

Emphasis On Communication As Key To Success Entrepreneurs Of Former Migrant Worker

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ABSTRACT

Many problems regarding migrant workers are not only when they work in another country, but when they return to their home country. In addition, there are also migrant workers who return without providing an increase in their family's standard of living because of their limited motivation. This is the focus of this research, which is expected to be a role model for other former migrant workers to be able to live more prosperously and be able to contribute to regional development after not returning to their country. This research uses a qualitative approach with a case study method, considering that not many former migrant workers have managed to restore their welfare and make a major contribution to their area. The results of this study explain that self-concept is the basis for building communication competence as a capital to become an entrepreneur. The next finding is the concept of entrepreneurship that is implemented using relationship marketing by emphasizing the communication approach, namely by establishing relationships with all publics who have an interest in the organization.

Keywords: Relationship marketing, communication, former migrant worker

INTRODUCTION

The phenomenon of migrant workers has been known since 1980. Southeast Asia and East Asia are regions that send many migrant workers. The sending of migrant workers is mostly done by developing countries, such as the Philippines, Indonesia, Myanmar, Cambodia and Sri Lanka(Direktur PPTKIS, 2019). On the one hand, they are heroes who bring in a lot of foreign exchange for their country. But on the other hand, there are many problems that

overshadow them (Bohning, 1991; Jureidini, 2010; Kapiszewski, 2006; van Ginneken, 2013). such as sexual harassment, rape, health, violence resulting in death and legal protection problems.

The problems that haunt migrant workers are not only when they are abroad, but when they have become former migrant workers and return to their country. (Hakim, 2011; Sulaiman et al., 2017). Several phenomena that also occur a lot, former migrant workers return to their countries without getting any benefits and bring other problems (Ford, 2006). For example, returning to their home country without receiving the payment they are entitled to, returning with a small wage because of the many wage deductions, returning in poor condition due to violent treatment from the employer, returning with a child after being raped by the employer (Wijayanti & Windiani, 2016; Sidiq, Rd. Siti Sofro, Jalil, A & Achmad, 2021). But from the many problems that haunt former migrant workers, there are also those who can return and build their original areas, through the experience and skills they have gained while working. (Arrazy, 2017). Ex-migrant workers can adopt the positive values of their former workplace, which are applied in their place of origin and bring success to them.

Of course this is not something easy. Given that not all migrant workers have skills that can be developed, or also in terms of capital (Jaya & Subrata, 2014; Sulaiman et al., 2017). As explained earlier, not all former migrant workers return to their countries with large incomes, which they can use as business capital (Yeni Apriana Anandari, Onitiya Sekarini, 2018). Not to mention the psychological problems that must be addressed if their country of work does not provide comfort in working (Hakim, 2011). Overcoming these problems, the government, through related agencies, has done a lot of empowerment for former migrant workers. But unfortunately the empowerment carried out has not been comprehensive, not even complete (Puspawati, 2015; Sidiq & Achmad, 2020). So far, the form of empowerment that is mostly done is by providing hard skills to become entrepreneurs for former migrant workers (Sulaiman et al., 2017). This training usually provides skills in creating products that are worth selling, to be marketed (Jaya & Subrata, 2014). Indeed, this is important as a provision of skills, but building motivation and other soft skills to become an entrepreneur is also important.

As we know, the work that many migrant workers do is work that requires physical strength, because they are employed as auxiliary workers. The mentality they have is only as workers, not as entrepreneurs. If they are not given motivation and soft skills in building their entrepreneurial spirit, it will be difficult to run their business in the future (Rakib, 2010). Because being an entrepreneur isn't just about creating a product and selling it successfully. But there are many problems that he must face for the progress of his business, and it all requires a strong mentality as an entrepreneur (Yuniarto, 2016, 2018). As a result, many of his efforts did not last long, due to his unpreparedness to become an entrepreneur. This is something that the government still doesn't see, because not all former migrant workers have an interest in becoming an entrepreneur.

This research discusses the success of former migrant workers in running a business. While previous studies have discussed the phenomenon of migrant workers in terms of government policies, legal umbrellas for migrant workers, protection of migrant workers, feminist cases for migrant workers, or the empowerment of former migrant workers, but

research on business management of former migrant workers is not only in terms of community empowerment. but has an impact on the region, has never been explored. This research is important to do to analyze how to build a business from former migrant workers that can be sustainable between the government, former migrant workers and the community. Even the business that is run can become a food self-sufficiency program in the area. So that the government and its people do not have to worry about a shortage of food stocks for the region. Through this business, ex-migrant workers actually get success and success compared to when they worked abroad. Through the business model generated through this research, it is hoped that there will be more ex-migrant workers who can build a stronger and more advanced real business than just empowering the community, so that ex-migrant workers are no longer marginalized with various problems.

METHOD

This research uses a qualitative approach with a case study method. The case study here is used to explore a case that is the object of this research. Where the case raised is the success of former migrant workers in building their business so that they can develop and become the foundation of government programs and build sustainable agriculture. This is what is unique in this case, where other former migrant workers only run a modest business. The process of collecting data using in-depth interview techniques, where researchers explore answers from sources by repeatedly checking data to get the same answers. Then from the results of the cross-check of data, the researcher reduces the data obtained to obtain the core data used for the analysis of this research.

RESULT AND DISCUSSION

As a former migrant worker, experiences in other countries have provided him with the tools to start his life in Indonesia again. Building prosperity as a former migrant worker is not enough just to be an entrepreneur. On average, former migrant workers who return from overseas with the results of their work tend to want to develop a business that is not only to improve their welfare in the area of origin, but can also have an impact on the surrounding environment. Therefore, many former migrant workers have built their businesses in the form of community empowerment. The knowledge he got from other countries was then transmitted to his environment to jointly develop the welfare of the surrounding area. But the problem is, there are also many empowerment programs that are not running well, because the business is not running well. This resulted in the participants from empowerment only doing their business when there was an order, the rest of the participants did nothing.

This can be realized because former migrant workers have a positive self-concept regarding their meaning. This is important, considering that self-concept is the first step in a communication process that aims to build a relationship. Self-concept is a way of how to view oneself positively, which will affect the communication process and self-character that appears during the communication process (Littlejohn & Foss, 2009). The better the self-concept it has, the better the communication process that exists (Barge, 2019). The former migrant workers in Sukabumi City, on average, have a positive self-concept, this can be seen

from their exploratory abilities in exploring experiences while working in Japan. A person with a bad experience tends to be reluctant to remember and bring back his past memories. Not a few former migrant workers who returned with depression conditions, closed themselves up so it was difficult to communicate and interact with the environment, due to psychological trauma that made their self-concept become less good. In contrast to former migrant workers in Sukabumi City, they actually explore their experiences while in the agricultural industry in Japan and then try to apply them in their regions so that agricultural products are more optimal. This means that the self-concept of former migrant workers has an important role in its success. This is in line with the concept of interpersonal communication, where self-concept plays an important role in the success of the communication process (Barge, 2019).

The second step is to form farmer groups. This farmer group was formed with the aim of supporting each other between farmers in Sukabumi and as a form of empowerment. The concept of empowerment is carried out not to assist the production process, but the concept of empowerment in the form of optimizing its natural resources. As in some areas have good livestock potential, then this potential is developed by building farmer groups to further strengthen the role of livestock in the area. So the empowerment that is carried out is not only increasing agricultural yields but the intended goal is to build food security in the Sukabumi area by optimizing all the potential of its natural resources. The concept of empowerment is carried out to build farmer groups in all sectors, agriculture and animal husbandry. But the most important thing is how to maintain the sustainability of agricultural land in order to always produce a constant and quality product. By trying to build farmer groups, sharing knowledge and motivation, trying to build a positive self-concept of each member of the group. This is reflected in the activities carried out together to exchange information and knowledge, thereby building motivation to be better together. A positive environment will make every individual who is in that environment also have positive values. This means that through this activity it is expected to spread positive values that will be absorbed by every former migrant worker who is a member of a farmer group to have a positive self-concept.

Building farmer groups is the same as maintaining product quality. In the marketing concept, according to Kotler, product quality is something that influences marketing strategy. The better the quality of the product, the better it will support in the product marketing process (Kotler, 2009). This means that in building relationship marketing, relationships are also built with a guarantee of providing the best product quality, not only in marketing (Grönroos, 2004). In this case, related to the products produced are agricultural products, the resource persons establish relationships with fellow farmers in their area. This is to ensure that every product produced has the same quality. This farmer group helps solve various agricultural problems, so that the results obtained from each farmer have the same and good quality and product standards.

The motivation was carried out in group discussions so that they were more closely related, and finally formed a farmer group. Motivation is given to prospective group members by using social exchange theory in group communication. Based on the theory of social exchange, each group member can be intertwined because they understand the role and benefits they get in the group as long as they interact (Littlejohn & Foss, 2009). Indirectly,

groups are formed by building the motivation of each group member, so that each group member understands the role of the group and the benefits they get when they interact. Ways like this are the process of transmitting a positive self-concept (Barge, 2019). Former migrant workers who previously had a poor self-concept, then through motivation and exchange of opinions within a certain time will change their self-concept for the better. Courage to express opinions, accept all input is the first step of a positive self-concept that will make the communication process go well.

These farmer groups merged into a combination of farmer groups based on their commodities, the combination of these farmer groups formed a larger association, namely the Sukabumi Farmers Association (APS). APS has succeeded in becoming a forum that directs the development of a positive self-concept of former migrant workers, which makes the communication process better. APS was formed as a form of empowering farmers in Sukabumi to fulfill the Sukabumi Regency market so that food self-sufficiency was realized by relying on the commodity potential of Sukabumi Regency. The familial nature that develops in Indonesian culture helps in building the success of former migrant workers (Mindarti & Anggraeni, 2020; PrawiraW et al., 2021) This association was also formed to facilitate the flow of communication from farmers to the government or vice versa. This is in line with the concept of empowering migrant workers in Taiwan. In essence, what makes these migrant workers able to improve their quality of life is how self-concept and motivation are built within them (Yuniarto, 2014, 2016, 2018) Good cooperation between the government and APS in building food self-sufficiency in Sukabumi district has made the region never feel a shortage of agricultural and livestock products. Because the government and APS focus on fulfilling the Sukabumi district market, when there is an excess of agricultural produce, it is distributed to areas outside the Sukabumi district.

APS builds relationships with various parties. These include the government and the private sector. The relationship that was built with the government aims to make it easier when the Sukabumi local government socializes all policies for farmers. In addition, all forms of feedback to the government related to the obstacles faced will be easier to channel because of the relationship with the government.

So far, the good relationship with the government has also become an impetus to cooperate with the government in shaping the product distribution market. All the support from the government and the hard work of APS in maintaining and producing superior product quality, resulted in a program of cooperation in fulfilling the local market. This is also supported by a strong commitment from the government to only use products from APS. If this concept is called relationship marketing as is widely expressed in economics, but its application is slightly different in the science of communication. Many previous studies have discussed relationship marketing in economics, but the focus of relationship marketing studies is more on customer management (Cruceru & Moise, 2014). Customers are the main key in carrying out relationship marketing, so that the CRM concept emerges (Karlsen et al., 2007; Ndubisi, 2007). However, the findings in this field show that the concept of relationship marketing is not only focused on customers, but with the entire public who has an interest in organizations or institutions, including one of the customers. Some discussion of relationship marketing also discusses if the relationship must be built with all stakeholders,

not only with customers (Karlsen et al., 2007; Payne et al., 2005). This means that relationship marketing in the communication concept requires greater effort, considering that it is important to keep the public's attention on the organization. So the organization must make a public specification that is intended to build relationship marketing so that every message conveyed becomes more directed to the public. Therefore, the public is usually made specifications based on geographic, demographic and psychographic (Aruman, 2015).

When this concept was applied by the APS organization, it turned out to show that public management will produce good quality products so that they can be well received by consumers. Aps conducts relationship marketing by managing each of its publics, especially from the psychographic side, so that there are publics who have the same goals and motivations in developing their organizations. The concept of relationship marketing is carried out by building cooperative relationships between the government and the private sector to continuously improve product quality, as well as product absorption in the market. The role of the government and the private sector to help shape the market for APS, as a form of support for the progress of APS. This collaboration is a form of communication skills possessed by each APS member in building relationships with all stakeholders.

This explains if the relationship is not customer-oriented. Various discussions about relationship marketing always explain how important it is to manage customers, to build the concept of CRM (Sheth, JN; Parvatiyar, 1995). But it turns out that relationship marketing can be more effective by managing the public of the organization. Not just managing stakeholders, but managing the public much more effectively. Considering that the public has an interest in institutions based on intuition built by the public itself, it is different from stakeholders determined by the institution who may not fully have an interest in the institution..

The APS organization builds organizations with various parties, including fellow workers, former migrant workers, the government and the private sector. This is based on how to manage the public so that they can have the same perception and goals as the APS organization, which is to build Sukabumi City as an Indonesian food barn. Through the communication competence of each member of the APS organization, the relationship that is built is getting better, because every message can be received and delivered properly. This means that communication is the main key in building relationship marketing.

CONCLUSION

Relationship marketing is not only about managing customers, but there are other parties who have the same concern as customers for the organization, they are called the public. Every public should be managed by communication so that it has the same goals and perceptions as the organization. This means that communication has an important role in building the concept of relationship marketing. The results of this study explain that self-concept is the basis for building relationship marketing. Communication is not only about the process of delivering messages to each public, but the communication process starts from the self-concept that is owned by each member of the organization as a communicator in the communication process. Every effective communicator must have a positive self-concept.

Like the members of the APS organization who have a positive self-concept about their condition as former migrant workers. A positive self-concept is very important because individuals with a positive self-concept will become individuals who are open to receiving all information and new knowledge, and able to share motivation with other members of the organization. So that a positive self-concept does not only affect each member's self but also affects the progress of the organization. Then, this positive self-concept will support the communication ability of every member of the organization to interact and establish relationships with the entire public of the organization, not only to consumers. This means that the communication skills of each member of the organization are closely related to their success in establishing a relationship, which is the basis of relationship marketing.

LIMITATION AND STUDY FORWARD

The drawback of this research is that it has not been explored specifically how specific communication techniques are in building relationships with each public. This will be an opportunity in the future to be able to continue research on relationship marketing in terms of communication. I hope that this research will continue to develop as an effort to develop marketing communication techniques that continue to evolve.

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