
Digital Communication Skills in Business: Their Impact on Millennials

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Abstract. The world has made extraordinary developments in the field of internet technology since the industrial revolution 4.0 era, which was marked by a transformation towards digitalization in all aspects. We can see that digitalization has resulted in changes in communication patterns and information seeking, thus having a big impact on people's life patterns. Digital communication has greatly influenced face-to-face communication among the millennial generation. Technological developments not only have a positive impact on the millennial generation but also have negative impacts, such as: the communication process is changing from active to passive; reduced face-to-face communication; a lack of focus in communication; and online and virtual communication behavior. This is the background for conducting training to the millennials at GJKI Andir. Several points to be achieved through this community service activity are: (1) provide an understanding of what is meant by digital communication skills and their impact on the business world; (2) provide an understanding of the importance of digital communication skills for millennials and their negative impacts; and (3) provide an understanding of the main problems of digital communication and problem-solving solutions. The research results are targeted to be a reference regarding the importance of digital communication, problems, and solutions.

Keywords: Digital; digital communication; millennials.

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1. INTRODUCTION

The world is transitioning to the digital era nowadays where customer interactions in most businesses are digitalized. Therefore, most industries currently require an understanding of digital communication. In other words, digital communication skills have become very important in today's business world. Digital communication is a form of communication that involves the use of digital technology to send, receive, and share information with others (Paramita & Irena, 2020). This includes the use of digital media such as email, text messages, social media, chat platforms, as well as audio and video conferencing. Why are digital communication skills so important today? Communication carried out via Internet is considered an effective form of communication. Communication becomes more efficient both in terms of time and cost.

The world has experienced extraordinary developments in the field of internet technology since the Industrial Revolution 4.0 era. Computer capabilities have experienced significant development because they are connected to a large network called the Internet. The development of this digital era is marked by the existence of internet networks, digital devices, digital applications or platforms, and social media. One of the developments of internet technology is social media which has become an inseparable part of human life every day (Mutma et al., 2023). Social media has become an attractive form of communication for young people because of the benefits it provides, such as completing tasks more easily, finding and disseminating information to other parties more quickly, and creating new forms of social interaction based on electronic networks. It is clear that the development of information technology indirectly causes social and cultural changes (Subramanian, 2017; Hidayat, 2023).

Over the past decade, the use of instant messaging and computer-mediated communications has increased. One group that has been greatly impacted by this communication platform is the millennial generation. People no longer have to meet face-to-face to communicate. Human work patterns and styles which were originally based on direct/face-to-face meetings have shifted to indirect meetings through digital devices (Perdana, 2019). With the development of the internet, people can easily get information about anything and communicate with each other using email, social media, and so on. Digital communication has greatly influenced face-to-face communication among the millennial generation but it can have a negative impact if used excessively, for example increasing anxiety levels, misinterpreting messages, disrupting physical health, reducing skills in resolving conflicts and decreasing the ability to communicate face-to-face effectively.

There are several opinions from several experts regarding the classification of the millennial group. As stated by Howe & Strauss (2000), the criteria for the millennial group are those born in the period 1982–2000. In line with this opinion, Howe & Strauss (2000) stated that the millennial group is made up of those born between 1982 and 2000. A different opinion was expressed by Bencsik et al. (2016) that the Y generation (millennials) are those born between 1980 and 1995, those born between 1995 and 2010 are called the Z generation, and those born between 2010 and now are called the alpha generation. The Y generation was born in the digital era, so they have competence in digital knowledge. For them, it is not difficult to use new tools in the field of information technology, accept change easily, work quickly, like virtual communication, and maintain friendships on social media. They are often referred to as the "multitasking" generation. Furthermore, the Z Generation was born in an era where technology has developed very rapidly. The characteristics of the Z generation are that they are endlessly online on virtually any device. Socialization becomes very difficult for them. They do not know the concept of struggle; they are more practical, smarter, more agile, and braver, but less patient. This generation likes to seek new challenges and encouragement and is not afraid of continuous change. They try to find solutions to problems sourced from the internet (Bencsik et al., 2016). Several professions that are in great demand by the millennial generation include vloggers, designers, programmers, researchers, filmmakers, content creators, and even gamers. They tend not to work permanently at one company for a long time. Some even choose to become independent professionals or freelancers.

Technological developments not only have a positive impact on the millennial generation but also have a negative impact. According to the "We Are Social" report, the number of internet users in Indonesia has reached 213 million as of January 2023. This number is equivalent to 77% of

Indonesia's total population of 276.4 million people (Annur, 2023). Based on the results of a survey by the Alvara Research Center, a research institute in Indonesia, in March 2022, it showed that 20.4% of millennial generation respondents were addicted users. As many as 13.7% use the internet 7–10 hours a day, 3% for 11–13 hours a day, and 3.7% for more than 13 hours a day. Furthermore, 34% of respondents from the Generation Z category became addicted users. As many as 20.9% use the internet 7–10 hours a day, 5.1% for 11–13 hours a day, and 8% for more than 13 hours a day (Mahmudan, 2022).

Based on the research results of Zis et al. (2021), there are changes in millennial communication behavior that are a negative impact of technological developments:

1. The communication process changes from active to passive.

The presence of gadgets has caused the millennial generation's communication patterns to be more passive. They are more fun with their own devices. As a result, conveying messages in communication experiences obstacles. Millennial and Gen Z communication before get to know active devices in communication, turned passive.

2. Reduced face-to-face communication.

The presence of gadgets creates a culture of indifference to the surrounding environment, which results in reduced face-to-face communication.

3. Not focused on communicating

Playing with devices is an obstacle in the interpersonal communication process. Not focusing on communication results in the information conveyed not being fully received by the receiver, meaning miscommunication occurs.

4. Online/virtual communication behavior

The development of social media has changed the behavior of the millennial generation in communicating, namely switching to virtual behavior. This means that they consider it more comfortable to communicate virtually via social media than face-to-face. Problems arise in virtual communication, such as deviant behavior, bullying, dishonesty, and so on.

The above phenomenon has encouraged community service activities to be carried out with the theme "Digital Communication Skills in Business and Their Impact on Millennials" to thoroughly discussing digital communication skills. The targets of organizing this community service activity are:

1. Provide an understanding of what digital communication skills are and their impact on the business world.
2. Provide an understanding of how important digital communication skills are for millennials and the negative impacts of digital communication.
3. Provide an understanding to the millennial generation of the main problems of digital communication and problem-solving solutions.

2. IMPLEMENTATION METHOD

Before training is carried out, an interview is first conducted to understand the partner's situation. The Millennial Generation of the Indonesian Christ Congregation Church (GJKI) has a variety of educational backgrounds. Digital communication has greatly influenced face-to-face communication among the millennial generation. From various activities carried out, as a student, content creator, YouTuber, digital marketer, and information technology. These diverse backgrounds have created problems when they enter the world of business, namely, understanding what skills must be prepared to be useful in the world of work. Partners need direction in the form of training and consultation to increase their insight into digital communications.

Community service activities have taken place at the Indonesian Christ Congregation Church Andir (Gereja Jemaat Kristus Indonesia-Andir), Jl. Blanak Depan No. 33 Pasar Andir, Bandung-40182. This training was held on Saturday, October 21, 2023. The total number of participants (millennials) was 31. The community service implementation was carried out by inviting external speakers who were competent in digital communications, assisted by Maranatha accounting

lecturers and several accounting students as the organizing committee. The initial stage before community service is to create an invitation flyer shown in Figure 1.



Figure 1. Invitation flyer

3. RESULTS AND DISCUSSION

During the implementation of the community service, a question-and-answer session was conducted, guided by the moderator, after the material was presented, as shown in Figure 2. Some excerpts from the speaker's material are presented in the image below.



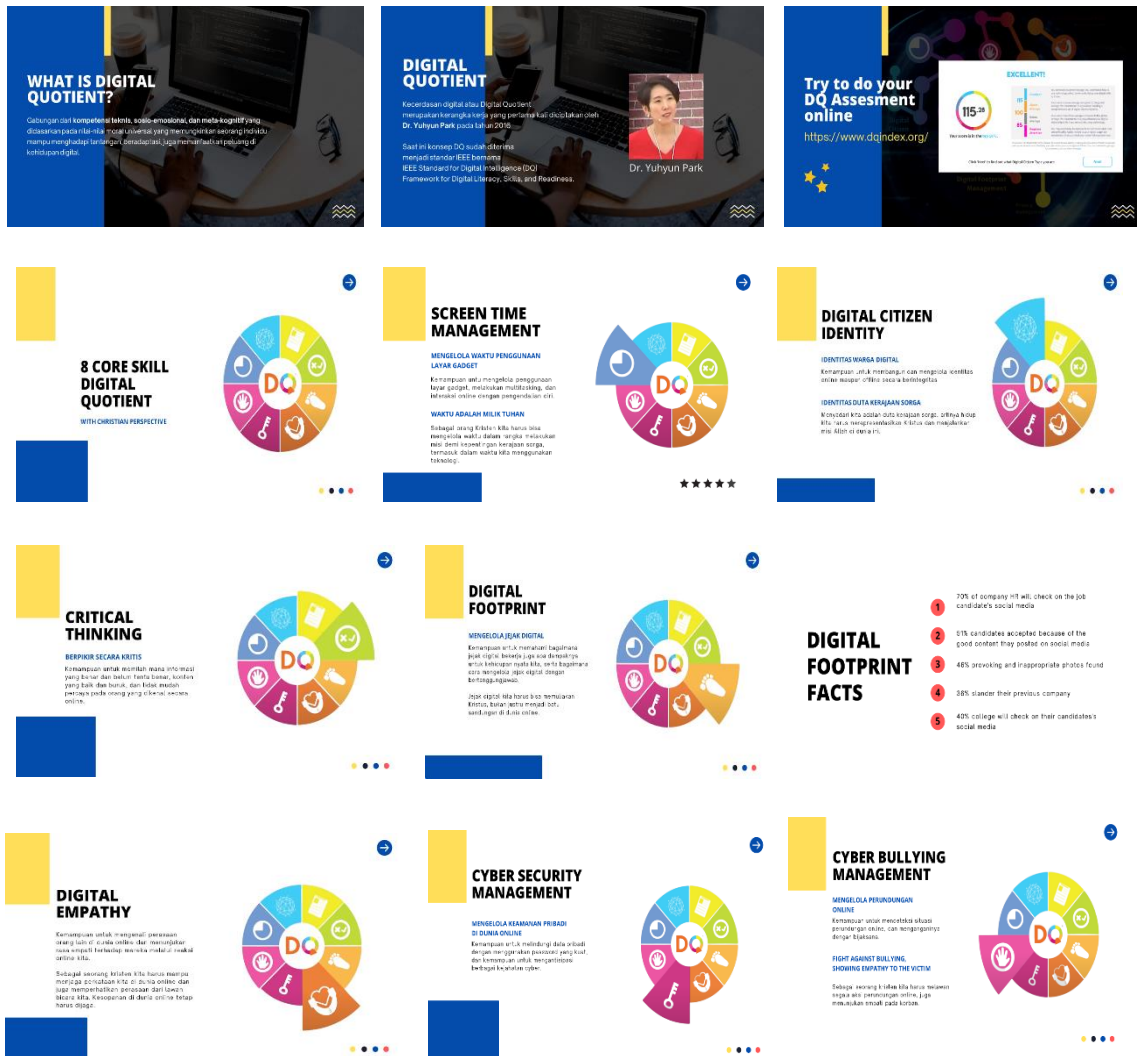


Figure 2. Speaker material

At the end of the event, the participants were asked to fill out the evaluation survey link. Based on the evaluation results, a summary can be made explaining the profile of the participants as well as an evaluation of the implementation of this community service activity as shown in Figure 3, 4, 5, and 6.

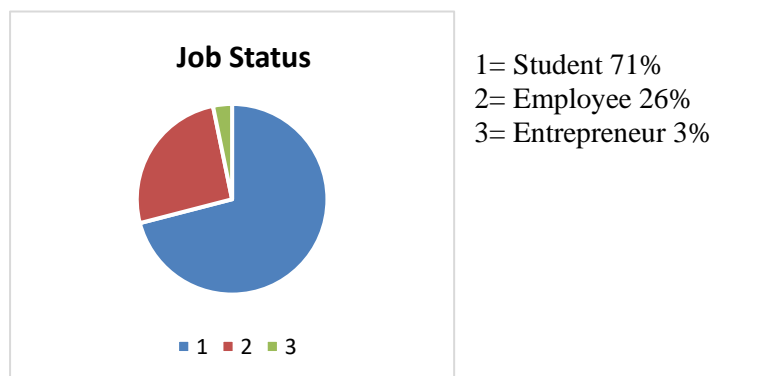


Figure 3. Participants profile

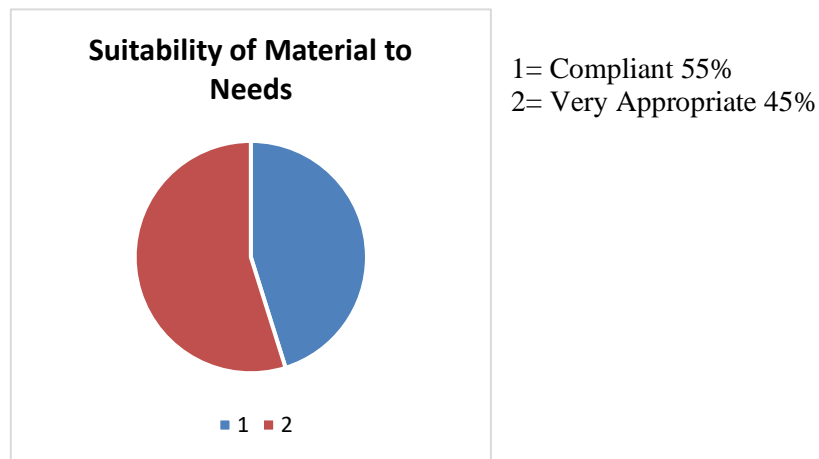


Figure 4. Material suitability

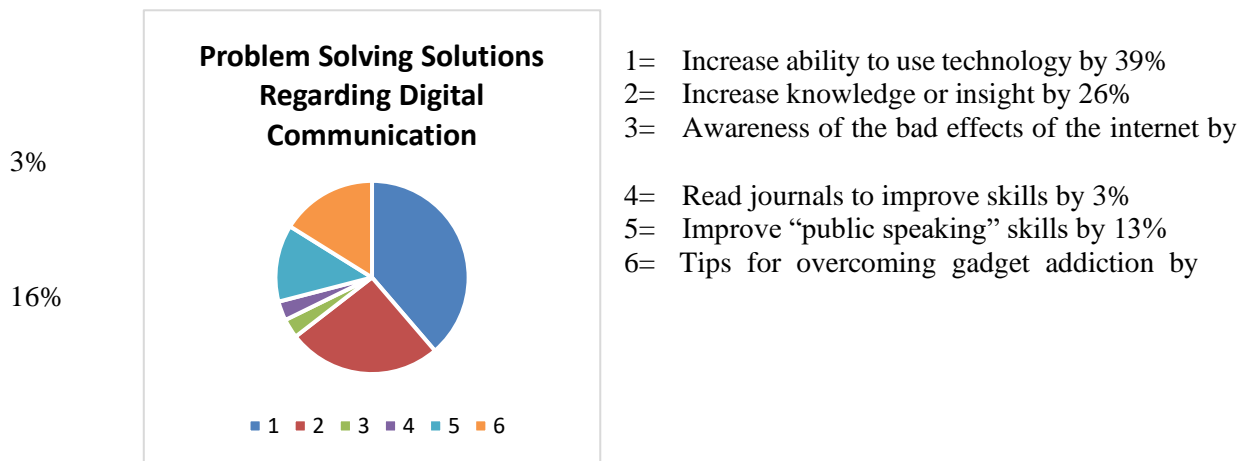


Figure 5. Problem solving solutions



Figure 6. Photo of the workshop atmosphere and photo of certificate awarding

4. CONCLUSION

The conclusions of the community service activities that have been carried out for Youth GJKI Andir are participants have an understanding what digital communication skills are and their impact on the business world; the importance of digital communication skills and the negative impact on millennials, and also the main problems of digital communication as well as problem-solving solutions.

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