

Effectiveness of the Interpersonal Communication between UD Glory Owners and Cocoa Beans Suppliers after the Pandemic

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Abstract— Parigi Moutong Regency is one of the districts in Central Sulawesi with nine cocoa consumer companies in Parigi City and five companies that could not compete and eventually closed. This study wanted to see the various elements and effectiveness of interpersonal communication between the owners of UD Glory as the largest cocoa bean consumer company and those still operating with cocoa bean suppliers. This research is a quantitative descriptive study using a questionnaire technique where 15 cocoa bean suppliers and one UD Glory owner are the population, because the population is known, this study uses total sampling. The results found in this study are part of the interpersonal communication process between the owner of UD Glory and the supplier of cocoa beans, there are six elements that dominate the most, which have a percentage value of 75%, namely having the willingness to share news or messages, convey information verbally, and use the media. visually, two things that hinder it are physical and semantic disturbances, and the last is the feedback from the recipient of the message. As for the effectiveness of interpersonal communication between the owner of UD Glory and the supplier of cocoa beans, it is considered quite effective because all parties involved in the majority answered as much as 75% of the nature of the communicators who are willing to convey information, empathy, positive thinking, seeing other people is also important, giving praise, commitment to build cooperation, and mutual respect by continuing to implement health protocols.

Keywords—*Effectiveness of Interpersonal Communication, Interpersonal Communication Process, Supplier of Cocoa Beans, Pandemic, Central Sulawesi*

I. INTRODUCTION

Abundant sunlight and tropical climate make Indonesia a country of abundant natural resource and a country of diverse agricultural commodities, Indonesia has thus become one the world's most widely sought-after commodity producer-traders from all over the world because of the abundance and variety of agricultural products [1]. According to Rokhmah [2] Indonesia is a country through which the equator passes, providing a suitable climate for planting and cultivating chocolate crops. That makes chocolate beans a very interesting trade commodity to develop in Indonesia. Sunata [1] also says that Indonesia is the third-largest producer of cocoa in the world after Côte d'Ivoire and Ghana. This

causes many Indonesian chocolate-seed companies to grow chocolate plants and buy cocoa beans from the supplier. In Indonesia, The central Sulawesi ranks first among the chocolate production areas, where companies compete to grow, to hunt and to explore cocoa beans. Parigi Moutong district is one of those in Central Sulawesi, and according to the official government of Moutong district (2017) has an area of 6.231,85 Ha and has coca farmland and lots of brown-seed caulk that become chocolate beans supplier and selling cocoa beans to large companies in Parigi Moutong district so that there are many chocolate-seed companies in the Parigi Moutong district.

During this unexpected Covid-19 pandemic, it has had an impact on many areas of life. The business sector is no exception. All business activities experienced a very significant decline. Competition for chocolate-seed companies in the Parigi Moutong district is so tight that some companies cannot afford to compete and eventually have to close down. This is what makes competition between chocolate-seed companies in the Parigi Moutong district, UD Glory is one of the oldest companies in the Parigi Moutong district that have been operating to date and have chocolate beans supplier that have subcontracted for about ten years and still have a good business relationship to date [3]. In addition, the number of chocolate-seed companies in the Parigi city of the capital of Parigi Moutong district was nine companies and five of them had stopped operating, according to Tony Thoha he cannot compete with other companies. Here's a table from a chocolate-seed company that has stopped operating in Parigi Moutong district because it is unable to compete.

In the competition between companies buying cocoa beans in Parigi Moutong Regency during pandemic covid 19, UD Glory is one of the oldest companies in Parigi Moutong Regency which is still operating today and has a supplier of cocoa beans that has subscribed for about ten years and still has a good business relationship. until recently (Thoha, 2018). In addition, the number of companies buying cocoa beans in Parigi city which is the capital of Parigi Moutong Regency are nine companies and five of them have stopped operating, according to Tony Thoha because the suppliers don't want to sell the cocoa for them. It is not an easy thing to maintain a business during this pandemic. However, because many people still need jobs, UD Glory persists.

In the competition between companies buying cocoa beans in Parigi Moutong Regency, UD Glory faces many challenges from competing cocoa buyer companies so that UD Glory continues to provide the best service to continue to maintain business relationships with cocoa bean suppliers through interpersonal communication, even the owner of UD Glory is also always maintains intimate individual relationships with cocoa bean suppliers so that the relationship between the owner of UD Glory and the cocoa bean supplier is not just a business relationship, but a very close family relationship especially during a pandemic like now. This study wanted to see the Effectiveness of the Interpersonal Communication Process between UD Glory Owners and Cocoa Beans Suppliers during the Covid 19 pandemic.

II. METHOD

The study is a quantitative descriptive study of each and every variable is the interpersonal communication process and the effectiveness of interpersonal communication and the effectiveness of interpersonal communication between the owners of Glory and chocolate-seed supplier. Quantitative research is a lot of research required to use Numbers from data collection, data interpretation, research results, to a conclusion [4].

According to Sujarweni [5] The population represents the sum total of both the objects and the subjects and has certain characteristics or characteristics and qualities that the researchers set out to study and make a deduction. The population in this study Numbers one person who owns a company that bought Glory chocolate-seed and 15 people who sold those seed to Glory within a minimum of five years.

Sujarweni In the research methodology book [5] Also explaining samples are part of a number of characteristics or characteristics that the population in research has. In this study the author uses the technique of a total sample where the number of samples in this study is equal to the total population [6]. The total population was that of 16 individuals belonging to the owner of Glory and 15 individuals serving chocolate-seed in Glory.

The method of quantitative data collection in the study is by using a questionnaire's technique. A questionnaire is a data-collection technique by giving a number of written questions and statements to be answered by the respondents [7]. In this study 16 respondents would be given a written statement to answer each. The kind of questionnaire used is a closed questionnaire and has an alternate answer to select for responders.

Meanwhile, a descriptive method of data collection in this study is by means of an interview technique. According to Indrawan dan Yaniawati [8] Data collection methods with interviews in descriptive research are profound. Interviews are used to dig deeper and update information because direct information is provided by the corresponding informant. The kind of interview used in this study is an unstructured interview that is an interview where the interviewer is very influential in the data or information of the interview, so the creativity of the interviewer is needed [4]. The guidelines used in unstructured interviews only contained Outlines that would be asked only. The primary data collection method on

this study is a questionnaire, an interview technique used only to search for secondary data as an additional reference to data from a questionnaire.

According to Afifudin dan Saebani [9] Data analysis constitutes a process of collating data and organizing data into a basic category, pattern, or description. The analysis of the data in this study is that it creates an operational definition of variable theory of interpersonal communication effectiveness and interpersonal communication processes, along with definition of variable operating.

In the study the application of the likert scale is used to measure disapprobation and conformity with the owners of Glory and chocolate-seed supplier to the interpersonal and interpersonal communication processes objects. The final step is to find the largest frequency or percentage of each of the respondent answers to draw conclusions as to whether or not the respondents agree or disagree with the statement in the questionnaire.

P = Percentage
 F = The frequency of each questionnaire answer
 N = Number of respondents

$$P = \frac{F}{N} \times 100\%$$

Fig. 1. Frequency Formula

III. DATA ANALYSIS AND DISCUSSION

A. Data Analysis

1) Characteristics of respondents

The respondents in this study are the owners of one person's cocoa beans and chocolate beans numbering 15. The study was done by direct distribution of questionnaires in UD Glory, Parigi. The distribution of the questionnaires is limited to the characteristics of chocolate beans that have sold at least five years to UD Glory and have made more than ten transactions to UD Glory. The same questionnaire was given to the one person in UD Glory. The documentary study was also carried out in UD Glory as a secondary data in the documentary image UD Glory and some of its respondents. Here are the results of the overall analysis and characteristics of the respondents in this study:

TABLE I. THE GENDER OF RESPONDENTS

No	The Gender	Number	Percentage
1	Male	14	87,5%
2	Female	2	12,5%
Total		16	100%

Based on the above chart it can be seen that of a total of 16 respondents, 14 or as big 87,5% the male gender and as much as 2 or 12.5% of the female gender. This suggests that the majority of the respondents were male.

TABLE II. THE AGE SPAN OF RESPONDENTS

No	Age Range	Number	Percentage
1	26-35 years old	3	18,75%
2	36-45 years old	7	43,75%
3	46-55 years old	4	25%
4	56-65 years old	2	12,5%
Total		16	100%

Based on the above chart it can be seen that of a total of 16 respondents, 3 or 18.75%, aged 26-35, 7 or 43.75% aged 36-45, 4 or 25% aged 46-55, and 2 or 12.5% years old 56-65. This suggests that the majority of the respondents were 36-45 years old.

B. Discussion

Interpersonal communication between the owners of glory and supplier has been effective because the owners of glory and the derivatives have an attitude that promotes the effectiveness of interpersonal communication. Research results as shown in the responses of the respondents:

1) The Communicator Decodes Information

Based on the theoretical basis of this research presented by Suranto Aw [10] Openness is one of the attitudes that makes interpersonal communication effective.

TABLE III. RESPONSE TO OPENNESS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	25.0	25.0
	5	12	75.0	100.0
Total	16	100.0	100.0	

The owner of glory, Tony thoha said that it was always appropriate to present chocolate bar prices to supplier to let the supplier know the current value each day. So did an interview with a supplier that said it was true that every day the owner of glory sent information on the price of chocolate. This suggests that interpersonal communication between the owners of glory and suppliers already contains one element of the effectiveness of interpersonal communication.

2) To Feel What Others Feel

As a result of the 75.0% response chose strongly agreed, there was an empathetic attitude between the owners of UD Glory and chocolate beans especially felt the way others felt, as the following shows:

TABLE IV. A RESPONSE TO AN EMPATHETIC ATTITUDE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	25.0	25.0
	5	12	75.0	100.0
Total	16	100.0	100.0	

It is supported by an interview with the supplier which says that the owners of glory have always given attention under any circumstances, as if there is a problem, the owners of glory provide support, as well as that in certain celebrations the owners of glory have always provided parcel and others, this is because the proportion of the relationship between the ud's own was already family. Effective interpersonal communication must have a variety of elements, one of which is empathy where one can or will want to feel what others feel [10].

3) Prejudice is Common

Based on the 75.0% responses strongly agreed, as the following shows:

TABLE V. A RESPONSE TO UNPREJUDICED ATTITUDES

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	25.0	25.0
	5	12	75.0	100.0
Total	16	100.0	100.0	

As well as confirmation with the owner of glory, saying that there was never a suspicion of long working cocoa beans, it was thought that cocoa beans knew what a good one was and if a good price was not enough.

4) Be Positive

This corresponds with the response of those who responded favorably by 75.0%, as the following is summarized:

TABLE VI. RESPONSES TO POSITIVE THINKING ATTITUDES

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	25.0	25.0
	5	12	75.0	100.0
Total	16	100.0	100.0	

The above was supported by an interview with the owner of glory, Tony thoha, who said that since relations with the supplier is like a family and has a firm belief, it is always positive. The owner of glory's claim was supported also by an interview with a supplier that said that there was no negative thought because it was like family.

5) Others Are Also Important

Another positive attitude that exists between owners of UD Glory and chocolate beans is that of mutual importance.

TABLE VII. THE RESPONSE TO HAVING OTHERS AS WELL

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	25.0	25.0
	5	12	75.0	100.0
Total	16	100.0	100.0	

The responders' responses, supported by data interview with UD Glory's own owners who said that supplier are important because they are part of the company, but more than that, supplier are like family so they are vital. So did an interview with a browseed interview that suggested that the owner of glory was considered a family and had long collaborated in searching. This has been proved in a study by Perry Afriyadi (2015) where employees want attention and are even more appreciated by superiors, so that in their work, employees can be open to each other to address problems to superiors. A lack of positive attitude results in a lack of effective communication between superiors and subordinates.

6) Offering Compliment And Appreciation

Another positive attitude between the owners of UD Glory and chocolate beans is that of giving a compliment or

a compliment. This is supported by a data showing 75.0 percent of respondents' responses strongly agree. The response is shown here:

TABLE VIII. RESPONSES TO ATTITUDES OF COMMENDATION OR APPRECIATION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	25.0	25.0
	5	12	75.0	100.0
Total	16	100.0	100.0	

The above was supported by an interview with brown-seed claims that the owners of glory often give high price awards if consistent in selling good quality chocolate beans, even if poorly so, the owners of glory continue to praise the hard work of germinating supplier. The theoretical basis for the study is that effective interpersonal communication must have a positive attitude from one side to the other, one of which is to give a compliment or an appreciation [10].

7) *Commitment In A Cooperative Relationship*

Commitment to cooperation based on a theoretical basis in this research is critical to maintaining any relationship in particular a business relationship [10]. In an effective interpersonal communication process between the owners of UD Glory and chocolate beans, commitment to cooperation is maintained in both existing business relationships and extended family relationships. This is supported by the results of the responders' responses, in which those who choose the answers strongly agree by 75.%, as the following shows:

TABLE IX. RESPONSES TO COMMITMENT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	25.0	25.0
	5	12	75.0	100.0
Total	16	100.0	100.0	

However, the high inflation rate was expected to reach 6.5%, he said. Supplier also say how close the relationship can be, especially in business if there is no commitment to the relationship.

8) *Recognition Is Valuable And Important Without Regard For Background, And Individual Status*

As a result of the 75.0% responders' response strongly agreed, in an effective interpersonal communication process between the owners of UD Glory and the valid cocoa beans is effective, since the owners of glory and others have equality, especially there is an element of recognition that all are equally valuable regardless of social status, background, and other, as the following shows:

TABLE X. RESPONSE TO RECOGNITION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	25.0	25.0
	5	12	75.0	100.0
Total	16	100.0	100.0	

It also supported data from interviews with the owners of Glory who said that there was no difference between the owner of Glory and chocolate-seed supplier, because all of God's creations, both heat rice, and live and seek. It is also supported by a statement from a cocoa-seed originating from an interview said to have never felt higher or degraded by the owner of Glory, In business as well as out of business owners UD Glory and chocolate beans are the same. The findings were strengthened by the research made by the Afriyadi Ferry [11] Where in the working relationship a superior and equal attitude is less where a superior gives more attention to just a few employees, so that the other employee is not valued by superior. This means that the interpersonal communications going on within the company are still ineffective.

IV. CONCLUSION

Based on results and discussion in the previous chapter, and judging from the problem formulations, the conclusion in this study are for respondents in this study were one cocoa bean owner and 15 cocoa bean suppliers. This research was conducted by distributing questionnaires directly at UD Glory Parigi. The distribution of the questionnaire was limited according to the characteristics of a cocoa bean supplier who had sold cocoa beans to UD Glory for at least five years and had made transactions more than ten times to UD Glory. The same questionnaire was also given to one UD Glory owner. This shows that the majority of respondents are 36-45 years old. The interpersonal communication process between the owners of Glory and chocolate-seed supplier is established when communing or cocoa-seed supplier brings feedback to the owner of Glory. The communication process that occurred between the owner of UD Glory and the supplier of cocoa beans went well. This pandemic period did not change the communication process that occurred because the meetings were not intensive throughout the day, but 1-2 times a week with a communication time of no more than 3 hours. Interpersonal communication activities for business activities like this can still be continued until after the pandemic.

The effectiveness of interpersonal communication between Glory and cocoa bean owners is created by knowledgeable communicators, UD Glory and cocoa bean owners want to feel what others feel, free from prejudice, positive attitude to receive information, consider others important, and there is recognition that is valuable and important regardless of background, and individual status. During the pandemic, interpersonal communication that has been carried out has been running effectively with the addition of health protocols.

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