

# Business English Skills Economic Achievement

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## Abstract

This article aims to promote the development of the potential of English education in business, knowledge of communication, and the use of English for business communication. In the modern world, the world economy is increasingly interconnected. An efficient and effective communication system will be the most important thing for achieving business success. English proficiency is still considered universal and accepted all over the world. Business English communication is therefore important in creating sustainable economic growth for the country forever.

**Keywords:** Business English, Skills, Economic Achievement

## Introduction

The digital age has changed people's lives in communication work, we often hear the word "information age", which has the main point of integrating digital technology in almost every aspect of daily life since the development of computers that we call the 70s, which led to the rise of the Internet and led to great changes in society and people's daily lives. The digital age is an important period that must be recorded in history and digital technology plays an important role in people's work worldwide. This amazing period is combined with the late 20th century with the emergence of microprocessors and consumer computers. Since then, the world has progressed, developed, and changed a lot in the way humans produce, store, and compete with information.

Digital infrastructure has become an important economic asset by facilitating access and utilization through technological tools, leading to the creation of new paradigms and innovations, as the information society has emerged. By de-essentializing the economy, data has become a key engine of growth.

However, even in the digital age mentioned above, communication, especially business communication, is still prominent because communication is the creation of correct understanding between people, people to groups, or people to organizations, up to the international level. No matter how much the digital age facilitates humanity, doing business requires individuals to communicate, especially business communication. In today's world, it cannot be denied that English is an important language for business communication, which will make people working in different countries understand each other better. Today, English



is still considered the main language for work, communication, and contact with people of different cultures, traditions, and customs. English is still a language used in everyday life and still influences work that people must use in business communication, which makes everyone understand what the other person is communicating correctly. For this reason, the writers are interested in presenting business English communication, which makes business operations run smoothly both within the organization and internationally.



The Role of English in the World of Economics

### Meaning of Communication

Meaning of Communication OXFORD ENGLISH DICTIONARY defines it as giving, leading, and exchanging ideas.

**Edward Sapir** defines it as the instinctive interpretation of gestures that are unconsciously symbolic of a person's thoughts and behaviors.

**George Gerbner** Communication is a social interaction using symbols and message systems.

**Charles E. Osgood** defines it as communication in a general sense. Communication occurs when one party, the sender, influences the other party, the receiver, using various symbols passed through both parties.

**Warren W. Weaver** Communication has a broad meaning, covering all processes by which one person's mind may affect another. This includes not just speech and writing but also other human behaviors, music, and visual performances.

## Meaning of Business

**Business** means the actions or activities of people that create goods and services. It is the entire process of taking natural resources and changing them through the production process by human power and machinery into goods and services to meet the needs of society and consumers with the aim of income and profit as compensation.

## Business Communication

As mentioned earlier, the digital world is a world that has been revolutionized into a new world full of information. Communication plays an important role in the success of an organization. It is like a road that connects all sectors, helping businesses drive towards their goals efficiently and effectively. Therefore, the importance of business communication is a pillar of the journey to success.

## Elements of Communication

**David K. Berlo** suggested that communication will be successful if the sender has the same or similar communication skills, worldviews, and knowledge levels, and is in the same social, cultural, and traditional levels.

**Wilbur Schram** said that humans cannot perceive and understand the meaning of things completely. We can only receive messages that we have shared with the sender. Similarly, the sender has a limited ability to communicate within the scope of his own experience.

It can be said that communication is a process that occurs and continues in society. It is necessary to have the following important elements:

1. The transmitter, Source, Sender, or Originator is the source of the transmitter or the person who selects the information about the thoughts and events that have occurred and sends it to the receiver.
2. The receiver or listener is the person who receives the information from the transmitter and can decode the information into meaning, which is the destination, the goal of the communication. The receiver may be one or more people.
3. Message means the content or story that the transmitter sends to the receiver, which may be an idea or story.
4. Reaction or the method that the receiver shows to let the sender know the results of the communication whether it was successful or not, how it achieved the objectives, created satisfaction for the receiver or not. This is so that the sender can improve.
5. The past experiences of the sender or receiver, including feelings, understanding, thoughts, emotions, etc., which make the receiver's understanding of the message similar to the sender's.



## Enhancing Communication Skills for Global Business



### Key elements of business communication

Business communication is more than you think because it is not just spoken language or written communication, but also includes all forms of communication, namely interpretation, listening, creating satisfaction, and building good relationships. Therefore, there are elements of communication that must create mutual understanding as follows:

1. Correct communication with mutual understanding. Creating communication in this part before the receiver must be sure that there will be no mistake in the essence of the communication.
2. Credibility is something that the communicator must show the receiver the sincerity and responsibility in communicating.
3. Creating good feelings for each other. The communicator must know how to use the appropriate language for the person or group of people to communicate, the timing, opportunity, and time to use in communication.
4. Being a good listener. When communicating, you must pay attention, analyze the communication, and respond correctly.
5. Creating an impression in communication, the communicator must create an impression on the receiver with words that inspire, create good feelings, and create satisfaction for the receiver.
6. Creating an atmosphere for good coordination the communicator must show polite manners and sincerity from the heart in communication.



## Summary

The Importance of Business English in the Modern Global Economy

## 10 Valuable Business Skills for Workplace Success



In the modern world, the global economy is becoming more interconnected. An efficient and effective communication system is the most important for achieving business success. Proficiency in English is still universally accepted all over the world. Learning and developing business English skills will help business communication grow to the international level or international organizations. It also builds confidence in negotiating and making decisions with business partners through business English communication channels. Good



business English skills will allow the sender to understand the culture, traditions, and customs of the business partner, which will help strengthen friendships and good and long-lasting relationships. Even the sender with good business English skills will be able to quickly advance to a higher position with a professional image that is evident in leading the organization to success.

### Suggestions

1. We should open ourselves up to potential by paying attention to learning business English.
2. Private sectors, civil society, and all sectors should support individuals to learn business English to have skills to do business across countries so that the country's economy can grow rapidly.

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