



The Influence Of Social Media and Business Communication On The Development Of The Warkop Seulawah Kupi Business In Medan City

Putri Najwa Safitri ¹, Laras Fitri Aini Hasibuan ², Irene Checilia Sihotang ³, Hera Wati ⁴, Wisnu Rayhan Adhitya ⁵

Students of the Management Study Program, Faculty of Economics, Universitas Negeri Medan ^{1,2,3,4}

Lecturer at the Faculty of Economics, Universitas Negeri Medan ⁵

njwasftri27@gmail.com, larasfitriaini7@gmail.com, irenchecilia14@gmail.com, heragalery41@gmail.com, adhitya.wr@unimed.ac.id

Address: Jl. William Iskandar Ps. V, New Memories, District. Percut Sei Tuan, Deli Serdang Regency, North Sumatra 20221

Author Correspondence : njwasftri27@gmail.com

Abstract. *The study aims to analyze the influence of business communication and social media on the growth of Warkop Seulawah Kupi in Medan City. The number of customers and popularity of Warkop Seulawah has increased in recent years. It is suspected that the main factor in this development is the effective use of social media and good business communication with suppliers, distributors and other business partners. The method used is quantitative using multiple linear regression analysis techniques. The research results show that the two independent variables of business communication and social media have a positive and significant influence on the business development of Warkop Seulawah. The results provide traditional businesses with an understanding of how important it is to utilize social media and business communications to face competition in the digital era.*

Keywords : *Social Media, Business Communication, Warkop Seulawah Kupi Business Development in Medan City*

INTRODUCTION

The coffee shop business in Medan City is increasingly competitive. This is based on the increasing number of new warkop businesses emerging with their own various advantages. Warkop Seulawah, as one of the warkops that has been established for a long time in Medan City, needs to carry out the right strategy to remain competitive and develop. In recent years, Warkop Seulawah has experienced rapid growth both in terms of number of customers and popularity. One factor thought to have contributed to this development is the use of social media and effective business communication.

Social media has become an important platform for businesses to connect with customers and promote their products or services. Warkop Seulawah has made good use of social media to build relationships with its customers. Warkop Seulawah has accounts on several social media platforms, in the form of Instagram, Facebook, and Twitter, and uses its accounts to share information about its products and services, to hold events, and to promote their products

and services. For company growth, Warkop Seulawah has created good relationships with suppliers, distributors and other business partners. Effective communication has helped Warkop Seulawah obtain high quality raw materials and products at competitive prices.

The aim of this research is to examine the impact of social media and business communication on the development of Warkop Seulawah in Medan City. It is hoped that this research will help understand how traditional companies can use social media and corporate communications to develop and compete in the digital era.

THEORITICAL REVIEW

Social media

Social media is a combination of people working together to share ideas and opinions (Patzer et al., 2019). Social media has become a connecting medium and business communication medium on the internet which allows users to communicate, collaborate, share information and form virtual social bonds (Nasrullah, 2015; Setiadi, 2016). Social media makes sharing information easier. Because it is available via computers and mobile devices, social media facilitates users in accessing information without time and place restrictions.

According to Rulli Nasrullah (2020, p. 3), the term media can simply be interpreted as a communication tool. As can be seen in several mass communication theories that have emerged, the meaning of this media is sometimes closer to the masses. However, all existing definitions show that when the term "media" is mentioned, what is meant is related to technology. Besides that, newspapers represent print media, radio represents audio media and television represents audio-visual media, and the Internet represents online or online media.

According to Rulli Nasrullah (2020, p. 3), apart from perspectives that depend on technology and media forms, the expression of the word "media" can be understood through the communication process. Objectives, organs, and medium are the three things needed for the communication process. When watching television, the television is the object and the eyes are the organ. Images or visualization act as a link between television and the eyes. The media functions as a place for messages to be transported through the communication process, as shown by this simple example.

Social media has developed very rapidly as a simple communication tool and has become a source of information from various sources, both through applications and websites. So, social media has now become an important need for people when living their lives. According to Cahyono (2016), blogs, social media, wikis, forums and virtual worlds are examples of

online social networks that facilitate people to participate, share and create content. Blogs, social networks, and wikis are examples of social media commonly used by people in all corners of the world. According to another view, social media is online media that supports people interacting with each other and uses web-based technology to turn messages into interactive discussions. Social media, according to Djaijah (2022, p. 6), currently, this platform functions as one of the most widely used digital platforms, connecting almost everyone to the internet. Umam (2020) discusses the many functions of social media:

a. Communication:

The main function of social media is communication. Initially, social media only focused on creating a better communication network for its users. However, with the development of the internet and technology, social media has become a place where people can gather and communicate with each other without being limited by time.

b. Branding:

The second function of social media is marketing. One of the signs of success is connecting people from various parts of the world. Self-branding is one way to establish a person's image in the eyes of society. In order to achieve this goal, users often use special methods to design their accounts in a way that attracts lots of people. Each person has their own unique personality, and this is what makes social media accounts resemble the real world.

c. Marketing:

The third function of social media is marketing. As a social media platform, social media is used by the public to provide services that make marketing easier and reach more customers. This approach has proven effective in increasing profitability and making it easier to meet user needs.

Therefore, conclusions can be drawn regarding As a source of fast and accurate information, social media will provide benefits to its users if used effectively in finding the right content. Apart from being used as a communication tool, social media can also be used for branding purposes and as an effective marketing strategy that can be used by many people. According to Novita Ekasari (2014:98), social media indicators are:

1. Relationship, especially when establishing relationships with consumers through existing media.
2. Communication is communication between sellers and buyers.

3. Post-purchase interaction means communication that occurs with buyers after they make a purchase.

Business communication

There are two terms related to business communication: communication and business. where communication is the most important human activity. Humans can communicate with each other in their daily lives such as at home, at work, in the market, in society or elsewhere. Everyone will be involved in communication. Lawrence D. Brennan describes business itself as “a dynamic structure of the exchange of ideas, feelings, and joint efforts for profit.” A person can manage a business, but most often a business is managed by an organization, which is a partnership between two or more people to achieve certain goals.

Business communication, according to Kotler, is an action intended to fulfill needs through an exchange process. According to Djoko Purwanto, business communication is the communication process used in business and includes all forms of communication, both verbal and nonverbal. Based on this explanation, we can conclude that communication does not only occur verbally, but can also be transmitted through non-verbal means such as images, logos and so on. Business communication involves two forms of process: goal and scope. The purpose of business communication is to provide product information, attract consumers, and collaborate with other parties to achieve goals.

"The exchange of ideas, messages and concepts related to achieving a series of commercial goals" is the definition of Business Communication, according to Katz (1994: 4). Communication that occurs in business to achieve business goals is called business communication. According to Rosenbaltt (1982:7), business communication is ideas, thoughts, information, instructions, etc. that are expressed individually or impersonally using signs or symbols to achieve organizational goals. This is an exchange. In short, business communication is communication used to solve problems and make decisions in business organizations. A person's position in society depends on their ability to make decisions and solve problems effectively.

In general, there are two types of communication in business: internal communication and external communication. Internal communication usually occurs between people within a family or company, such as coworkers. External business communication often occurs between organizations or companies and other parties, for example between business owners and suppliers. According to experts, there are several business communication indicators that can be used to determine how effective a company's communication is. Perception is an important factor in the success of a company (Kotler & Keller, 2021).

1. The communicator must be able to predict whether the person receiving the message will receive it or not.
2. Information Technology: technology that processes data so that it becomes information and is processed during distribution.
3. Internet, a tool for communication that is very important for business growth.
4. Control: Control is the arrangement of company elements so that plans are implemented correctly.
5. Conformity: this is when the innovation meets the values needed today.

However, according to Welta, Fretty et al. 2021, business communication indicators are as follows:

1. Measurable.
2. Rational.
3. Actionable.
4. Regarding the future.
5. Sustainable.
6. Effective and efficient.
7. Utilize every infrastructure and resource.
8. Considered as a symbol of success for organizations and individuals..
9. Always follow up the following year.
10. Continuing achievements over the years.
11. Facilitate a communication environment that supports achievement.
12. All elements of organizational communication support this achievement.

Based on the description of business communication indicators given above, researchers took the following metrics:

1. Perception
2. Internet
3. Effective and Productive

Business development

"Business development is a set of actions taken to create something by developing and transforming various resources into goods or services that consumers want," said Afuah (2004:48) in Kartika Putri, Ari Pradhanawarti, and Bulan Pradanan (2012:5) . "Business development is the responsibility of every entrepreneur or entrepreneur which requires

foresight, motivation and creativity. If this can be done by every entrepreneur, then there is great hope of being able to turn a small business into a medium one and even into a large business," said Panji Anoraga (2008:66) in Mega Andriani (2019:5).

French et al. (2000) states that "Business development is a strong set of concepts and techniques to increase organizational effectiveness and individual welfare", while Sakur (2011) states that "Business development is knowledge about the quality of products to be produced and how to gain knowledge about new technology, small capital, and less use of credit assistance from the government." While running a business, business people must consider how the business develops. Business development, or business development, usually consists of several stages of business development, as stated by Sholihin (2006:26) in Malik (2020):

- a. Having a business idea: Business development begins with the business thoughts that the businessman has. These ideas usually emerge after seeing the success of their competitors or, more often, because of a strong business passion.
- b. Choosing a business idea: Once business people have found a business idea, they have to re-develop the ideas and continue to make them a reality
- c. Business Development: Before marketing, a businessman must consider the pros and cons.
- d. Executing a business plan: Nowadays business people need to know what resources such as investment, equipment and personnel are needed to run their business.

According to Agustina's research (2016), business development indicators consist of:

1. Increase in income: Income growth is the achievement of a company in producing profits over a certain period of time with all the capital used.
2. Increase in the number of customers: Customers are people who buy products and services offered from the company for personal, family or other reasons and not for sales purposes. Therefore, the number of customers corresponds to the number of buyers of goods and services provided.
3. Improving product quality: Companies manage product quality to create products that customers want.
4. Improving the quality of the workforce. The company's performance and growth will depend on whether the company has quality employees.

Method

This research utilizes a quantitative approach in exploring the correlation between certain variables. According to Uma Sekaran (2017), in the context of quantitative research, data is collected through questionnaires or numerical data for statistical analysis. Meanwhile, the

associative approach in research is to identify the relationship between two or more variables that are able to explain, predict and control certain phenomena. This approach is considered more complex than the descriptive and comparative approach (in accordance with Marilyn Lichtman in Sugiyono, 2018).

According to Sugiyono (2017:117), population refers to the general scope of subjects who have characteristics relevant to the research. A sample, a portion of a population with similar characteristics, is selected for further study. In this research, the population was all residents of Medan City, North Sumatra, while the sample used was 89 consumers of Warkop Seulawah Kupi Medan who were selected using the purposive sampling method.

There are three variables in this research: X1, X2, and Y, which respectively represent the independent and dependent variables. Variable X1 is Social Media and variable X2 is Business Communication, while variable Y is Business Development. Data was collected through questionnaires and observations, with the primary data type being a questionnaire filled out by consumers of Warkop Seulawah Kupi Medan. The data will be analyzed using SPSS version 23.0 *software*. The analysis process includes validity tests, reliability tests, multicollinearity tests, heteroscedasticity tests, normality tests, multiple regression analysis, and t tests and F tests.

RESULTS AND DISCUSSION

Validity test

Validity is a test that shows how well the measuring instrument used can measure what it wants to measure, but cannot measure other things, so that the measurement results are valid. The validity test is used to test whether the questions answered by respondents are valid or not. A question is said to be valid if the questions in the questionnaire indicate something that will be measured by the test (Imam Ghazali, 2018). A validity test is said to be valid if it has a significance < 0.05 or 5% , so if the significance value is 0.05 then it means the data is declared valid. With the validity test results in the test tables X1 ,

Table 1. Data Validity Test Results

Items	Corrected Item-Total Correlation	r Table	Information
X.1.1.1	1	0, 208	VALID
X.1.2.1	0,332	0.208	VALID
X.1.3.1	0.654	0, 208	VALID

TOTAL_X1	0.868	0, 208	VALID
X.2.1.1	0.395	0, 208	VALID
X.2.2.1	0.238	0, 208	VALID
X.2.3.1	0.455	0, 208	VALID
TOTAL_X2	0.457	0, 208	VALID
Y.3.1.1	0.276	0, 208	VALID
Y.3.2.1	0,230	0, 208	VALID
Y.3.3.1	0,340	0, 208	VALID
TOTAL_Y	0.356	0, 208	VALID

Based on the table above, from the 12 elements declared above, it can be seen that all the declared elements appear valid because all calculated r values $>$ table r value = 0.356.

Reliability Test

According to Sugiyono (2019:121), reliability tests are used to show the reliability, validity, completeness and consistency of measurements on questionnaires. Therefore, good research must not only be valid, but also reliable so that it can be valid when tested in different contexts. The Cronbach's Alpha coefficient method is used in reliability testing. With the provision of :

- a. If the Cronbach's alpha α value is $>$ 0.6 then the statements given in the questionnaire are considered reliable or reliable.
- b. If the Cronbach's alpha value is $<$ 0.6 then the questions in the questionnaire are declared unreliable or unreliable.

Table 2. Data Reliability Test Results

Variable	Cronbach's Alpha	$>$ 0.60	Information
X1	0.723	Yes	RELIABLE
X2	0.723	Yes	RELIABLE
Y	0.665	Yes	RELIABLE

Based on the table above, it can be concluded that all questions used to measure each research variable are reliable because they have the required Cronbach's Alpha value, which is above the critical value ($>$ 0.60).

Normality test

This research uses the normality test to see the distribution of the data. If the data is close to a normal distribution, what is meant by a normal distribution is that good data will be bell shaped, meaning it is not normally distributed. heavy to handle. left or right (Ghozali, 2018: 151). Therefore, the normality test requires the Kolmogorov-Smirnov (KS) non-parametric statistical testing technique which is explained through Asymp.Sig (2-tailed) with the following conditions:

- (1) If the result is sig ($p < 0.05$), then the distribution of the data tested is interpreted as not normal.
- (2) If the results are significant ($p > 0.05$), then the distribution of the test data is interpreted as normal.

Table 3. Data Normality Test Results

Variable	Asymp. Sig. (2-tailed)	> 0.05	Information
XI, X2 AND Y	0,200	Yes	NORMAL

Based on table 3, the meaning of the Asymp Sig value is known. (2-tailed) $0.200 > 0.05$ so that it is in accordance with the basic decision of the Kolmogorov Smirnov normality test above, so it can be concluded that the data is normally distributed.

Table 4. Data Multicollinearity Test Results

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
X1	0.546	1.830	Multicollinearity does not occur
X2	0.546	1.830	Multicollinearity does not occur

Multicollinearity testing was carried out to see whether there was a relationship between the independent variables in the regression model (Ghozali, 2016: 105). A regression model is said to be good if the independent variables are not correlated. Check for multicollinearity which can be seen from the VIF value and *tolerance value* . The criteria considered to check multicollinearity are as follows:

- (1) If the tolerance value is ≥ 0.10 or $VIF \leq 10$, then it can be understood that there is no multicollinearity phenomenon.
- (2) If the tolerance value is ≤ 0.10 or $VIF \geq 10$, then it can be understood that the multicollinearity phenomenon is occurring.

Based on the results of table 4, the results of calculating the tolerance value of the independent variable have a tolerance value of > 0.10 , the social media variable (X1) has a value of 0.546 which means $0.546 > 0.10$, the business communication variable (with a VIF value < 10 for the media research variable social (X1) is 1.830 meaning $1.830 VIF < 10$, for the business communication variable (X2) with a VIF value of 1.830 meaning $1.830 VIF < 10$. This proves that there is no multicollinearity in the regression model so the data is considered good and can be used for further testing .

Table 5. Data Heteroscedasticity Test Results

Variable	Significance	> 0.05	Information
X1	0, 11	Yes	Heteroscedasticity does not occur
X2	0.470	Yes	Heteroscedasticity does not occur

The heteroscedasticity test determines whether there is a difference in variance between the residuals from one observation to another. If this happens, Sugiyono (2017:127) concludes that there are symptoms of heteroscedasticity. To measure heteroscedasticity, the Glejser test was used with an alpha standard of 0.05. The conclusion is:

- c. Signs above 0.05 indicate that the study does not show signs of heteroscedasticity
- d. Signs below 0.05 indicate that the study shows signs of heteroscedasticity.

Based on the results of the Glejser test table above, it can be seen that sig. in the Social Media variable (X1) it is 0.11, meaning that there is no heteroscedasticity with the condition that sig is > 0.05 , and by examining the Business Communication variable (X2) it can be seen that the sig value is 0.0470, meaning that there is no heteroscedasticity with the condition of $> 0, 05$.

Table 6. Multiple Regression Test Results

Variable	B	Sig
X1	0, 131	0.73
X2	0.033	0,000

Multiple linear regression analysis is used to determine the influence of the independent variable on the dependent variable on the results of the processed data seen in the Unstandardized coefficients table B. The multiple linear regression equation is obtained as follows:

$$Y = 0.131X_1 + 0.033X_2 + e$$

The following is information based on the equation above:

1. Social Media (X_1), namely 0.131, proves that every time there is an increase in the Social Media variable it will have an effect on increasing Business Development by 13.1%.
2. Business Communication (X_2), namely 0.033, proves that every Business Communication variable that increases has an effect on Business Development by 3.3%.

Table 7. Partial Test Results

Variable	t Table	t Count	Significance	Information
X1	1, 663	1, 814	0.073	Insignificant Influence
X2	1, 663	3, 619	0	Significant Influence

The t-test is useful for finding out how social media and business communications influence business development. The conditions for decision making are as follows:

- a. H_0 is rejected and H_a is accepted if the t-count value is greater than the t-table;
- b. H_0 is rejected and H_a is rejected if the t-count value is lower than the t-table.

1. Social Media Testing with Business Development

Based on the test results in the table above, the t_{count} for the Social Media variable is 1.814 and $df = nk (89-3=86)$, obtained in table 1.663. In this case t_{count} is $1.814 > t_{\text{table}} = 1.663$. Thus, from the partial test conditions it can be concluded that H_1 is accepted, which partially means that social media has a significant influence on business development. This is because the test conditions in the t test are that t_{count} must be $> t_{\text{table}}$.

Then you can also see that the t probability value, namely sig, is 0.073, while the previously determined α significance level is 0.05, so the sign value is $0.073 > 0.05$, so H_1 is not accepted,

meaning that social media has a rather insignificant effect on business development, because of the conditions significance testing must be $< \alpha$.

2. Testing Business Communication with Business Development

Based on the test results in the table above, tcount for the Business Communication variable is 3619 and $df = nk (89-3 = 86)$, obtained 1663, in this case tcount is $3.619 > t_{table} = 1.663$. Then it can also be seen that the probability value of t, especially sig, is 0.000, while the previously determined α significance level is 0.05 so that the sign value is $0.000 < 0.05$, so H1 is accepted so that the conclusion is drawn that business communication has a partial and significant influence on business development. .

Table 8. Simultaneous Test Results

Dependent	Independent	F Count	F Table	Information
Y	XI & X2	23.080	3, 10	Influential

Based on the ANOVA (Analysis of Variation) test in the table above, the calculated F is 23.080 with a significance level of 0.000 and the F table is 3.10. Based on these results, it can be concluded that the calculated F is 23.080 greater than the F table of 3.10. Therefore, it can be concluded that social media and business communication factors simultaneously have a significant influence on business development.

Table 9. Coefficient of Determination

R	R Square	Adjs. R Square	Std. Error of the Estimate
0.591	0,349	0,334	0.16363

1. $R = 0.349$ means the relationship between social media, business communication and business development is 34.9%, meaning that there is a close relationship. The larger R means the closer the relationship.
2. Adjusted R Square of 0.334 means that 33.4% of the factors influencing business development can be explained by social media and business communication. Meanwhile, the remaining 66.6% can be explained by other factors not included in this study.

DISCUSSION

1. The Influence of Social Media on Business Development

The results of statistical analysis show that social media has an influence on business development. Based on the results of the t test, the influence of social media on business development is confirmed to be $t_{\text{count}} > t_{\text{table}}$. The t test shows a sig level of 5% (nk) where n is the number of respondents and k is the number of independent variables. This shows that $t_{\text{count}} 1.814 > t_{\text{table}} 1.663$ has a significant number, so the partial test conditions can be concluded that H1 is accepted, which means that partially social media has a significant influence on business development. This means that the social media used by Warkop Seulawah is increasingly effective for business development. However, the significance value of the partial test results is $0.073 > 0.05$ so H1 is not accepted, which means that partially social media has an insignificant influence on business development because the significance test requirement must be $< \alpha$.

2. The Influence of Business Communication on Business Development

The results of statistical analysis show that there is an influence of Business Communication on business development. Based on the results of the t test, the influence of business communication on business development is assumed to be $t > t_{\text{table}}$. The t test revealed a sig level of 5% (nk) where n is the number of respondents and k is the number of independent variables. This shows that $t_{\text{count}} 3.619 > t_{\text{table}} 1.663$ has a significant number, so the partial test conditions can be concluded that H1 is accepted, meaning that partially business communication has a significant influence on business development. This means that the business communication used at Warkop Seulawah is increasingly effective for business development.

3. The Influence of Social Media and Business Communication on Business Development

Based on the results obtained by researchers regarding the variables social media (X1) and business communication (X2), the F test value is $F_{\text{count}} 23,080 > 3.10$. So this means that Social Media and Business Communication together influence business development. So it can be said that Warkop Seulawah Kupi has used Social Media and Business Communication well.

Conclusion

Based on the results of the research that has been carried out, the author can draw conclusions. The results of the research are as follows:

1. Based on the results of the analysis, the independent variable Social Media (X1) has a significant effect on the dependent variable Business Development (Y).
2. Based on the results of the analysis, the independent variable Business Communication (X2) has a significant effect on the dependent variable Business Development (Y).
3. Based on the results of the analysis, the independent variables Social Media (X1), Business Communication (X2), have a significant effect on the dependent variable Business Development (Y).

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