

# Young Generation Ready to Work: Communication Skills Enhancement Training Model to Attract Customers

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## ABSTRACT

The purpose of this study was to explore the impact of communication training on the skills of young people in Jember Regency, East Java, Indonesia. The method of this training activity used a qualitative approach by collecting data through in-depth interviews and observations during communication training conducted in Jember Regency, East Java, Indonesia. The results showed that the training was effective in improving participants' skills in public speaking, active listening, and communicating through digital media. Evaluation of participants showed consistent increases in self-confidence and the ability to convey ideas effectively. These findings emphasize the importance of investing in communication skills development as an integral part of individual development and social progress. The results of this study provide a strong foundation for the expansion and improvement of communication training programs in the future, with a focus on the integration of digital technology and adaptation to the diverse needs of participants.

**Keywords:** Communication, Customer, Training, Young Generation

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## 1. INTRODUCTION

Good communication skills are essential in various aspects of life, both personal and professional (Razali et al., 2023). This ability allows individuals to convey ideas, instructions, and feedback clearly (Aldo et al., 2024), reducing the possibility of misunderstandings that can hinder team productivity (Mangundjaya, 2022). Effective communication also helps build solid working relationships and improve cooperation between team members (Yuditio et al., 2024). On the other hand, in personal life, good communication skills allow a person to establish harmonious relationships with family and friends, manage conflicts more effectively (Rakhmaniar, 2023), and express feelings and needs in a constructive way (Widyastuti, 2017). In addition, this ability also plays an important role in self-development, because by communicating effectively, a person can more easily accept and provide constructive input (Tiara & Khotimah, 2023), and adapt to various social situations (Ahmad, 2019). Therefore, good communication skills not only help in achieving goals and solving problems, but also improve the overall quality of life (Tanjung & Nababan, 2019). To improve good communication skills, training is a very important step (Fitri & Pransiska, 2020; Oktivere & Wirawan, 2020). Communication training can cover various aspects, from public speaking techniques, active listening, to how to write clearly and effectively (Rengganawati, 2024). Through this training, individuals can learn how to convey messages appropriately and efficiently, and understand how to interact with different types of people and situations (Azzahra et al., 2023). In addition, training can also help increase self-confidence, which is key to communicating effectively (Rachmawati & Ananda, 2022). By taking communication training, a person can gain the tools and strategies needed to overcome communication barriers, such as

nervousness or difficulty in formulating words. Furthermore, this training can also include simulations and hands-on practice, allowing individuals to practice in a supportive environment and receive constructive feedback (Prestiana & Septian, 2022). Therefore, investing in communication training not only improves individual skills but also brings long-term benefits to careers and personal relationships (Ikaningtyas et al., 2024).

Communication skills are essential to attract customers, because effective communication is key to building strong relationships and trust with customers (Binrany et al., 2024). In a business context, good communication allows companies to understand customer needs and wants, and provide appropriate and satisfying solutions (Budiari, 2023). Through clear and persuasive communication, companies can convey the value of their products or services, explain the benefits, and answer customer questions or concerns in a convincing manner (Fitriyani & Pudail, 2023). In addition, good communication skills also help in handling complaints or criticisms in a constructive manner, which in turn can increase customer loyalty. In today's digital era, where interactions often occur through various channels such as email, social media, and live chat, the ability to communicate effectively and in a friendly manner is essential to creating a positive customer experience (Olifia et al., 2024). Therefore, investment in developing communication skills not only increases the ability to attract new customers but also retain existing customers, which is a key factor in business growth and sustainability (Detta et al., 2024).

In Jember Regency, Indonesia, improving communication skills is essential to attract customers and advance local businesses. With good communication skills, business owners can more effectively explain their products or services, attract potential customers, and build long-term relationships. Communication training for business owners in Jember can include public speaking techniques, active listening, and the use of social media and digital technology to interact with customers. In the local context, this training can also be tailored to local culture and customs, so that the communication carried out is more relevant and well received by the community. With effective communication, business owners in Jember can better understand customer needs and preferences, and provide more personalized and satisfying service. This not only helps attract new customers but also retains existing customers, which ultimately increases local competitiveness and economic growth.

If communication training is not carried out, various problems can arise that have a negative impact on business and personal relationships. In a business context, without communication training, business people may have difficulty conveying messages clearly and effectively, which can lead to misunderstandings and decreased service quality. This can leave customers dissatisfied and eventually switching to competitors. In addition, a lack of good communication skills can hinder teamwork, reduce productivity, and create internal conflict. In personal relationships, the inability to communicate well can lead to difficulty expressing feelings and needs, which can ultimately lead to conflict and relationship breakdown.

The purpose of this training activity is to improve the communication skills of the young generation in Jember Regency so that they can interact more effectively, both in professional and personal contexts. This training aims to develop clear and persuasive speaking, active listening, and writing skills. Thus, participants are expected to be able to convey ideas and information better, reduce misunderstandings, and build stronger and more harmonious relationships. The benefits of this training are very broad. In the work environment, improved communication skills can increase team productivity, strengthen cooperation between members, and facilitate more constructive conflict resolution. This training also helps participants understand customer needs and desires better, thereby improving service quality and customer satisfaction. In personal life, participants will be able to express their feelings and needs more clearly, which can improve interpersonal relationships and reduce conflict. Overall, this communication training not only helps participants achieve their personal and professional goals, but also improves the quality of interactions and relationships in various aspects of life.

## 2. METHODS

This activity was carried out from April to March 2024. The implementing team of the activity were Lecturers from the Mandala Institute of Technology and Science. The participants of this activity were the young generation in Jember Regency, East Java, Indonesia, totaling 25 people. The activity was carried out in three stages (Sulistyan, 2021), namely planning, implementation and evaluation of the activity. In the planning stage, the implementing team will identify the needs of the participants through surveys and interviews, prepare a relevant training curriculum, design a detailed schedule, and recruit participants from the young generation in Jember. The implementation stage involves providing theoretical material on effective communication, practical exercises and simulations to apply the theory, and mentoring and mentoring sessions to hone the skills of the participants. In the evaluation stage, the effectiveness of the training will be assessed through questionnaires and interviews with participants, direct observation during practical exercises, and the preparation of an evaluation report that includes the results of the training and recommendations for future improvements. Through this method, the training can significantly improve the communication skills of the young generation in Jember Regency.

Data analysis using qualitative methods aims to understand the meaning and interpretation of the observed phenomena, as well as to explore in-depth insights from the perspective of the participants. This method involves collecting data through in-depth interviews, participant observation, and document or text analysis. In communication training in Jember Regency, qualitative analysis was used to understand participants' experiences and perceptions of the training. The analysis process began with the transcription of data from interviews and observation notes. Next, the data were analyzed using coding techniques, where key themes and patterns were identified. The researcher then grouped and interpreted these themes to reveal insights into how the training affected participants' communication skills. Techniques such as thematic analysis, narrative analysis, or grounded theory can be used to organize the data into meaningful narratives. The results of this qualitative analysis will provide a rich and contextual picture of the effectiveness of the training, challenges faced by participants, and areas for improvement. This approach allows the researcher to capture the nuances and complexities of participants' experiences, so that they can provide more precise and in-depth recommendations for future training program development.

## 3. RESULTS AND DISCUSSION

### 3.1. Results

The communication training activities carried out by lecturers from the Mandala Institute of Technology and Science in Jember Regency from April to March 2024 went smoothly and successfully. This training was attended by young people from various backgrounds in Jember, who showed high enthusiasm to improve their communication skills. In the planning stage, the implementation team conducted surveys and interviews to understand the needs of the participants, prepare a relevant curriculum, and design an efficient training schedule. Participant recruitment was carried out well, resulting in a diverse group of participants who were ready to take part in the training with enthusiasm.

The implementation stage of the training included providing theoretical material on effective communication techniques, practical exercises, and simulations to apply the theories that had been learned. Mentoring and mentoring sessions provided by lecturers and facilitators helped participants hone their communication skills. Participants showed significant improvements in their public speaking, active listening, and communication skills through digital media. They also felt increased confidence in communicating, which had a positive impact on their interactions in professional and personal environments.



**Figure 1.** Communication Improvement Training Activities  
Source: Results of Community Service Activities (2024)

In the evaluation phase, feedback from participants was collected through questionnaires and interviews, as well as direct observation during practical exercises. The evaluation results showed that the training was very useful and successfully improved participants' communication skills. Participants reported that they felt more confident and were able to communicate more effectively. The evaluation report also identified several areas for improvement, such as additional practical sessions and more real-life case examples. The training activity successfully achieved its main objectives and had a significant positive impact on young people in Jember Regency. Recommendations for future training include increasing interactivity and more individual support to ensure all participants reach their maximum potential.



**Figure 2.** Post Training Activity  
Source: Results of Community Service Activities (2024)

### 3.2. Discussion

The results of the communication training activities carried out in Jember Regency showed satisfactory achievements in improving the communication skills of participants, especially the younger generation. Through a structured and comprehensive approach, participants succeeded in developing speaking skills, active listening, and communicating effectively in various contexts. This can be seen from the significant increase in their confidence in conveying ideas and interacting with others. The application of the techniques taught, such as the use of appropriate

body language and time management in speaking, had a positive impact that was immediately felt in everyday communication skills.

In addition, this training also succeeded in building better relationships between participants and instructors. Mentoring and mentoring sessions not only provided practical guidance but also created a supportive environment for experimenting and learning from mistakes. This allowed participants to develop unique and authentic communication styles, which suited their own characters and different situational needs. However, the evaluation of this activity also identified several challenges faced, such as varying levels of participation among participants and the need to further strengthen content that focused on digital technology and social media. Therefore, to improve the effectiveness of future training, it is important to continue updating the curriculum and teaching methods, as well as considering the various preferences and learning styles of participants. Thus, this communication training not only provides practical skills, but also helps prepare the younger generation to face the challenges of communication in the ever-changing and evolving digital era.

The results of this training activity consistently support the findings of research conducted by Sulistyan et al. (2023), which confirms that effective training can significantly improve participants' abilities. The communication training held in Jember Regency not only provides theoretical understanding, but also provides direct experience in developing communication skills. By utilizing a practice-focused approach, such as public speaking simulations and active listening exercises, participants not only gain new knowledge, but are also able to apply these skills in real situations. Evaluation of this activity shows that participants experienced a significant increase in self-confidence and the ability to convey ideas clearly and persuasively. These findings reflect the importance of investing in the development of communication skills in various environments, both professional and personal, to ensure that individuals can compete and adapt in an increasingly complex and globally connected world. Thus, this training not only confirms but also strengthens the evidence that a practice-based approach to effective communication learning can have a real and sustainable impact on participants.

#### **4. CONCLUSION**

Communication training conducted in Jember Regency has succeeded in improving participants' abilities in various aspects of communication. This finding is consistent with previous studies showing that effective training can have a significant positive impact on participants. The evaluation results showed a significant increase in participants' confidence and practical skills in communicating. Although the training results showed satisfactory achievements, this study has several limitations. The main limitations include the limited sample size and the relatively short duration of the training. In addition, the evaluation was only conducted at the end of the training and did not consider the long-term impact of this training on participants. To improve the effectiveness of future training programs, it is recommended to expand participant participation, including including more age groups and different backgrounds. It is also important to involve ongoing evaluation to measure the long-term impact of the training on participants' communication skills. In addition, the integration of digital technology in learning can be improved to better support participants in facing the demands of communication in today's digital era. With these steps, it is hoped that communication training programs can continue to develop and provide maximum benefits for the younger generation in Jember Regency.

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