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Research Article

THE RELATIONSHIP OF STUDENT LEARNING OUTCOMES IN BUSINESS COMMUNICATION I MATERIALS WITH THE RESULTS OF LEARNING 2 BUSINESS COMMUNICATION IN STIE YPBI JAKARTA STUDENTS PERIOD 2014-2016

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ABSTRACT

The study aims to determine the relationship of learning outcomes of the course Business Communication 1 with the learning outcomes of the course Business Communication 2 in STIE YPBI Jakarta. The usefulness of this research to contribute ideas or provide feedback to the YPBI STIE Jakarta in coaching students to improve learning outcomes in the subject Business Communication Business Communication 1 and 2. The theoretical basis used is Thorndike. Teori theory states that transfer of learning occurs from situation to situation others a number of elements in course content, attitude, methods or goal that may be inflicted on both situations. Research was conducted on students STIE YPBI the period 2014 - 2016. The research method was ex post facto, a sample of 20 people drawn at random from a population of 40 people. The results obtained from the study subjects document Business Communication Business Communication 1 and 2 in STIE YPBI Jakarta, as a lecturer and author archives subject Business Communication Business Communication 1 and 2. Variable consists of two variables: the independent variable is Business Communication 1, and one dependent variable is subject Business Communication 2. Data analysis technique used is simple linear regression test, test Product Moment Correlation Test, Coefficient of Determination, and t statistical test with 95% confidence level or standard error 0.05. The result is: $\Sigma X = 1490$, $\Sigma Y = 1530$, $\Sigma X^2 = 111750$, $\Sigma Y^2 = 117650$, $\Sigma XY = 114325$. For Simple linear regression analysis results are as follows: $b = 0.46$, $a = 42.23$, then $Y = 42.23 + 0.46 X$. result Simple correlation Regression analysis is to determine how big the correlation coefficient calculation of independent variables on the dependent variable, the result is: $r = 0.51$. Results Analysis The coefficient of determination is the result of correlation analysis can be followed by calculating the coefficient of determination that the value of r count and multiplied by 100%, $KD = r^2$. $100\% = 26.01\%$. Hypothesis testing is to determine the significance of the relationship of learning outcomes subject Business Communication 1 with the learning outcomes subject Business Communication course, the result is $t = 2.511$ while t table premises error rate of 5% (0.05) a sample of 20 people and the results t table = 2.101, then t is greater than t table then H_0 rejected and H_a accepted which means there is a significant relationship between the results of the Business Communication course 1 with the results subject Business Communication 2 in STIE YPBI Jakarta.

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INTRODUCTION

Education is very important in the development of the nation and state, the nation that wants to advance must be able to develop human resources in its country. Because only members of the community are educated and have high reasoning power that can compete with other nations. Of course this university that educates Indonesian human resources is expected to produce knowledgeable output, graduates, independence, high

creativity, responsibility, democratic, full of tolerance, love for the motherland and fellow human beings.

The university graduates compete to get employment opportunities in domestic and foreign companies, or their entrepreneurial spirit is there, opening up efforts to become entrepreneurs.

In the era of globalization, there is now free trade between one country and another without borders, such as: MEA, European

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Community, AFTA, and NAFTA. Business competition between countries at the global level occurs, small, medium and large companies in a short time find themselves competing with each other in the global market and not locally. The telecommunication system is getting better, an advanced means of transportation, all of these developments are driving companies to move out of existing markets throughout the world.

In response to strong global competition, the role of business communication is needed to win the competition, expand the market, and open business networks. So the science of business communication is taught in universities so that students can understand the knowledge to work in institutions, private companies, domestic or foreign companies and their own business ventures. But the science of Business Communication is not all students get it, only students majoring in Economics and Communication only. In addition, the development of communication and information technology is so fast that it needs to adapt and learn it.

Education in the level of Higher Education, a student must study according to the credits he takes. Usually the courses issued each semester by the department are adjusted to the existing levels so that each semester there is a connection with the courses that have been taken. This shows that to take a course has a requirement that it must pass the previous course, if not then students will be confused and do not understand to take lectures. Finally it will have an impact on bad grades and there will be a repeat of the lecture at the same course, and eventually it will take a long time to take lectures in college.

From the existing problems, the researcher took the title, namely: Relationship between learning outcomes of Business Communication 1 subject with the learning outcomes of Business Communication 2 at STIE YPBI Jakarta.

Devotion Learning

There are several notions of learning, including the notions that are: Learning is taking responses, combining them, by repeating them. Another opinion of learning is learning occurs when a stimulus along with memory content affects students in such a way that there is a change from that situation to the time after he experienced it earlier.

From the opinion above, it can be concluded that learning is a process of active interaction for the subject with the environment that produces changes in knowledge, value skills or the attitude of change can be something new that immediately appears in real behavior, which was still hidden then changes after the person learns. Changes that occur in a person are very many in nature and type. Certainly not every change from the learning process. For example: physical changes, physical maturity, illness or physical destruction. If so what are the characteristics of change in the learning process? The characteristics are as follows: 1. Changes that occur consciously 2. Changes in learning are continuous and functional 3. Changes in learning are positive and active 4. Changes in learning are temporary 5. Changes in learning aiming or directed 6. Changes covers all aspects of behavior

To carry out a learning process, the following conditions are needed:

1. Needs and readiness of people to learn In the learning process students have the need to master the things they learn, so that it has its own attraction. Likewise in a course as a necessity to increase their knowledge. Thus, students have the motivation to learn a lesson in developing their knowledge and abilities.
2. Learning Conditions In each learning condition there are at least things needed for the success of these learning activities, including stimulus learning, attention response reinforcement feedback, transfer and the ability to learn. This condition must be maintained in balance.
3. The response given by students learning is an active process. Moreover, students are not directly involved with the burden being studied, so the learning activities provide little benefit to students. This response includes attention, internal processes for information and concrete actions.
4. Consequences of student activities Consequences are the result of an action, such as success or failure of praise or punishment, and agreeing or rejecting an alternative such as this encourages students to strive in learning to enable themselves to get good learning outcomes. According to Gestalt theory: Learning shows a characteristic that is understanding. The meaning of understanding is to re-express things or impressions obtained from learning activities, so that finally students can find a way of solving learning problems.

The emergence of understanding depends on: a. Intelligence or ability of each individual intelligence b. Experience of learning activities c. Diversity of problems that arise in activities d. Do a lot of theoretical and practical exercises. Intelligence ability is the ability to achieve achievement. This achievement appears in many styles and styles of life. For example in the field of social interaction, business techniques and other worlds. This intelligence ability has stages of high, sufficient, and lacking by looking at this ability to know the success rate of each study.

In the process of learning the subject of learning activities it is very important to solve a problem that is faced seen from the similarity of experience that has been experienced. To solve a problem that arises in diverse learning activities students are required to solve existing problems by learning a lot of theory, implementing it in practice and experiments. So in learning in essence the important thing is the adjustment, which is getting the right response to solve the problem at hand. For that learning principles that need to be shown include: a. Learning based on the whole b. Learning is a process of development. c. Learn to have a transfer d. Learn continuously. c

In the principle of learning, students try to connect a course with others from the simple to the complete in accordance with the others with the development of the ability of the student. The ability of students in a subject that can be mastered can be transferred to another course.

The transfer of this ability is called the transfer of knowledge or from one to another. Transferring lessons is positive there is a negative. Positive transfer is that if the skills that have been learned can help to learn other skills. another.

For the transfer of learning, the lecturers and students should try so that the subject matter being studied is expected with other subjects that have a correlation. It is necessary to inform the subject matter with the right method as a provision to support learning other subjects so that the information needed can remind him again of a number of sources previously studied, in accordance with Thorndike's theory of transfer learning, namely: Transfer occurs from one situation to situation the other depends on the number of elements of the subject matter, the attitude of the method or the purpose that may be generated in both systems.

The results of learning are negative

To find out whether the success or failure of a given course is needed or not, it is necessary to evaluate the intended learning outcomes as the level of mastery achieved by students in participating in the learning program in accordance with the stated objectives.

So what is meant by learning outcomes is a change in students which includes changes, namely:

cognition, namely matters of science and knowledge, concepts and facts b. Effect of matters of personal, personality or attitudes c. Psychomotor, namely matters of behavior, skills or appearance Progress of student situations is assessed cognitively by paying attention to the weight of the cognitive aspects, affective, and psychomotor included in each course.

One of the principles of assessment states that assessment needs to be carried out on an ongoing basis. This means that the assessment of students must in principle be from the beginning of the lecture until the end of the semester.

To fulfill the principle of this assessment, it is necessary to do this through the following steps:

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Assessment of the initial ability to know the lecture. Assessment is carried out before the presentation of the material. b. Formal assessment that can be done both assignments to students. The formal assessment can be done to determine the level of mastery of students on the material and the teaching objectives of the unit. C. Midterm assessment conducted at the mid-semester stage or UTS (Middle Semester Examination). This kind of assessment is conducted to determine the progress of the student for half a semester that is.

Final semester assessment or UAS, namely the Final Semester Examination is conducted through summative tests. Assessment as the name implies, is done at the end of the semester or half of all courses are held. This assessment is done for multiple purposes, namely to determine the level of student learning and problems faced by students in an effort to master the objectives of the lecture. The results of this assessment need to be known by students through the Study Results Card (KHS). Likewise the method of assessment used by the lecturer should be notified at the beginning of the semester for students or before taking the test.

The success or failure of a student learning process depends on several factors, namely internal factors and external factors.

Internal Factor

This factor comes from self originating in carrying out the learning process. In this case how students place themselves in the learning process, so that the influence for success or failure of learning depends on intelligence, motivation and personal factors.

External factor

This factor comes from outside the individual who learns. These external factors include: Family, lecturers, friends, associations, institutions, learning tools and the surrounding environment.

Material of Business Communication Materials 1

Course material Business Communication 1 is taught namely: Communication in business, cross-cultural communication, Communication in teams, listening, business message planning, organizing business messages, revision of business messages, correspondence writing in business, correspondence writing.

Definition of Business Communication

Communication that occurs in a company is called business communication. In more complex and complex business communication. Communication that occurs in business can be in the form of internal, external, formal or informal communication, and can be both verbal and non-verbal.

Business communication, both verbally and in writing, has the following characteristics:

1. Messages are arranged for audiences who need information.
2. Business messages are prepared by considering time and

costs. 3. Business messages are arranged for more than one purpose. 4. Even if things happen that disappoint the business message is still well arranged To maintain a cooperative relationship with all parties, especially customers. 5. Business messages pay attention to the tone and influence on the audience.

Business Communication Ethics

Business ethics includes all relevant information, true according to all sense and relevant information, true to all, and helpless information.

Business ethics is a discipline method for applying ethical principles in studying and overcoming complex problems in the business world.

The business message compilation process generally consists of 3 stages, namely:

Message Planning

In this stage it is determined the things = the basic things of a message.

Message planning plans

- Setting goals
- Audience analysis
- Determination of main ideas
- Selection of media channels

Message compilation

Organizing and compiling documents starts with the preparation of sentence words, paragraphs, illustrations that will support ideas / ideas.

The preparation phase of this message includes:

- Organizing messages
- Formulate messages

Revise Message

The message that has been prepared is reviewed to ascertain whether the ideas / ideas expressed are adequate. More detailed examination is also carried out on the writing format, punctuation, and language marks.

Determination of Business Message Objectives

Business messages can create added value for the company. Messages delivered to other parties should be able to maintain and improve the company's image. Business Message Objectives, namely:

- Give information
- Persuading or persuasive
- Do collaboration or collaboration

Determination of the Ideas

There are 3 techniques to determine the main idea

Brainstorming

That is the determination of the main idea by allowing the mind to seek various possibilities for the main ideas freely, the ideas obtained in this way will be more varied, new, original.

The boss's instructions

In organizations that adhere to the system of seniority, implementers tend to ask for instructions from superiors in determining key ideas.

Habits

For relatively similar situations or repetitive events, certain basic ideas are relatively developed

Choice of Channels and Media

The selection of channels and media is very important in planning business messages. Business communication is very effective when using the right channels and media.

Oral communication channel

Oral communication is very much used in business, for example: conversations between two people directly, by telephone, interviews, speeches, seminars, discussions, meetings, training. Oral channels can be used if:

- Need feedback directly from the recipient
- messages are relatively simple and easy to understand
- No need permanent

Organizing messages well can be done well through 3 steps:

1. Establish key ideas / ideas
2. Group ideas / ideas
3. Decide on the pattern or sequence of ideas

Material of Business Communication Materials 2

The material taught in Business Communication 2 is: Report Making, Proposal Making, Making News, Ad Creation, Resume Writing and applications, interviews, talking and listening, meetings, Presentations, Negotiations, Memoranda of Understanding and Agreements

1. Business reports are factual and objective documents that are needed for the purpose of a particular business (Bovee and Thill, 2002, 476). The characteristics of a business report are: Neutral, impartial, objective, presenting data, arranged systematically, involving external and internal information, usually requested by parties who have higher authority, have clear objectives. The usefulness of business reports is: Communication, Documentation, Problem solving, answering a question.
2. Business proposals are writings that contain plans, or proposals to do a certain activity (Haryani 2001: 198), for example: getting a product, expanding a business, getting funds, and others. The objectives of the proposal are: monitoring, assisting the implementation of policies and procedures, meeting legal requirements, documenting the work done for the client, being used as guidelines for decisions on certain issues, obtaining new business or funding.
3. Release News is information that is designed in such a way as to reach a wider audience through public media or newspapers. News releases inform a number of subyakes relating to matters namely: New products, new employees, new services, other activities that are worthy of publication. Terms of Release Good news: Timelines, Proximity, Importance, Policy.

4. Adk is the process to provide information about something, generally the company's products to the general public by using certain media. Media used: television, radio, magazines, newspapers, internet, websites, blogs and others. Advertising functions are: giving information, persuading or influence, create an impression, satisfy activities, as a communication tool.
5. Interview is one of the most important ways for a company to recruit existing applicants. Interviews consist of initial stages and selection.
6. Meeting is a joint conversation to determine the policy taken from several opinions of the participants. Meeting functions are to unite perceptions, plan goals, solve problems, and make decisions. Meeting steps are: planning a meeting, determining the purpose of the meeting, carrying out the analysis of the meeting, arranging the format of the meeting. Meeting techniques, namely: presentation, consensus meeting, voting, and dialogue.
7. Presentation is a communication technique that conveys the message desired by the communicator to the audience expecting feedback from the media needed to achieve the communication objectives. Presentation functions, namely: as information, as knowledge, as an insight, skill.
8. Negotiation is a process of bargaining or exchanging the need for beneficial cooperation with each other. The purpose of Negotiation is: To solve existing problems, To bargain, To exchange something needed, For a mutually beneficial dialogue.
9. Memorandum of Understanding (MOU), is a legal action from one party to state its intention to the other party to something it offers or has.
10. Agreement is an event in which one of the parties promises to the other party or where both parties are mutually promised to do something, as stipulated in Article 1313 of the Criminal Code.

RESEARCH METHODOLOGY

The method used is a survey method with a correlation approach and uses post facto data which reveals existing data from the value of S1 Management majors in the period of 2014-2016 STIE YPBI Jakarta in Business Communication 1 subject is the pre requisite subject for Business Communication course 2, Population in this study is undergraduate students in the period 2014 - 2016 STIE YPBI Jakarta Department of Management with a sample of 20 people taken randomly. (Stratified random sampling). The Data Analysis Techniques are: Data analysis method consists of two parts, namely descriptive analysis and statistical analysis. Descriptive analysis is used to explain the effect of learning outcomes Business Communication 1 course with Business Communication 2. While statistical analysis is used linear regression test, Pearson Product correlation test Moment, Determination Coefficient Test, and hypothesis t test.

RESEARCH AND DISCUSSION RESULTS

In the results of this study the data obtained through data exposures from the results of student grades in Business Communication 1 and the results of the Business Communication 2 course then discussed the data obtained from

20 respondents after being processed with a Likert scale, which was taken randomly. The results are: $\sum X = 1490$, $\sum Y = 1530$, $\sum X^2 = 111750$, $\sum Y^2 = 117650$, $\sum XY = 114325$. For simple linear regression analysis the results are: $b = 0.46$, $a = 42.23$, then $Y = 42.23 + 0.46 X$. The results of the Simple Correlation Regression analysis are to find out how much the calculation of the correlation coefficient from the influence of the independent variable on the dependent variable, the result: $r = 0.51$. The results of the analysis of the determination coefficient, namely the results of correlation analysis can be continued by calculating the coefficient of determination, namely the calculated r value is squared and multiplied by 100%, $KD = r^2 \cdot 100\% = 26.01\%$. Hypothesis testing is to find out the significance of the relationship between the learning outcomes of Business Communication 1 with the results of the study of Business Communication subjects, namely the results t count = 2.511 while the t table with an error rate of 5% (0.05) samples 20 people and the result is t table = 2.101, then t count is greater than t table so H_a is accepted and H_0 is rejected, which means that there is a significant relationship between the results of the value of Business Communication 1 with the results of Business Communication 2 at STIE YPBI Jakarta.

Conclusions and Suggestions

CONCLUSIONS

After processing and analyzing the data collected through statistical tests, the conclusions are as follows:

1. The results of simple linear regression analysis are $a = 42.23$ and $b = 0.46$. From the results of simple linear regression analysis, the equation $Y = 42.23 + 0.46 X$, where the rise and fall of the Y value is strongly influenced by the value of X
2. The results of the analysis of the product moment correlation coefficient (r) from the statistical calculation obtained $r = 0.51$, which means that there is a relationship between the value of the results of Business Communication 1 with the learning outcomes of Business Communication 2 at STIE YPBI Jakarta.
3. The results of the Coefficient of Determination (KD) of 31.36% means that it can be seen that the learning outcomes of Business Communication 1 with the learning outcomes of Business Communication course are 26.01%, the remaining 73.99% are influenced by other variables not involved in this research.
4. In testing the research hypothesis the value of r calculated is 2.511 greater than t table 2.101 with an error rate of 5% (0.05), which means that according to the provisions of the hypothesis test such results are H_a accepted and H_0 rejected, which means there is a relationship significant between the learning outcomes of Business Communication 1 subject with the learning outcomes of Business Communication 2 course at STIE YPBI Jakarta 2014-2016.

Suggestions

1. Campus institutions should give lectures to students sequentially so the subject takes precedence as a condition for taking the next course.

2. Students take courses to pay attention to the ongoing levels regularly, so that there is a level of understanding from a simple level to a more complex level.
3. Lecture an agreement between one another to improve the quality of learning outcomes and provide a reasonable guarantee of the test scores

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