Identification of Communication Trends in Business Practices Efforts to Increase Productivity and Smooth Communication in the Workplace: Review What Evidences Say

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A R T I C L E I N F O	**ABSTRACT**
	Successful communication in the workplace is one of the goals of communication in every organization, government, and business. This study identifies the trend that has occurred recently along with the emergence of business communication technology which replaces the conventional method of communication by switching to an exciting way of communication that reaches all employees in every company and organization. To expedite the discussion of this work, we have conducted a series of searches for evidence from published scientific field studies. So that the study evidence data can answer the problems of this study, we conduct an in-depth study involving data coding and evaluation and in-depth interpretation to get an answer that can answer the problem with the principle of validity and convincing. After analyzing the data, we can conclude that many workplace trends have improved communication between employees by utilizing trending technology applications such as digital collaboration applications, unified video conference, mobile device communications, cloud applications, and several other applications that are becoming increasingly popular that keep trending at work today. Thus, it is hoped that these findings will be helpful in the study of communication in other workplace organizations and further studies.

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INTRODUCTION

Since business communication technology emerged and continues to develop, tools that support communication are increasingly trendy, which used to rely only on email communication but are now transformed into beautiful and effective communication among companies and offices (Cornelissen, 2020). Identifying modern communication equipment is very important because communication between companies has a significant impact on organizational productivity and success plus now the technological era has innovated the civilization of business life so that we like it or not, we have to adapt to the increasingly trending communication model so that it can increase communication productivity between workers. Furthermore, when a company is ready to

welcome the era of technology-based communication, the company finds a unique way of communicating. The company must embrace new lodges that improve communication fluency and work ethic, especially when thinking about the success of future employer communication (Guffey & Loewy, 2012). So for reasons of the importance of understanding, let alone applying effective communication between businesses and government offices, it is better to try to find out what trends in communication have been used in various business circles which are believed to have been able to improve communication in the workplace and others (Kent et al., 2016).

The world continues to advance. The computing world has been known for several years and has developed into a metaverse. Through the metaverse, everyone can connect more intensely (Tidd & Bessant, 2020). Business people can also use the metaverse as a work environment, visit, or do various exercises. The presence of metaverse innovation changes many parts of daily life, namely the pattern of correspondence. The use of metaverse innovation will create another correspondence pattern that utilizes the latest tools' help. It would be better if business people also follow this direction to have the option of winning the opposition in the field of employment (Roco et al., 2011). Today's specialized devices effectively spread data across multiple individuals. Not only convey, but this unique tool can also transmit data. Mechanical advancements turn conventional specialized devices into modern, more functional, and faster devices. Special officers can convey messages more quickly, are on target, and know many people. An illustration of today's cutting-edge specialty instruments is the web-connected PDA. The web makes it easy for people to get all the data. Innovation is also an element of human progress. Regarding correspondence, people use innovation to make tools and advances, such as the advancement of link-based correspondence media (Ahlstrom et al., 2020).

We can see the emergence of various communication technology devices with high-level technology. This is driven by the human need to deal with problems encountered in a short time. Pebisnis can see their face with that person, but now they can communicate over long distances by showing the face or vice versa (Aceto et al., 2019). Now the emergence of social media, which is used to make it easier between nations or the world to conduct cultural exchanges. The emergence of print media, with the existence of print media, is very helping people in their old lives; with print media, people do not bother to spread information or get information. The Covid-19 pandemic presents challenges in communicating in the workplace. Restrictions on physical interaction, and mobilization to public areas, make companies limit employee attendance or the application of working from home. This has an impact on communication gaps and business productivity. However, the application of technology can be a solution. Academic and digital communication expert Soto-Acosta, (2020) said, apart from the current pandemic, it is time for companies to optimize the use of technology in the scope of the workplace and the way they work. "This includes all lines of business, from home industries to large corporations.

Financial experts imagine organizations should not get caught up in old excitement or trends and must urgently complete computerized change. This aligns with industry 4.0 (Chishti & Barberis, 2016). "For Indonesia, this is important given that it provides a valuable opportunity to accelerate the achievement of Indonesia's vision of becoming the top 10 countries with the most powerful economies on the planet. Deloitte research in the digital workplace report states that organizations with solid online technology applications have 7 percent higher productivity than those without knowledge. However, change must also be supported by changes in the mindset and emotional state of the company to adjust to the new way of working and how individuals, groups, and leaders interact with each other. In addition, company management must also be keen to determine the most appropriate platform type. Browning, (2012) says that the right mix of board and stage is a way to create one view from all organizational representatives on how innovation turns into a scaffold for working on the quality and viability of correspondence. business stages with different coordinated highlights because clients can do different things, such as creating and

modifying reports, receiving messages, sending messages, overseeing plans, making decisions, and video conferencing. One of the main elements is that it is not difficult to work (Lakhal et al., 2013).

Before understanding the continuity of communication emerging in the metaverse world, managers want to understand what they meant in the first place. Metaverse is famous because Facebook CEO Mark Zuckerberg coined it (Sparkes, 2021). Throughout the novel, Stephen describes the metaverse as a 3-layer virtual reality where everyone's symbols reside. Through symbols, everyone can do many exercises in the metaverse. While there have been depictions of the metaverse world in Neal Stephen's books, there has not been a generally accepted meaning of the metaverse recently (Allam et al., 2022). However, the world's innovation industry professionals agree that the metaverse is a computerized environment that allows individuals to complete various exercises. The particular current instrument is the modern media used to communicate messages from the message source (communicator) to the recipient of the message. The innovation component illustrates the main difference between conventional specialty equipment and today's specialized instruments (Sykownik et al., 2022). Today's specialized devices often depend on power, signal organization, and other mechanical contacts. Today's specialty instruments have a wide range. Similarly, today's specialized devices generate complex data or messages, for example, containing messages, images, and moving images. Today's specialized instruments also allow people to trade data quickly, even if they are far apart (Park & Kim, 2022).

This technological change is undeniable; one must expect or adapt to changing times marked by technological changes in their personal and organizational tasks (Schwarzmüller et al., 2018). Instructions for increasing potency with the device. In order not to be out of date when the development of the world of data and correspondence innovation runs very fast. That this data and correspondence innovation is straightforward, fast, practical, etc., this data and correspondence innovation has a positive side but also a negative side that must be watched out for (Brivio et al., 2018). People who proficiently increase their potential to gain valuable something both in this world and in the grand universe, which does not cause harm to the planet, can become pessimistic (Meng & Zhang, 2022) working on data and correspondence innovation capacity, including methods of utilization and utilization to develop the capabilities of Indonesian youth in the future—being a versatile individual and like a dinosaur, a ruler, an utterly mighty force in his time, but at the same time being annihilated today.

Not having the option to adopt, needing to adapt to the current situation, data and correspondence innovation have mushroomed in all layers and areas of society. Purwanto & Mangku, (2016) interpret "Indonesia is an archipelagic country isolated by waters and innovation is very important, which helps in getting administration." By 2020, Indonesia will be 267 million. However, the population on mobile phones reached 338.2 million or 124%, web users 175.4 million, and web-related 64%. Then based on sources from 2020, it is said that the age of web-based entertainment clients in Indonesia, 59% or 160 million, is prepared from a framework perspective and follows changes (Saputra, 2020). So Indonesia sent what is known as a computerized change program, a program of community needs to realize an independent Indonesia. Public authorities, through the Ministry, focus on computerization change from 4 points of view; the first to look at is the foundation, explicitly completing the upgrade level framework for providing administration (Glaser et al., 2015).

Then the second from the regulation section is to create, energize and fabricate the environment and expand cooperation in the field of data correspondence and information assurance (Hina et al., 2019). The goal is to encourage the economy, especially for the advancement of Indonesian human resources, so that they can compete on the world stage. Judging from the seriousness of computerization or the developed world, Indonesia is number 56 out of 62 countries. Very low because Indonesia is considered a ton that does not have adequate education for the local area. With these conditions, as the largest market, but seriously take steps to turn into a market and may lose the opportunity to feel the significant impact of innovation. The most effective way to

take advantage of low seriousness is because low advanced skills compromise Indonesia, ranging from hazardous substances, belittling discourse, and misrepresentation. Everything is easy to present, so communication and informatics have been sent to develop public computerization capabilities or digital creation (Collen & Ball, 2015).

Based on the description of the problems above, at this time, digitalization has infiltrated various parts of human life. In this way, the dominance of advanced innovations, e.g., the web, is essential so clients can take the most extreme advantages (Olson et al., 2022). The current condition is that many computerized room clients are still ready to receive data without the ability to understand and handle the data correctly. Therefore, they are powerless against exposure to false data or lies. In connection with this, in this study, we would like to gain an in-depth understanding of how the trend of changing communication patterns, including application trends that are generally used in the organizational work environment, so that these changes and trends create new understanding for many parties, academics, policymakers and business practitioners in the business field in the era of technology in all sectors of life (Riddell & Song, 2017).

RESEARCH METHOD

We repeat, this study aims to see scientific evidence about trends in business practices to increase work productivity in the era of all-technology (Silverman, 2020). We believe that communication factors determine the success of work, so good communication follows what is currently going on in a work arena. To understand communication trends in business and government organizations, this study provides evidence from scientific evidence published in various books and paper articles that raise issues of effective communication that are trending in communication productivity in the workplace (Hennink et al., 2020). After collecting the queen's data related to this study, we sorted it with an approach from 2010 to 2022, searched by electronic search, and examined it with a phenomenological approach.

In studying, we involve a data coding system evaluating and interpreting in depth so that the findings are genuinely valid in answering the problem (Morse, 2015). The design that we report in this study is qualitative descriptive, where this study under a phonological approach seeks to understand issues related to effective communication among companies and offices in the digital era. In breastfeeding, we explain the steps and strategies for how we carry out this study, which we start by identifying the problem of data search, data analysis, and discussion, and finally, we report it (Nardi, 2018).

RESULTS AND DISCUSSIONS

In this part of the findings, the article will describe the results of identifying good communication trends in business practices. In this section, the results we present are supported by evidence from field studies which will smother these findings.

Communication with application in the workplace
The sophistication of cloud computing technology in corporate business communications. The development of highly advanced cloud computing technology is part of improving the communication business in the era of automation. This trend of cloud communication use is undeniable, including one implemented in Ukraine, where this software is. Which serves communication in international business, a business innovation "Bitrix 24," where this communication technology trend model is realized by combining opportunities for coordinating communication processes in business in companies. This project is understood to constitute a large part of the language in Europe using the tools of the social intranet environment (Kopishynska et al., 2016).

Baptista et al., (2020) said that the progress of digital applications and the transformation of corporate communications is a work configuration of digital applications that are now becoming more trendy among modern business people. The reason is that communication technology in the workplace is believed to be more effective today than previous communication technologies. This is because instrumental assistance to support business work in offices has since become a matter of pride in the development of communication within the company in line with the progress of the tradition (Lombardi & Secundo, 2020). Companies are now more accessible with strategic communication in the workplace than ever before by developing various digital applications that facilitate work involving digital configurations that are reportedly becoming increasingly trendy. So their findings highlight the challenges for corporate organizations in catching up with all technological changes, which of course, have an impact on the framework of reference so that it requires a fast response dynamically and broadly based on the goals and expectations of the company to be achieved. So with this picture as workers in a digital-based environment, company leaders will undoubtedly see the impact of using this technology for a communication quality approach so that they can see it as an opportunity, not as a risk related to digital transformation and innovation in corporate communications (Ahmedova, 2020).

Brahma et al., (2020) designed a communication framework to welcome the industrial era 4.0 by organizing digital-based workplace communications. The aim is to familiarize the communication framework used in executive environments designed to prepare employees for digital cloud computing communications in a digital technology-based workplace (Rosa et al., 2022). The findings of their study show that digital workplace communication raises new challenges such as fragmentation of workloads, resulting in communication breakdowns between work team members. Communication facilitation also allows employees to feel the impact of technology-assisted employee team collaboration for smooth communication. Learning from their work will help design more collaborative and immersive work experiences in the future. Their study also has social implications, namely virtualization and automation of communication in the workplace which allows an appreciation of the inherent challenges and the application of more effective communication technologies in the workplace (Lilian, 2014).

The digital-based workplace communication model enables the collaboration of research work in universities. So the digital workplace application is a virtual application that has now introduced a modern version of the workplace that used to be traditional communication where employees could communicate from anywhere using any device (Bakar et al., 2018). One of them is Myra, a Malaysian research assessment tool used as an indicator of the performance of researchers at various state universities. This communication is categorized as communication, the highest standard that allows universities to develop research communication that fellow academics can enable virtual communication (Stevens et al., 2021).

To achieve digital-based communication in this very sophisticated era, not all universities can carry out the best communication, and this is due to their inability to prepare digitally, which functions to publish not just communication but can communicate the results of their scientific work among academics (Henderson et al., 2017). Therefore, their study clearly shows that the challenge ahead is how to strengthen communication between academics by using digital applications. In this case, this communication is closely related to the performance of the authors between investments. Therefore the publication of research in digital-based workplaces needs to be highlighted together, which in the future will develop applicable communication models for the higher education environment with strategies and collaborations to strengthen communication. So this is one of the technology-based communication models used to facilitate communication in the workplace, namely in universities (Owens & Hite, 2022).

Digital application and workplace communication
According to Cho & Lee, (2022) the digital transformation trend and innovation for effective communication in the workplace is a flow coworking device. This was added when the world was

hit by the Covid-19 pandemic, which has led to the communication of innovative ways of managing the business in the modern era, including hybrid tasks, which enable transformation in all digital sectors in the workplace (Bouncken et al., 2021). The trend of digital-based communication is designed to increase the productivity of communication related to obligations and effective business management. The results of polls with clients and analysis of communication cases seem to achieve their goals where survey respondents were found to reduce the length of time spent ensuring smooth communication through the application of technology and trapping tools that are easy to apply (Burchardt & Maisch, 2019). The ongoing case report shows how Flow's colleague instruments are adding to driving a computerized workplace. Our investigation of Flow's advantages and client experience shows that these collaborating instruments are fundamental for computerized change so associations can establish half and half workplaces, which are the basic work design after the Covid-19 pandemic (Qiu, 2021).

The integrated communication model allows it to occur in the work environment (Williams & LaBrie, 2015). Their findings ascertain how developments in technology applications for efficient integrated communication work environments enable rapid changes in the new technology era. This low-cost, 24-hour workplace communication technology enables employees to engage in tasks in a never-cable way. Mobile devices, internet network infrastructure, and a robust unified communications platform enable work independent of location, time, and high cost. This communication technology provides a catalytic tool to reorganize communication in the workplace from start to finish; the explosion of the bring own device trend in recent years has caused offices and companies to rethink the use of communication technology in innovative and productive environments (Bello et al., 2018).

Learning from the way communication during a pandemic
Confinement and social separation during the Covid-19 pandemic limited guest admittance to medical services associations. Substitute types of distant correspondence were required that utilization of videoconferencing applications sloped up to interface loved ones with their friends and family. Videoconferencing innovation is fundamental for medical services conveyance during the pandemic. Suppliers should know patient privacy and chance administration while utilizing web-based entertainment. Partaking in the passing experience can prompt attendant distress and burnout. Due to detachment and social evacuation to stay aware of a patient and staff prosperity during the Covid-19 pandemic, a decision the eye to eye association was required. Clinical specialists worked with fundamental patient-family correspondence. Video conferencing applications assisted socially isolated families with a partner passing on loved ones. This article will explore the usage of these renowned applications (Bleakley et al., 2022).

Jeong et al., (2016) said this study endeavors to recognize representatives' views of utilizing cell phones and their apparent work execution when they utilize them for their work at a lodging. Taking on the idea of self-viability from Bandura's social and mental hypothesis as a theoretical foundation, this study extends its reasonable system by including two exogenous factors: work pertinence and self-adequacy, working with the condition as a mediator, and three endogenous factors: saw work execution, work fulfillment, and representative maintenance to examine representatives' mental acknowledgment of the cell phone in the working environment. Discoveries of this study demonstrate that representatives feel sure to utilize a cell phone at the lodging, think the cell phone is an essential instrument for playing out their work better, and find out the utilization of the cell phone further develops their work execution, prompting expanding position fulfillment as well as maintenance with the ongoing association longer. Curiously, no massive contrasts are found in representatives' discernments and mental way of behaving of involving cell phones in the inn by their work position and division. Conversations and ideas for future exploration are given (Davis et al., 2000).

Yang et al., (2022) said that metropolitan computerized twin, this paper concocts original metropolitan information obtaining plan, signified by cooperative, dependable occasion transport

(Credit), that conducts miniature size detecting goal in metropolitan conditions. CRET depends on battery-fueled sensors with Bluetooth low-energy (BLE) modules and the intelligent cell phones that individuals heft around metropolitan spots. Nonetheless, the conventional information obtaining plans with versatile help experience the ill effects of BLE's unfortunate correspondence channel nature. In this way, accomplishing sufficient dependability of occasion observation is extreme. Subsequently, create uses hearing-based joint effort among sensors to further develop the information conveyance proportion. It additionally could uphold dependable transmission over cell phones, notwithstanding rapid moving. A proof-of-idea shows that the dependability is worked on by the catching wind of and cooperation among sensors against low-channel conditions and a high moving rate of cell phones, i.e., 30 km/h, and the sky is the limit from there (Di Francesco et al., 2011).

As per Onwuagboke et al., (2015) the honest review lobby, the instructors' run-of-the-mill workplace continues to change due to instructive advancements. In Nigeria and all around, educators are trying to advance from the genuine homeroom to the virtual review corridor typified by cooperative, nonconcurrent, and blended instructive movement systems. These advancing troubles can be improved by locally making a cloud-based passage for the instructors to master new development. Along these lines, the survey settled on ways to deal with using a cloud-based section for overhauling PD activities of development educators in Nigerian Colleges of Education and setting them up for the emerging virtual homeroom. Two hypotheses and investigation inquiries considering instructive transport capacities and companion joint exertion coordinated the survey. The number of occupants in the audit contained 81 development educators in the three Nigerian Colleges of Education. The survey was used for data grouping (Onwuagboke et al., 2015)

Besides, the respondents used a secretly worked cloud-based doorway made by the researchers and presented in the educators' PCs to confer bits of knowledge on instructive transport and companion collaboration. The cloud-based entrance gave the stage to the respondents to have a three-week itemized understanding before noting the review. The repeat count, mean and standard deviation were used to address the two assessment requests, while ANOVA and t-test estimations were used to test the hypotheses. Notwithstanding different things, the examination found that the features of the cloud-based door that can work on the movement from physical to the virtual review lobby integrate exact composition for a blog/support/correspondence, permission to the rich substance (downloadable/associated), retrievability of informational record/materials, got specific gadgets for peer correspondence. The survey assumes that without a sound and organized progress program, the development educators will track down the arising virtual homeroom as a relaxed environment, and the students will be a conclusive disappointment (Connelly & Clandinin, 2006).

Business Communication in marketing trends
According to Intezar, (2017) communication that supports business marketing in the era of digital technology has become the most effective trend and strategy. Effective communication in marketing today is inseparable from challenges that need serious handling, so outdated business practices that are full of obstacles must be anticipated. Communication trends must create an effective one, and companies must use new policies according to current needs that have proven effective. Technological changes are increasing, and communication in dealing with marketing must reflect the impact of changes towards communication advancements and are relevant in the digital era (Freberg, 2021).

It is necessary to change not only working tools for marketing but also the mindset of obsolete ways of communicating that are removed so that the impact of advanced information and technology can be felt. Advances in technology in the field of communication, of course, increasing business interactions between consumers and producers as well as integration of ways and trends of business marketing communications will bring changes to the business objectives in terms of profit levels as well as the impact of communication. However, superior marketers must

undoubtedly change the perspective of what they used to do to interact and recognize new impacts and implications for strategic communication by shifting the power base of technology that advances communication (Price, 2015).

The utilization of innovation in correspondence in the clinical region was from India (Karusala et al., 2020). This paper takes a gander at WhatsApp use by clinical guardians in India. From one side of the planet to the other, individual visit applications have astounded the workplace, and clinical benefits are no specific case. In the facility setting, this raises issues around how visit applications are composed into crisis center work and the aftereffects of including such confidential gadgets for work. To determine these requests, we coordinated an ethnographic examination of visit use in clinical overseers' work in a tremendous multi-specialty crisis center. By taking a gander at how the visit is embedded in the facility, rather than focusing on individual usage of individual gadgets, we enlighten the gathering of individual devices at work expressly what happens when such contraptions are taken on and used like they were various leveled devices. In doing so, we make sense of their impact on preliminary work, the jerk of work into individual time, and how request and predominance are out in advancement use. As such, we feature the meaning of looking past individual gathering by data workers while focusing on the impact of individual contraptions at work (Banks et al., 2020).

CONCLUSION

Finally, we can conclude the main points we discussed above where the critical content is supported by the facts of field studies that, on average, see how communication transformation close to technology occurs in businesses and organizations. Through evidence supported by scientific studies, we believe these findings are valid and interesting to serve as a new understanding of the realm of communication in the all-digital era in the workplace.

We repeat the critical points we have collected, including communication with application support in the workplace, which has become very trendy nowadays, such as using various digital applications. The point is to make communication effective. Other points that we got include that digital applications and typical workplace communications are indeed part of the digital transformation where the innovation is as long as communication is effective using various existing devices. Furthermore, we also summarize that digital-based communication was tested in many ways when the world was hit by a pandemic from which there have been many communication changes.

The point is that this pandemic has not only brought companies but because it also teaches us how to feel and communicate between employees at the company in the end. We find that corporate communication does not only occur between employees but also with crayons where communication trends in marketing businesses also use various technology applications, the point of which is how communication can enable companies to establish relationships with consumers and various tools. Existing communication. These are the essential points that we have obtained, supported by evidence from the study of language field scientists, in the hope that this study will create a new chapter in understanding communication between workers in organizations. We realize that in addition to advantages, there can also be disadvantages; therefore, helpful feedback is expected to improve the study in the hopeful period.

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