. The food and beverage industry is not a new type of business, but it has existed for a long time. However, more businesses in this industry are now emerging with more modern and unique concepts, further tightening market competition to become superior. F&B service is one of the essential elements in the food and beverage industry because we sell products and services in this industry. Service to customers significantly affects the smooth running of business activities. Good business communication is needed with customers, colleagues, and business partners, as this will help the company achieve its success goals.

Based on interviews with related parties, namely the manager of Gozadera Bar De Tapas, the results showed an increase in sales from January 2022 to May 2022. However, in April, there was a decline due to the fasting month, when, according to applicable regulations, the sale of alcohol was not allowed, so only the restaurant could be open. The manager explained that one of the factors contributing to the sales increase was good service to customers, which made them feel comfortable and satisfied while at Gozadera Bar De Tapas, leading them to be happy and return. Effective communication with customers, colleagues, and business partners is needed to provide good service.

Based on observations and group discussions also showed that communication with customers while serving them plays a vital role in running this business. When working, we will meet many people of various ages, backgrounds, and professions, so conveying messages to customers will result in various new and broad information we previously did not know. The floor and marketing divisions communicate with customers by selling products or making customers happy, but at Gozadera Bar De Tapas, all divisions are required to communicate well and politely with customers. Likewise, when communicating with business partners, such as making business proposals, offering collaborations, and securing talent for events, it is necessary to convey messages effectively, clearly, and easily understood so that the communication objectives can be achieved.

Types of Communication Applied at Gozadera Bar de Tapas

The importance of communication within the business organization environment is due to the fact that in an organization, several people interact and depend on each other. This interaction and interdependence require coordination, which in turn necessitates communication. Communication with

superiors, employees, and even business partners will result in a communication process in various forms and patterns.

At Gozadera Bar De Tapas, the communication applied is both direct and indirect. Direct communication is the process of delivering information that is carried out directly without the intermediary of a third party or existing communication media and is not limited by distance. Based on the results obtained during observations and group discussions with Gozadera Bar De Tapas employees, direct communication is carried out with customers who come in, such as upselling/offering food and drinks that customers want, offering attractive promotions to customers, and conversing with customers politely and courteously. By providing information that is good and easy to understand, customers will buy the products offered. Providing clear and detailed information about the food and drinks sold, such as their ingredients, is also vital as customers sometimes ask about the details of different types of alcohol, their taste, and what they are made of, so we need to know about the products we sell to ensure customers feel satisfied and confident about purchasing our products. Direct communication is also carried out with colleagues, such as informing each other about the stock of food and drinks that have run out to reduce mistakes when offering food and drinks to customers.

Indirect communication is the process of delivering information with the help of third parties or the aid of communication tools or media. At Gozadera Bar De Tapas, indirect communication is implemented by promoting on social media platforms, such as Instagram, Twitter, TikTok, and WhatsApp. Event flyers and interesting content uploaded to social media are two ways in which communication is done with customers. The presence of a website with food and drink menus, promotions, phone numbers, and addresses listed on Instagram and other social media for Gozadera Bar De Tapas will significantly help customers who want to find out and visit Gozadera Bar De Tapas to make reservations. With the advancement of technology today, almost everyone uses social media, and it has even become a daily necessity, so attractive promotion through social media is very much needed in running a business.

Communication Barriers Encountered at Gozadera Bar De Tapas and Efforts to Overcome Them

Conducting business communication will only sometimes run smoothly; sometimes, various obstacles occur. The communication barriers that occur at Gozadera Bar De Tapas in conducting communication are as follows:

- a. Misunderstanding when interpreting messages received from customers or colleagues.
- b. Poor hearing during communication with customers or colleagues due to the loud volume of music.
- c. Differences in opinion that arise during discussions with colleagues.

Efforts to overcome these communication barriers are as follows:

- a. When communicating with customers or colleagues, if the message received is difficult to understand, it is advisable to ask for permission to repeat it and ask clearly until the message is fully understood to prevent losses due to misunderstandings.
- b. Reconfirming if something is not heard correctly and for superiors and several employees to be equipped with handy talkies (HTs) to facilitate communication and ensure the message is conveyed.
- c. It is normal for differences in opinion to arise during discussions within an organization. In such cases, the manager plays a role in making decisions regarding these differing opinions. The manager will consider various factors in making a good decision to prevent conflicts within the organization.

CONCLUSIONS

Based on the results of the research and discussion, business communication plays a crucial role in increasing sales at Gozadera Bar De Tapas. This is evidenced by the increase in revenue from January 2022 to May 2022, although there was a decline in April due to the fasting month. Good business communication is carried out through direct communication, such as offering food and drinks and promotions to customers, providing detailed and precise information about the products being sold, conversing politely and courteously with customers, sharing operational information with colleagues, and offering cooperation to business partners to achieve the company's goal of increasing sales.

Indirect communication is also implemented at Gozadera Bar De Tapas, such as promoting through social media and having a website with menus, phone numbers, and addresses, which makes it easier for customers to view the menu, purchase food and drinks, and make reservations to visit Gozadera Bar De Tapas. Although there are occasional barriers to communication with customers, colleagues, and business partners, these issues can be resolved effectively, thereby preventing or reducing potential losses for the company.

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