



Implementation of Islamic Business Communication Management in Micro, Small and Medium Enterprises (Case Study of Roti Bakar Ahmad Pekanbaru)

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Abstract

Mr. Ahmad's business, inspired by his uncle, specializes in selling baked bread products in various flavors. The target market includes the general community, students, and children. To promote his products, Mr. Ahmad utilizes banners, promotional coupons, word-of-mouth through friends and family, and social media platforms. In his customer interactions, he prioritizes excellent service by being friendly, polite, and maintaining high product quality. Additionally, he often offers promotional incentives, such as a free product after ten purchases, and provides ordering services via WhatsApp. However, a recurring issue arises as some customers fail to collect their orders despite reminders. A significant challenge faced by Mr. Ahmad is the unavailability of certain bread products ordered through WhatsApp, leading to customer dissatisfaction and a gradual shift to competing businesses. Mr. Ahmad acknowledges the critical role of technology in business communication and emphasizes the need for consistent practices to sustain his enterprise. Furthermore, he envisions support from institutions to provide training and coaching, enabling his business to adapt to modern trends. This aligns with research findings that highlight the Prophet Muhammad's (SAW) approach to business, characterized by friendliness, politeness, consistency, and effective communication, which remain vital principles for successful entrepreneurship.

Keywords: Management, business communication, Islam.

Introduction

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in the economy, both at the national and global levels (Saifurrahman & Kassim, 2023). MSMEs are not only the driving force of economic growth, but also contribute significantly to employment absorption, income equality, and poverty alleviation (Masruri Zaimsyah & Fitri, 2022). Based on data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, in 2021,

Implementation of Islamic Business Communication Management in Micro, Small and Medium Enterprises

MSMEs contributed more than 60% to Indonesia's Gross Domestic Product (GDP) and absorbed around 97% of the national workforce (Majid, 2021). Amid global competition and technological developments, MSMEs face major challenges, such as limited access to capital, low technological literacy, and lack of product innovation. In addition, the COVID-19 pandemic that hit the world in 2020 put great pressure on the sustainability of MSMEs. Many MSME actors experienced a drastic decline in turnover due to restrictions on economic activities and changes in people's consumption patterns (Saifurrahman & Kassim, 2022). However, MSMEs also have great potential to grow through various development programs, such as financing support, digitalization, and integration into the global supply chain. The Indonesian government has initiated various policies to support MSMEs, including People's Business Credit (KUR), MSME digitalization programs, and strategic partnerships with large companies. From a global perspective, the success of MSMEs in adapting and innovating has also been recognized by international organizations, such as the World Bank and the International Labor Organization (ILO). With its great potential, MSMEs require greater attention, especially in the context of increasing competitiveness in the digital era. Studies on the role of MSMEs in the national economy are important to provide insight into effective development strategies, especially in facing challenges in the modern era. (Saifurrahman & Kassim, 2024)

Micro, Small, and Medium Enterprises (MSMEs) are a strategic sector in the regional economy, including in Pekanbaru City. As the capital city of Riau Province, Pekanbaru has an important position as a center of trade and services in the Sumatra region (Desi & Erdalina, 2023). MSMEs in Pekanbaru contribute significantly to local economic growth, create jobs, and encourage community economic independence. Based on data from the Pekanbaru City Cooperatives and MSMEs Service (2022), the number of MSMEs in this city has reached more than 50,000 business units, with the majority engaged in the trade, culinary, and craft sectors. (Mahmoud et al., 2023)

However, MSMEs in Pekanbaru face various challenges, such as limited access to financing, low adoption of technology, and dependence on traditional markets (Zaimsyah, 2020). For example, many MSMEs still rely on offline sales systems, making them less able to compete in the digital era. In addition, the COVID-19 pandemic has worsened this condition, where many MSMEs have experienced a decrease in income of more than 50% due to mobility restrictions and changes in people's consumption patterns. (Pramono et al., 2019)

However, great opportunities are also open for MSMEs in Pekanbaru. One of the main opportunities is the increasing public interest in local and innovative products, especially in the culinary sector based on local wisdom such as processed durian, patin fish, and traditional Riau crafts. In addition, government support through training programs, business capital assistance, and digitalization is increasingly encouraging the rise of MSMEs. The Pekanbaru City Government is also trying to expand marketing access through MSME digitalization programs and integration with national and international e-commerce platforms. (Disli et al., 2023)

In the context of regional economic development, MSME development in Pekanbaru is a strategic priority to encourage inclusive and sustainable economic growth (Mohsin Hakeem,

2019). Further research on MSME development strategies in Pekanbaru, especially in the use of digital technology and strengthening market access, is very relevant to support MSME competitiveness at the regional and national levels. (“Enhancing the MSME Islamic Financial Inclusion in Indonesia: An Institutional Theory Perspective,” 2023)

Literature Review

1. Definition and Basic Concepts of Communication Management

Communication management is the process of planning, organizing, implementing, and controlling effective communication to achieve certain goals in an organization or institution (Smith, 2017). Well-managed communication not only increases information efficiency but also creates harmonious relationships between the various parties involved, both internal and external. According to Lunenburg (2010), communication management involves identifying the audience, selecting the right media, formulating clear messages, and evaluating communication results.

2. Important Elements in Communication Management

There are several key elements in communication management that are often identified in the literature, namely: Message: Communication content that must be relevant, clear, and in accordance with the needs of the audience (Rogers, 2003). Communication Media: The channels used, both traditional and digital, play an important role in determining the effectiveness of communication (Schultz et al., 2014). Audience: Understanding the needs, preferences, and characteristics of the audience is the key to successful communication management (Kaplan & Haenlein, 2010). Feedback: The feedback process allows the sender of the message to know the extent to which the message is received and understood by the audience (Berlo, 1960).

3. Communication Management in the Organizational Context

In an organization, communication management includes internal and external communication. Internal Communication: Focuses on the relationship between management and employees, such as information dissemination, reporting, and conflict management (Argenti, 2012). Effective communication in an organization helps improve employee motivation, collaboration, and productivity. External Communication: Involves the organization's interaction with external stakeholders, such as customers, investors, and the media. A good external communication strategy can strengthen the company's image and build public trust (Cornelissen, 2020).

4. Digital Technology in Communication Management

The development of digital technology has brought significant changes in communication management. According to Kaplan and Haenlein (2010), social media has become a major tool in building relationships with audiences, especially because of its ability to reach a wide audience quickly and interactively. In addition, the use of analytical data helps organizations measure the effectiveness of communication strategies and adjust them to audience needs.

Implementation of Islamic Business Communication Management in Micro, Small and Medium Enterprises

5. Challenges in Communication Management

Although important, communication management faces a number of challenges, such as: The complexity of managing cross-cultural communication (Gudykunst, 2005). The difficulty of maintaining message consistency across communication channels (Schultz et al., 2014). The high volume of information that can cause information overload in the digital era (Edmunds & Morris, 2000).

6. Case Studies and Practical Implementation

Several studies have shown the success of organizations that implement effective communication management. For example, research by Men (2015) shows that transparent communication within an organization contributes to increased employee trust in management. In addition, another study by Macnamara (2018) shows the importance of two-way communication in building long-term relationships with customers.

7. Communication and promotion Ala Rasullah SAW

The Prophet Muhammad SAW always spoke politely, gently, and never forced people to buy. He also listens to customer needs attentively. Example: Nabi uses a communication approach that is persuasive, not offensive, and always respects customers, so they feel comfortable. The Prophet never exaggerated the products he sold. He prefers product quality as "promotion" rather than just sweet words.

The following are indicators in business communication;

1. General Information about MSMEs

Small Business Communication Theory This theory highlights the characteristics of communication in small businesses that tend to be informal, direct, and personal. In MSMEs, business owners are often the center of information, so clarity and accessibility of information are very important. Understanding the history and characteristics of MSMEs can help build brand identity.

2. Business Communication Strategy

Integrated Marketing Communication (IMC) Theory, Schultz et al. (2014) explains that IMC integrates various communication channels to convey a consistent message. MSMEs can use this strategy to maximize marketing budgets by utilizing social media, direct promotions, and local events. Use of social media for marketing campaigns with consistent messages.

3. Customer Relationships

Trust Theory, Morgan and Hunt (1994) explain that trust is an important element in business relationships. In MSMEs, building trust with customers through transparent and consistent communication is very important. Provide fast and responsive customer service. Use customer testimonials to build credibility.

4. Internal Communication

Communication Network Theory, this theory explains how the flow of information within an organization affects work efficiency. MSMEs tend to have a simple and informal communication structure, which can be both a strength and a challenge. Hold regular meetings to convey important information. Implement simple technology such as instant messaging applications for team communication.

5. Challenges and Opportunities

Diffusion of Innovation Theory, Rogers (2003) explains how innovation, including communication technology, is adopted in business. MSMEs that are able to utilize digital technology such as social media or e-commerce have the opportunity to grow faster than competitors who are slow to adapt. Increase digital presence to reach new customers. Use analytical tools to understand market trends and customer preferences.

6. Suggestions and Expectations

Participatory Communication Theory, this theory emphasizes the importance of involving all parties in the communication process, both internal (employees) and external (customers, partners). In MSMEs, active participation from customers and employees can improve innovation and service quality. Involving customers in product development through surveys and discussions. Conducting training for employees to be more confident in communicating with customers.

Table 1. Division of research dimensions

Indicator	dimensions
Implementation of Islamic Business Communication Management in Micro, Small and Medium Enterprises (Case Study of Roti Bakar Ahmad Pekanbaru)	1. General Information about MSMEs
	2. Business Communication Strategy
	3. Customer Relationships
	4. Internal Communication
	5. Challenges and Opportunities
	6. Suggestions and Expectations

Source: Processed Data, 2024

Research Method

This type of research is a qualitative case study approach. A case study is an in-depth qualitative approach to a specific case in a particular context. Researchers explore phenomena using multiple data sources, such as interviews, documents, and observations. Focus on one case or a small number of cases. Utilize data triangulation to validate findings. Suitable for understanding complex phenomena. A study of business communication strategies in a particular MSME in Pekanbaru.

Informan: MSMEs Roti Bakar Ahad Pekanbaru

Implementation of Islamic Business Communication Management in Micro, Small and Medium Enterprises

Result

No	Interview Instrument	Interview Results
General Information About MSMEs		
1.	What is the Brief History of Your MSMEs?	The Beginning of Opening a Toast Business Because I Was Motivated by My Uncle When I Was Still in College, I Helped My Uncle Sell Toast. Then After I Graduated I Opened a Toast Business on January 14, 2021 Until Now.
2.	What is the Main Product or Service You Offer?	Culinary/Snacks, Namely Toast with Various Flavor Toppings.
3.	Who is the Main Target of Your MSMEs?	Local Community, Especially Families, Students, Children Who Like to Eat Bread
Business Communication Strategy		
4.	How Do You Promote Your Products Or Services To Customers?	Create Banners, Coupons, Through Social Media, Tell Family and Friends.
5.	What is the Most Frequently Used Communication Platform?	Whatsapp, Instagram and Tik-Tok.
6.	Does Your UMKM Have a Formal Communication Strategy?	If Yes, How is It Implemented? Roti Bakar Alhamdulillah Already Has 2 Branches in Pekanbaru. By Implementing Profit Sharing 50/50 or 60/40
Customer Relations		
7.	How Do You Maintain Relationships With Customers?	Charity. Politeness. Friendly. Maintaining Bread Quality and Affordable Prices
8.	Do You Use Customer Feedback To Improve Products Or Services? How To?	Applying Coupons, That Is Customers Who Buy 10x Toast Are Given 1 Free Toast.
Internal Communication		
9.	How is Communication Done Between Team Members/Employees?	Through Social Media, Whatsapp Then Directly Meet at the Factory and Conduct Evaluations Once a Month.
10.	Are There Any Special Challenges in Internal Communication? If Yes, How to Overcome Them?	Sometimes Branches/Coworkers Order Bread and Don't Take It. Overcome It By Always Reminding Them to Pick Up/Take the Bread
Challenges and Opportunities		

11.	What is the Biggest Challenge in Business Communication That You Face?	When Customers Order Through WA But The Bread Is Out, It's Closing So Customers Might Feel A Little Annoyed.
12.	In Your Opinion, How Does Technological Development Affect Business Communication in MSMEs?	Very Affecting. Because Nowadays Everything Can Be Online Using Existing Technology For MSME Needs Etc. WA.IG. Tiktok.
Suggestions and Hopes		
13.	What is your advice for other MSMEs in improving business communication?	Be consistent. Keep up the spirit. Don't give up. Don't give up quickly. Don't complain because business has its ups and downs. Don't close often. Sometimes there are no sales. Closing can't be like that.
14.	What are your expectations for external support (government, organizations, etc.) related to business communication?	Be more active in visiting MSMEs, to be able to provide business assistance to MSMEs who are experiencing difficulties.

Source: Processed Data, 2024

Discussion

The business run by Mr. Ahmad is a business inspired by his uncle. The business focuses on selling baked bread products with various flavors, with the target market being the community, students and children. To promote products through banners, promo coupons, telling friends, family. In addition, Mr. Ahmads also uses social media as a promotional tool. In Mr. Ahmad's communication with customers, he provides the best service such as being friendly, polite, maintaining product quality, and often giving coupons with 10 purchases then customers get 1 free. In addition, he also provides a messaging service via WhatsApp, but often customers do not take their orders even though they have been reminded again.

The challenge that is often faced is, customers order via WhatsApp but the bread is out of stock, this makes customers disappointed and start moving to other stores. Mr. Ahmad admits that technology in communication is very influential in doing business. Mr. Ahmad's hope in doing business is to be consistent in running a business. In addition, an institution is needed to help provide training and coaching so that the business can keep up with the times. This is in line with the research results, that the Prophet SAW also conducted business in a friendly, polite and consistent manner and always provided good communication in business.

Conclusion

Running a business will certainly have obstacles and also opportunities. In running a business, consistency is needed. In addition, communication with customers must be

Implementation of Islamic Business Communication Management in Micro, Small and Medium Enterprises

maintained properly in the way taught by the Prophet SAW, namely being friendly, polite, always winning the hearts of customers to always shop at our store.

Furthermore, the business communication carried out by Mr. Ahmad's toast shop has partly established Islamic business communication and the management carried out has included various promotions, both conventional and through social media.

Declaration of conflicting interest

My research is an assignment from students of the Islamic economics study program, Faculty of Islamic Religion, Riau Islamic University as an assignment for the business communication course and is the result of an interview with the owner of the Ahmad toast shop.

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