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Analysis of Communication Media Factors and Organizational Change Development on Integration between Business Cooperation Actors of Fakfak Regency's Superior Products

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Abstract

Communication media and organizational change development are expected to be the key to growing the integrity of business actors in Fakfak district's superior products in building a cooperation network. The purpose of the research is to determine the level of ability to utilize communication media and the expertise of business people in Fakfak district's superior products to move organizations in order to build business cooperation. The research began in May – December 2023. Descriptive research method with a combination of quantitative and qualitative analysis approaches. Data was obtained through a direct survey of respondents who had been deliberately determined. The data obtained are given a weight value based on the assessment indicators obtained from the results of the preliminary research. The validity and reliability of the data were tested gradually and in a structured manner using the triangulation and role sharing approaches. The results of the study are presented in the form of a spider web diagram equipped with an illustration of the shift share gap value, a root cause analysis diagram with a combination of weighting techniques, pearson correlation analysis, and a regression equation model obtained from the SPSS statistical device version 2.3.

Keywords: *Communication Media, Organizational Change Development, Business Cooperation.*

1. Introduction

The survival of an organization depends on the ability and progress of the organization to be able to adapt to changes in the environment, both to the internal environment and the external environment. The organizational environment as part of something is very infinite and can include the whole of the elements that exist outside the organization. But in reality, not all of these elements can have a direct effect on the organization. Sometimes the organizational environment can worsen and cause negative impact symptoms, if it does not run properly or the system is damaged. This can lead to organizational pathologies (organizational diseases) that result in business organizations not developing and fundamental changes must be made.

Developing a business organization becomes a necessity, where the leaders and management of business organizations can make fundamental changes depending on the needs of the organization to develop (Ok & Jaeseong, 2020). Business organizations need to develop themselves by doing various types of cooperation with many parties related to the business they are doing. This cooperation can strengthen business organizations. According to (Christofer & Memarista, 2019) entrepreneurs who want to develop and always survive must be able to provide the best to consumers, both in products and services. Cooperation with consumers is important for an entrepreneur to be able to help the success of entrepreneurs in running their business. Companies that work with consumers will spend less effort in terms of time and money to achieve certain innovations. In addition, this collaboration is not only carried out to consumers, but also to suppliers. Cooperation with suppliers is also important, because suppliers play a very important role in meeting the needs of raw materials for business processes run by entrepreneurs. Cooperation with reliable suppliers will result in a good understanding and understanding of the needs and needs of each party so that it can increase the company's income.

2. Material and Method

Descriptive research method with a combination of quantitative and qualitative analysis approaches. Data was obtained through a direct survey of respondents who had been deliberately determined. The data obtained are given a weight value based on the assessment indicators obtained from the results of the preliminary research. The validity and reliability of the data were tested gradually and in a structured manner using the triangulation and role sharing approaches. The results of the study are presented in the form of a spider web diagram equipped with an illustration of the shift share gap value, and a regression equation model obtained from the SPSS statistical device version 2.3.

2.1 Design Study

The data collection technique was carried out in stages consisting of: initial survey, preparation of research achievement targets, preparation of indicators, and preparation of questionnaires, as well as in-depth interviews with target data sources. In-depth interviews with the target respondents of the study, were also inventoried using a voice recording device.

The sample and research informants are parties who have qualified as candidates to be tested and should be suspected of being strong in meeting the criteria to become research respondents. The number of samples is predicted to reach 100 respondents.

2.2 Data Analysis

The source of data is provided directly by collecting directly from the object of distributing the questionnaire to selected respondents in the Fakfak Regency area.

Research data was obtained from interviews using questionnaires. The results of the interview are weighted in the form of numbers on a scale of 1 – 10. Considering that the origin of the data is information obtained from the results of interviews; Then the validity of the data was tested using the triangulation technique. According to (Alfansyur & Mariyani, 2020), (Bachri, 2010), and (Sa'adah, Rahmayati, & Prasetyo, 2022) stated that the triangulation technique is the most effective way to test the validity of data. With the help of this technique, the researcher can convince himself that the data obtained comes from an honest statement or answer. The results of the data weighting can be analyzed using statistical tools to find regression equation models. Through the regression equation, researchers can describe the results of the study and draw conclusions.

3. Result

Spider Web Analysis

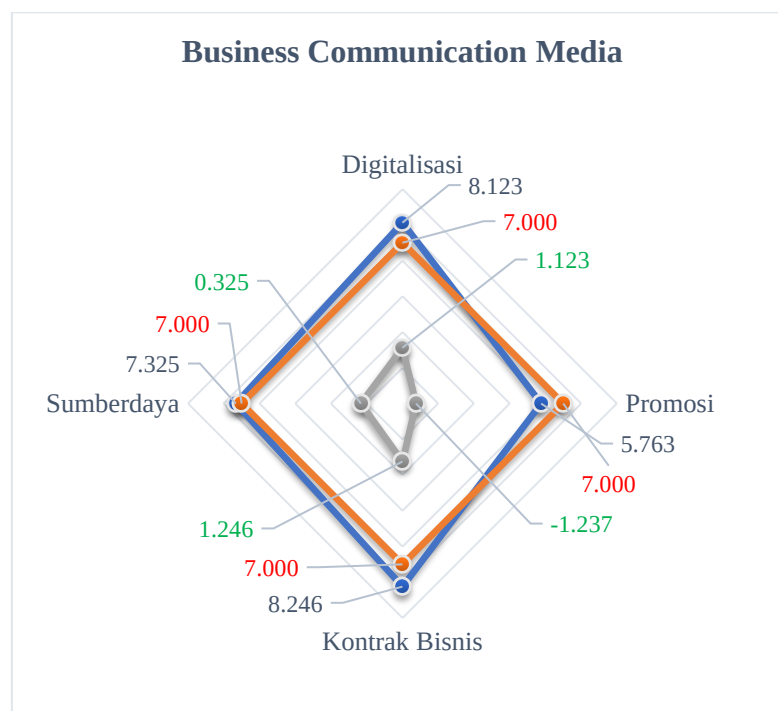


Figure 1. Spider Web Analysis

The promotion factor with a negative score (-1,237) shows that the existing promotion can still be improved in a faster time so that the integration between business cooperation actors of superior products can run well because the promotion factor can be carried out with integrity as expected at the standard value (7,000). The Digitalization Factor with a positive score (1.123) shows that the gap can still be increased in a faster time compared to the resource factor gap.

The business contract factor has the highest positive value (1,246), indicating that the gap can still be increased in a faster time than other factors.

Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,859	1,411		1,318	,190
Digitization	-,197	,089	-,226	-2,214	,029
Promotion	,411	,094	,727	4,361	,000
Business Contracts	,306	,096	,459	3,199	,002
Resources	,253	,060	,552	4,219	,000

a. Dependent Variable: Communication Media

The results of the data processing of Multiple Linear Regression analysts will be explained as follows:

$$Y = 1,859 - 0,197X_1 + 0,411X_2 + 0,306X_3 + 0,253x_4$$

- For the Communication Media variable (Y) has a constant of 1.859, meaning that the positive value indicates a unidirectional influence between the independent variable and the dependent variable. The high value of the constant indicates that if all of the X variables below are 0 (zero), then Y on average is 1.859
- For the Digitalized variable (X1) has a value of -0.197 if the variable (X1) increases by one unit, then Y will decrease by -0.197 assuming that the other variable is in a constant condition.
- For the Promotion variable (X2) has a value of 0.411 if the variable (X2) increases by one unit, then Y will also increase by 0.411 assuming that the other variable is in a constant condition.
- For the Contractbusiness variable (X3) has a value of 0.306 if the variable (X3) increases by one unit, then Y will also experience an increase of 0.306 assuming that the other variable is in a constant condition.
- For the Resource variable (X4) has a value of 0.253, if the variable (X4) increases by one unit, then Y will also experience an increase of 0.253 assuming that the other variable is in a constant condition.

Coefficient Analysis of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,456a	,208	,179	,381229

a. Predictors: (Constant), Resources, Digitalization, Business Contracts, Promotion

From the results of the test above, it can be explained that the R square is 0.456 or 45.6% which means that the ability of the independent variable to the dependent variable is 45.6% while the remaining 54.4% can be explained by other variables. Outside of the independent variables that are studied.

4. Discussion

To increase the integration of business cooperation actors for superior products in Fakfak district, communication media and changes in organizational development are needed through digitalization, promotion, business contracts and appropriate resources that are sufficient and supportive in business cooperation. With modern digitalization, it can improve communication

and be able to promote so that it can enter into business contract agreements so that it can get profits as expected.

5. Conclusion, Implication, and Recommendation

The results of the study show that in general, promotions, business contracts and resources for the integration between business cooperation actors of superior products in Fakfak Regency have been running well and have a positive value, this is needed to improve communication and change organizational development so as to be able to increase business cooperation of superior products in Fakfak Regency. However, it is not balanced with the digitalization system, which slows down the level of promotion and cooperation in superior businesses in Fakfak Regency.

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