



Business Communication Strategy for Street Vendors in Gambir Tembung Market

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ABSTRACT

The purpose of this study was to determine the business communication strategy used by street vendors at Gambir Tembung Market, Percut Sei Tuan District, Deli Serdang Regency in selling their wares. In this case, the authors use field research, which is a research that can retrieve the desired data that will be found directly in the field. This investigation obtains data directly from respondents through observation and interviews arranged according to the research objectives. This research uses (descriptive analysis research), namely research that describes and interprets what is there. The object of this research is street vendors in Gambir Tembung Market, Percut Sei Tuan District, Deli Serdang Regency. Regarding the results of the research that the author obtained from street vendors at Gambir Tembung Market, Percut Sei Tuan District, Deli Serdang Regency, regarding the types of merchandise, namely: Vegetable traders, chili traders and basic food traders.

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1. INTRODUCTION

Communicating with other people, of course everyone has many malcalm sales in terms of friendship. Sallah saltu dialallah aldallah conveying informality to other people, these people know something about the products provided in the world of business they are lazy (Purwanto, 1997). Communication is considered the most important thing in daily life, feedback communication is equally important for business effectiveness in organization as well as things related to the ins and outs of individual relationships. Communication that is considered bad is often the source of internal conflict. Individual calendars as well as business groups often spend their time to communicate. The biggest quality that impedes successful business performance is the lack of effective communication.

In the world of business, communication includes the most important item of all, even if an entrepreneur has something that is great but never useful before it is publicized through

communication so that it can be understood by other people about the product in one's own business. Perfect communication, if it is really good, arises when a thought is also an idea that is conveyed in such a way that the mental image that is received by the recipient is also the one that the sender envisions. In a business, communication is a fundamental hallmark. Unfortunately, failures in communication can have fatal consequences, such as losing tenders. Communication has also become an important matter while creating customer engagement channels. Leaving calendars in business activities are the backbone of the business, so that failures and withdrawals of a business are often caused by a lack of initial communication, for example, for example, Paltner, eventually even leaving. In the real world of business, it is necessary to communicate back and forth in a correct way according to the needs of a fake business.

During the implementation of business activities in malls such as the Kalki Limal shopping hall (PKL) in the Galmbier Tembung area, there are many times when business operators start from selling all the writing materials, palkalian, counters, as well as the sellers of goods. From business practice we often meet, both sellers and buyers tend to use communications of various types, such as from a legal negotiation process to a transaction process. This has resulted in a lack of calm and a lack of balance between the seller and the buyer. Palsalr Galmbir Tembung is a kalremalian place in the reef, its uniqueness is that it is domiciled by the Balgali Malcarm tribe, the Balhkalm Algalmal tribe. This hall was initiated by business enthusiasts who consider the balhwal palsalr galmbir cover to be a strategic place with great opportunities in the world of business.

Keramalian palsalr galmbir tembung pushed back the entrepreneurs and then the businessmen back to the big or small businesses. Eventually the business has developed in Palsalr Galmbier Tembung, starting from the areas of food and beverage, marketing, business, photocopying, business selling merchandise. Usual opportunities in Palsalr Galmbier Tembung are not only in shops with alkaline salt, but the roadside and sidewalks also become part of the way of business. Small things that have been going on and on in Palsalr Galmbir Tembung have become the highlight of Malsal Kalt in the village of Balndal, Klippal Tembung and have made it easier to buy Malsyal Kalt.

The businessmen's pals opened various types of snacks such as selling shoes, palkalian, fried foods, bubbles and traffic. This type of sale is also suitable for the needs of the customers and the students in the Balndal Village of Klippal Tembung. These needs are opportunities for business people. Kalwalsaln Tulung was left as a strategic place for business people. Localization alone determines the success of the business, by having a strategic location, it is easy to be reached by malsyalralkalt. Besides that, the researchers suspect that the halal goods sold in Kalki Limal are slightly cheaper when compared to the sellers in shops.

This hall is an all-in-one relationship for customers and then consumers choose to shop at Kalki Limal. The most reliable pedal kalki limal in Balndal Village, Klippal Tembung has several strategies that are used to attract consumer attention. The strategies that are used also use medials such as banners that affix terminals that have unique values such as UD Tialral, muralh merialh, Zalral palkalian shops and traffic. This strategy creates a rationale for the purchase of it. It's not just the medial type that creates a delay in reasoning, but the types of communication used by the pedal also determine the delay for the consumer so that the consumer has a special passion in wanting to return to another walk.

The activities that are developing in these locales have certain times. Such as the sale of shoes, palkalian in Malay salur which is done for the hammer in one day's life, which usually starts with activities starting from 4 (four) to 6 (6) in the afternoon. While those who are active in the field of malnutrition begin with the activities from 6 (six) pm to the 3rd (three) afternoon of the calendar,

this includes the primary needs for malnutrition. These trips have already been planned by businessmen regarding the busy shopping malls that have taken place in the Balndal Village of Klippal Tembung. Therefore, with an initial malmanagement of this time, the business success will likely be too high.

Business Communication

Communication is a very important thing in life, not only humans but all the universe communicate in their own ways and patterns. Communication is a medium that makes two objects understand each other with the intent and perception of each other by sending messages to each other. According to Himstreet and Batyd in *Business Communications: Principles and Methods*, Communication is a process of exchanging information between individuals through an ordinary (common) system, either with symbols, signals, or behavior or actions. Meanwhile according to Bovee, Communication is a process of sending and receiving messages.

Business communication is communication used in the business world which includes various forms of communication both verbal and nonverbal communication to achieve certain goals. Basically, there are two basic forms of communication in the business world, namely verbal and nonverbal communication (Purwanto, 1997).

In simple terms, business communication is communication used in the business world which includes various forms of communication, both verbal and nonverbal communication to achieve certain goals. Where in the business world, a good communicator besides having to have good communication skills, must also be able to use various kinds of existing communication media tools to convey business messages to other parties effectively and efficiently, so that the purpose of conveying business messages can be achieved (Purwanto, 1997).

Strategy of Business Communication

The business communication strategy is the most important thing in carrying out business-process activities and processes. Strategy has indeed become the main hall for achieving success in the end, so the authors outline some of the most important halls related to the business communication strategy, namely As said by Joel Ross and Michael, that an organization without a strategy is like a ship without a rudder moving in a circle. Such an organization is like a wanderer without a specific goal (Amsyari, 1990).

After managers have chosen a strategy, the next step is to implement the strategy that has been set. The implementation stage of the selected strategy really requires commitment and cooperation from all units, levels and members of the organization. Without commitment and cooperation in strategy implementation, the strategy formulation and analysis process will only be a dream far from reality. Strategy implementation relies on the allocation and organization of human resources which is shown through the establishment of an organizational structure, leadership mechanisms that are carried out along with corporate and organizational culture (Hamidi, 2003).

2. RESEARCH METHODE

This study uses a descriptive qualitative approach. A qualitative approach leads to the basic logic of a methodology that seeks to find out more about a social phenomenon or phenomena related to humans. Through a qualitative approach procedure, the resulting data is narrative data,

namely data in the form of words that contain a deeper explanation of the object under study (Siyoto, 2015).

This research was conducted at the Kalki Limal Paldal Paldal Kalki Limal Palsalr Galmbir Tembung Kecalmaltaln Percut Sei Tuan Kalbupalten Deli Serdang. Sources of data used in this study are primary data and secondary data. Primary data is data obtained directly from informants through the interview stage and is the main information that is directly related to the subject matter of the research. The source of data in a research is the most important thing in order to know and explain the validity or lack of a research that is being carried out. Therefore, the author uses primary data, in this primary data the author conducts self-observations on the road, while conducting preliminary evaluations with related parties, namely the three sellers and consumers at the Kalki Limal Dalgal in Palsalr Galmbir Tembung.

Secondary data is data obtained by researchers from several existing sources. This secondary data can be obtained from sources such as books, journals, research reports and others (Yusuf, 2016).

According to Sugiyono, data collection techniques are the most strategic techniques in research, because the main purpose of research is to find and collect data. Data collection techniques used are in-depth interviews, observation and documentation. The data analysis technique used is data reduction, presentation and conclusion (Sugiyono, 2017).

3. RESULT AND ANALYSIS

Overview

The existence of street vendors at the Gambir Tembung market dates back to 1978. People who came from various villages in the Percut Sei Tuan subdistrict offered their garden produce to sell so they could earn money. At that time they were only selling on the side of the road without using a table, like street vendors in general. They only sell using the vehicle they have or the mat for them to sell.

Street vendors sell their wares on the sidewalks, usually only using makeshift small tables for selling. The selling location in this study was Jalan Gambir Pasar VIII Tembung, Percut Sei Tuan District, Deli Serdang Regency. Street vendors prefer this location because it is easier for consumers to visit.

At the beginning of the inauguration of the gambir market, the traders did not want to occupy the booths that had been provided for selling places because the rental prices that were given were quite expensive, so the traders still chose to sell on the side of the road (sidewalk). Even though the stalls were built, the aim was to reduce traffic jams caused by traders selling on the side of the road.

This location was chosen as a place to sell street vendors because in Tembung Village, Gambir Market is the only traditional market. Many traders think that the gambir tembung market is a strategic place to sell. So that the booths provided have started to be filled by other traders.

At present the gambir market has three different locations but still not far from the main location of the gambir market. This was because the traders were too dense, so the two new locations were built. The construction of these two new locations was built in different years where the second location was built in 2004 and the third location was built in 2007.

The type of balralng in the pedals of the kalki limal has low-tomal failures. Kaldalng return, this pedal makes a deep locality as a group of Dalgal species, which is dominated by the salyur-salyural pedal. There are also types of dalgalngaln that are processed by pedalgalng kalki limal in kalwalsaln palsalr galmbier tembung namely: vegetables and basic foodstuffs.

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Business Communication Strategy for Street Vendors in Gambir Tembung Market

The small pedals are actually very popular. The popularity of small pedals that are shaped like kalki limal pedals, pedals that use carts, motorcycle tricycles, cars, even those that use sledges on sidewalks and even traffic. In spite of pedaling, secalral palsti dalpalt absorbs the neglect of workers in the countless number of people who do not have other workers. In this way, the pedal board has tried to be creative, do entrepreneurial things with its own capital and also with capital. It is the aptitude in selling and meeting the demands of life that deserves the thumbs up and then to be considered for the development of adequacy in the real world.

The aldal Kalki limal pedal in Palsalr Galmbier Tembung has its own creatives such as the strategies they use to support more effective results. In this case, they are reluctant to have practical knowledge of business but not hindered by their special education. In managing their business, malkal has several main elements in the marketing strategy including what an entrepreneur must do, namely; selection of fakes to be carried out, product planning, finalization of halal bills, distribution system, counterfeit communications.

Planning the right marketing strategy to attract consumer interest from small things is still very difficult. Sallalah saltu calral which can be used to restore small things, of course, with the focus of the salsal which is aimed at considering the cancellation of internal sources of energy. The selection of the target market begins by carrying out the planned segmentation of the plan, for example, unlucky target target market, it takes a small effort to target consumers, in n balgalimalnal calral butchering customers who are aldal as a customer remains.

There are also places that are considered strategic by Pedalng Kalki Limal in Tembung Village, namely Sallah Saltunyal Palsalr Galmbir Tembung. The place was determined to be suitable for doing business by the Kalki Limal pedal, and the internal calendar always exchanged with each other in the process of selling and selling. This hall is supported by the statement of a kalki limal pedal in Palsalr Galmbir Tembung, namely:

"Kalmi chose this place, the calendar here includes shopping centers for malsyalralkalt's needs, jaldi balnyalk malsyalralkalt which malls enter shops, jaldi kalmi considers dalgalnagns like this to be a practical place for them to shop" (Halsil walwalncalral with Alnal pedalngng saly ur in Palsalr Galmbir Tembung paldal dated 02 September 2022).

In the world of pedaling kalki limal balnyak there are products that are considered low by some malshalalkalt, but does not rule out the possibility of alkaline in products of high quality. When pedaling kalki limal, the type of product doesn't become a problem in doing it as usual. In this way, it increases consumer interest, while other traffic shows the real importance of the importance of product quality in terms of failure. This hall was also raised by pedalngng salyur in Kalwalsaln Palsalr Galmbir Tembung, namely:

"Selling this line is very close to a loss, the management of the buyer's friends is very careful in choosing the return line, in this case we can't trick them, it's cool that they look at it directly, if the channel is not so good then it's too bad to buy it at first sight, it's okay that you never see it. from local buyers (is this a salur or a bunny, ma'am?), from the other side, it's a salmp from the buyer if we sell the salyur which is not good."

Refinement of balrng dalgalnagn product, was not falsified by palral pedalngng kalki limal in kalwalsaln of galmbir tembung palsalr. However, the determination of the product depends on the type of balloon being traded. This concept of products that are either quality or not quality is valid in terms of quality products, such as food supplies. In accordance with the argument of a person who pedals with groceries in the Kalwalsaln of Galmbir Tembung's argument, he considers:

"Salyal salngalt pay attention to the balrng in the end, especially the kemalsaln paldal product, kallual kemalsaln paldal the product has been damaged and the balrng is not being processed again to the buyer" (Halsil walwalncalral with Malyal pedalngng sembako in Palsalr Galmbir Tembung paldal date 02 September 2 022)

The determination of customer loyalties of course requires a fairly reasonable time, but it is also very important to apply the kalki limal pedaling method. This loyalties calendar is actually a soft asset that ultimately determines the reliability of a product and the final quality of the product. A business that doesn't pursue customer loyalty to its product, and of course, one after another, will eventually die and just wait for the failure of the cause. This hall was spoken by a pedalngng calbali in kalwalsaln pedalngng kalki limal Palsalr Galmbir Tembung, namely:

"Balrng dalgalnagn salyal aldal which is good in aldal which is not good, but halal is still poor, according to Salyal malsallalh the product is not so important, our potential consumers here are good, aldal is from the medium economic group, aldal is also the low economic group, so we are here provide the halal products that can be afforded by all consumers, the ones that are really halal are also customized with the product" (Halsil initial with Doni pedalngng calbali in Palsalr Galmbir Tembung Paldal September 2, 2022).

The last marketing strategy is promotion and advertising. This is a subtle conceptualization concept that must be considered in many different ways including small things. Promotion in return advertising will result in effective brand recognition, thus being able to increase sales. Occasionally small things always forget the need for branding and introduction of galleries, logos. Overall promotion in the product, can not be separated, this is a dual lovebirds who work together for the success of the sale. For this reason, it is necessary to have a balance, that is, the return of

the product according to the consumer's taste, coupled with the right promotional techniques, so that it can help the success of the product in Palsar Galmbir, namely: (Hasil observation of paldal pedalgalg kalki limal in kalwalsaln Palsar Galmbir Tembung paldal dated 02 September 2022)

4. CONCLUSION

Based on the previous chapteral analysis of the chapters, the researcher can conclude the following: Kalki Limal Pedal Galmbir Tembung sells several types of dalgal fish, namely: Broiler salts, sellers of groceries, and sells calbali.

The business strategy of pedalgalg kalki limal in Palsar Galmbir Tembung looks bad, palral pedalang has been unable to analyze in terms of choosing a strategic palsar such as choosing a place that is often passed by bad people, emphasizes product planning according to the local salesperson's location, halrgal thickening which is unable to be reached by the entire malsyalralkalt group. In addition, street vendors from Palsar Galmbir Tembung also use counterfeit communication strategies, such as talk-talk blocks which are easy to be overtaken by the attention of malsyalralkalt around them, carry out traffic jams to steal attention from customers, as well as use medial banners as used alkaline by the grocery store.

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