



## BUSINESS COMMUNICATION STRATEGIES FOR DELIVERING MESSAGES TO BUILD CORPORATE IMAGE

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### Abstract :

*Communication plays a very important role in human life, including in the business world. In the context of modern business, communication is no longer one-way but has become a two-way process involving interaction, openness, and trust-building between companies and society. This study aims to understand and explain message delivery strategies in business communication to build corporate image. The method used is descriptive qualitative with a literature study approach, utilizing various sources such as scientific journals, books, and relevant articles. The results show that media and technology play an important role in supporting the effectiveness of business communication, both internally and externally. Media such as email, social media, virtual meetings, and digital platforms help deliver information quickly, widely, and efficiently. However, technological developments also carry risks, such as the spread of inaccurate information, making good digital literacy necessary. In addition, the role of Public Relations (PR) and corporate communication is very important in building and maintaining corporate image and reputation through open, consistent, and strategic communication. Communication strategies are also key in dealing with crises by selecting appropriate media, crafting clear messages, and determining the right target audience. Overall, well-planned communication strategies supported by proper use of media and technology can help companies build a positive image and maintain their reputation in the digital era.*

**Keywords :** business communication, communication strategy, corporate image, public relations, social media.

### INTRODUCTION

Communication is an important part of human life. Through communication, one can convey information, influence others, and build the same understanding. In social and political life, communication has a very



important role because it can form a society opinion or opinion. The communication strategy is not only about conveying messages, but also involves good planning, appropriate media selection, and a deep understanding of who is the target of the message. (Siti Hajar, 2024)

Today, business communication is no longer limited to conveying messages from companies to consumers in one direction. Communication has turned into a two-way process that requires interaction, mutual trust, and information disclosure. The company is not enough to only focus on selling products, but it must also be able to establish good emotional relationships and build a positive image and reputation in the eyes of the public. (Sifa Aurahman, 2025)

Communication provides information needed by each individual and group to make or make decisions. In order for a group to work well, there is a supervision of its members, encouragement and motivation to work, a place to convey feelings or opinions, as well as a clear decision-making process. Effective communication has a very important role in the success of an organization. In the midst of a continued change, the ability to convey information clearly and precisely is the main basis so that organizational activities can run smoothly and the set goals can be achieved. Therefore, effective communication in organizations is very important to note. It is necessary to understand the factors that influence the communication, as well as strategies that can be made to improve the quality of communication in an organization. (Bela Safitri, 2024)

Corporate image is a key factor in determining brand success. Profit-oriented companies strive to create a positive brand image by implementing Marketing Public Relations strategies, which involve planning, execution, and evaluation of activities aimed at increasing sales and customer satisfaction. (Puspita, 2019)

Public Relations (PR) develops as one part of management that has an important role in building relationships between organizations and society. PR is not only in charge of conveying information, but also composes planned and strategic communication to foster trust, creating mutual understanding, and building emotional relationships between organizations and stakeholders. One of the main things in PR practice is building a positive image and reputation. The image is a view or impression of the community towards an organization. This view is usually influenced by the way organizations communicate, symbols used, and actions taken. Imagery can be formed through media coverage, community direct experience, and opinions that develop in the social environment. (Ismatul Azizah, 2025)

## **RESEARCH METHOD**

This study aims to understand and explain in depth about the strategy of delivering messages in business communication to build the company's image. Descriptive methods are used to describe systematically facts and phenomena related to the use of media, technology, the role of public relations (PR), corporate communication, and communication strategies in the face of the crisis. The data used in this study comes from various literature such as scientific journals, books, and articles that are relevant to the topic of business communication, communication strategies, social media, corporate image, and organizational reputation. These sources are obtained from national journals and scientific references listed in the library list.

## **FINDINGS AND DISCUSSION**

### **1. Media and Technology in Business Communication**

Media and technology play a very important role in current business communication. In internal and external communication, both of them help companies convey information more clearly and efficiently. The following will be explained by various types of media and the technology used in business communication along with the benefits obtained from their use.

#### **a. Media in Business Communication**

Everyone involved in the business world needs to understand the importance of using communication media when interacting. Communication media is a tool for conveying information from the sender to the recipient. In the business world, choosing the right media is very influential on the success of the delivery of messages. Some examples of communication media that are often used include telephone, email, social media, meetings, and presentations. Each media has its own advantages and disadvantages. Therefore, it is important to adjust media choices with the purpose of communication and situations faced.

#### **b. Technology in Business Communication**

Technological developments have changed the way business communication, both within the company and with outsiders. With increasingly advanced communication technology, information can be delivered faster, more accurate, and reach more people. One example of technology that is often used is email. Through email, messages can be sent quickly and practically. Email is not only used for official communication, but also to share information and

documents with coworkers or customers, so the process of delivering information becomes more time-saving. In addition, the use of virtual meeting applications such as zoom and Google Meet are also very important, especially when meetings directly do not allow it to be done. (Riesna Apramilda, 2024)

## **2. The Role of Technology in Increasing the Effectiveness of Communication Strategies**

Technology has a very important role in forming public opinion in the current digital era. With the development of information and communication technology, the community can get information easier and easier. Now, people can access news from various sources only through a smartphone or computer. This makes the dissemination of information become wider and faster, so that it can affect the way of perspective and community opinion more effectively. One of the biggest roles of technology is seen on social media. Platforms such as Facebook, Twitter, and Instagram enable individuals and organizations to share information and communicate directly with many people. Social media is not only used to convey information, but also a place to discuss and exchange opinions. Through the interaction on the platform, public opinion can be formed because users affect each other.

The role of technology in affecting public opinion also has a negative side. Fast dissemination of information can cause fake news or disinformation. When information that is inaccurately spreads quickly on social media, this can confuse the public and affect their opinion negatively. Therefore, it is important for users to have good digital literacy in order to distinguish between valid and not information. (Syaesti2, 2024)

## **3. The role of PR (Public Relations) in building a company's image and reputation**

The image and reputation of the company is an asset that is not physically visible, but is very important for the continuity of the company. The role of the Public Relations (PR) is to build a positive image of the company by creating community trust through open and consistent communication. If the company has a good image, the community will have a positive view of the company. This can increase customer loyalty and strengthen the company's position in market competition. Good corporate image will help build a strong reputation in the long run. A good reputation can also be a protector when the company deals with problems or crises. This shows that the Public Relations (PR) task is not only conveying

information, but also maintains and maintains community trust in the company. (Sifa Audahman M. R., 2025)

#### **4. The role of corporate communication in building organizational image**

Communication is very important in carrying out various activities in the company. Through communication, the company can build relationships with stakeholders, namely parties that have interests or linkages with the company. If communication with stakeholders goes well, a harmonious relationship will be created, to be a force for the company, and helps reduce the occurrence of conflict. The system that regulates the process is called corporate communication. Corporate communication has proven to be a strategic tool for companies to build positive views in the eyes of the public and improve the company's reputation. (Aminah Miliani, 2025)

#### **5. Communication Strategies in Facing a Crisis**

Strategies are steps or ways designed to achieve certain goals. The strategy is part of a plan, while plans are made through the planning process. Planning itself is one of the main functions in management. In this case, effective communication strategies are needed to repair or rebuild the image of the organization. The strategy is done by choosing the right communication media, compiling appropriate messages, and determining clear and specific audience targets. (Aminah Miliani S. P., 2025)

#### **6. The Influence of Social Media in Managing Organizational Image**

In the era of increasingly advanced communication technology, satisfied or dissatisfaction from customers can quickly affect market conditions. Through the internet, customers can disseminate information, both positive and negative, to many people even throughout the world. Because customer requirements vary, product quality and decisions in choosing products can also be diverse. Therefore, companies need to understand the factors that affect product quality and customer decisions, according to the type of product or service they offer. In addition, the use of social media in organizational communication is very important to strengthen the company's image. Social media provides great opportunities for companies to interact directly with the community. However, on the other hand, social media also has challenges, especially in controlling messages submitted so as not to cause a negative impact. (Pramudita, 2025)

## **CONCLUSION**

Media and technology have a very important role in business communication. Communication media such as telephone, email, meetings,

presentations, and social media helps companies deliver messages more effectively, provided that they are chosen according to the objectives and situations faced. Meanwhile, the development of technology makes the communication process faster, practical, and is able to reach more people, including via email and virtual meeting applications.

Technology also plays a major role in forming public opinion, especially through social media. Information can be spread very quickly and influences the community's perspective. However, behind its convenience, technology also has risks, such as the spread of false news, so that good digital literacy is needed so that people are not easily affected by incorrect information.

In addition, the role of public relations (PR) and Corporate Communication is very important in building and maintaining the image and reputation of the company. Open, consistent and directed communication can create community trust, strengthen relationships with stakeholders, and protect the company when facing a crisis.

In a crisis situation, the right communication strategy is the key to improving and maintaining the image of the organization. The corresponding media selection, a clear message preparation, and the exact determination of the target audience will help companies deal with problems better.

Overall, media, technology, and well-planned communication strategies are well-known factors in building, managing, and maintaining organizational images in the current digital era.

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