The Role of Information and Communication Technology in Corporate Communication Management

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ARTICLE INFO	ABSTRACT
Keywords: Information and Communication Technology (ICT), Communication Management, Company	In an ever-evolving digital era, companies increasingly recognize that ICT has a significant impact on the way they communicate with various stakeholders, including employees, customers, investors and society at large. This research aims to investigate the important role of Information and Communication Technology (ICT) in the context of corporate communication management. This research will use qualitative research methods with descriptive methods. The results of this research show that Information and Communication Technology (ICT) plays a crucial role in corporate communication management. ICT has changed the way companies communicate, making it easier to communicate internally and externally quickly and efficiently. In addition, ICT allows companies to monitor business developments in real-time, manage data efficiently, and improve operational efficiency, which can ultimately result in cost savings and increased profitability. In addition, the role of ICT in Customer Relationship Management (CRM) helps companies understand and meet customer needs, improve customer service, and build customer loyalty. Overall, ICT is an irreplaceable asset in improving company performance and growth.
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1. INTRODUCTION

Companies that want to remain competitive in this modern era fully understand the importance of information technology in various aspects of their operations. Information technology is no longer only considered as a tool, but as the main foundation that allows businesses to operate effectively and efficiently (Aprianto, 2021). In every aspect of business, from supply chain management, marketing, to customer service, information technology is the backbone that supports various activities (Mukhsin, 2020).

The application of information technology allows companies to automate routine tasks, increase data accuracy, and speed up decision-making processes (Hijrasil et al, 2023). With fast and easy access to data and information, management can identify opportunities and challenges earlier, so they can respond more quickly to market changes. Apart from that, information technology also allows companies to increase interactions with customers through digital platforms, improve customer experience and build loyalty (Suprihadi, 2020; Sulastri & Achmad, 2022).

Not only that, information technology also plays an important role in optimizing company operational costs. Through business process efficiency and better resource management, companies can save time and budget (Rumetna, 2018). Information technology also facilitates internal and external collaboration, allowing work teams to work together from various geographic locations, and share information instantly (Taty & Yulianto, 2016).

In a world that is constantly changing and fiercely competitive, companies that apply information technology wisely will have a significant competitive advantage (Febrianti et al, 2023). They can leverage data to make better decisions, provide better service to customers, and achieve greater efficiency in their operations. Therefore, investment in information technology is no longer an option, but a necessity for companies that want to remain relevant and competitive in an ever-growing market (Septanto, 2016)

The application of Information and Communication Technology (ICT) in corporate communication management has become a very important element in modern business strategy (Satriya, 2019). Companies that want to be successful must not only have quality products or services, but must also be able to communicate effectively with their various stakeholders (Irawan 2017). ICT has opened up new opportunities and changed the paradigm in terms of corporate communications. In corporate communication management, ICT allows companies to create faster, more efficient and more interactive communication channels with employees, customers, investors and the general public (Setiawan, 2017). By using digital platforms, such as company websites, social media, and cloud-based applications, companies can easily disseminate information, manage content, and understand stakeholder sentiment (Rizqiyah et al., 2021).

In addition, ICT also allows companies to monitor their communication performance in real-time through data analysis. This provides valuable insight into how company messages are received by the public and other stakeholders, so that companies can make immediate improvements and adjustments if necessary (Suhendra et al, 2021). Moreover , ICT also enables companies to adopt personalized communications. By utilizing customer data, companies can deliver messages tailored to individual preferences and needs, increasing engagement and positive responses from customers (Ardiansyah, 2023).

The application of ICT in corporate communication management is not only about following technological trends, but also about increasing the company's competitiveness and relevance in an ever-changing market (Mustikarani & Irwansyah, 2019). This allows companies to stay connected with their stakeholders in a more effective, efficient, and personalized way, which in turn can yield significant benefits in the form of business growth, better brand image, and stronger relationships with customers and other stakeholders. (Rerung, 2018).

A fundamental question arises: can the use of Information and Communication Technology (ICT) in corporate communications management really improve the way companies communicate with various related parties, such as employees, customers, investors and the general public? This is the main focus point of this research, which aims to explore whether the application of ICT can increase the effectiveness of companies' communication with their stakeholders.

Based on this, this research has an important objective to investigate the role of ICT in corporate communication management and identify its impact on communication effectiveness and relation and competitive business context.

2. METHOD

This research focuses on a descriptive-qualitative approach, where researchers analyze the thinking process inductively and understand the dynamics of the relationship between observed phenomena in the context of the role of ICT in corporate communication management. The qualitative approach emphasizes exploring hidden meanings behind reality, and descriptive methods are used to provide systematic, factual and accurate descriptions of the phenomena investigated (Moleong, 2014; Yulianah, 2022). The aim of this research is to produce an in-depth picture of the object under study. Data collection in this research involved primary and secondary data sources. Primary data was obtained from the informants involved and related documentation, while secondary data came from sources such as books, journals and other related research. The data analysis technique used is descriptive analysis, where data obtained from various sources is processed and described in detail. This analysis involves information from various sources, including literature, interviews, and field data, which is ultimately used to formulate conclusions related to the research.

3. RESULTS AND DISCUSSION
Information and Communication Technology Concept

The Information Technology Association of America (ITTA) defines information technology as the science that studies the design, research, implementation, support, development and management of information systems. Information technology is based on computer hardware and software. Information technology is not limited to the use of electronic communication tools. In fact, this technology was developed as software that can change, process, store, protect and obtain information

using safe methods. This function is what has made many companies start implementing information technology in all aspects of their operations (Rachmadi, 2020).

Most of industrial history contains notes about technical developments, changes in the tools or machines used and so on, which is more than the development of information technology. The new tools or machines in question only have an impact on the physical elements of the company's activities. The discovery and use of new machines in this era of revolutions did not have a big influence on human processing, information processing was still only done by humans. Now the balance of speed of technological progress has changed. Now the technology for processing information is developing faster than the development of technology for physical activities and the costs are getting cheaper. The costs of storing data, processing data and disseminating results continue to decrease rapidly (Rachmadi, 2020; Sidiq et al., 2021).

The information technology revolution causes people to quickly find out about news and also quickly send news, thus creating effective communication. People try to respond to it, improve what exists, improve it and create new things. And a series of developments occurred. The information revolution not only changed the process of obtaining news, making difficult things easy, but also gave birth to tools, techniques and machines made in other places that were known and understood clearly from information (from descriptions and paintings in magazines, TV, leaflets and so on). In the industrial revolution, trains shortened the time required for travel, including news travel, from several days to several hours. Now the information technology revolution is shortening that time even more drastically. News can reach the entire world within minutes through rapid news of various discoveries. Thus the information technology revolution affects various aspects of life.

In this framework, for example, a machine for recording employee attendance at the workplace was created, therefore it is said that the information technology revolution has a strategic role. If the use of other new technologies (which are not information technology) is only a tool replacement without causing significant changes to various important aspects of the company, including procedures, then the use of information and communication technology causes many changes in various aspects of the company's activities, including procedures. .

Information and communication technology greatly influences every element of the value chain, changing the way value activities are carried out, as well as changing the relationships between these activities. Information technology makes long distance communication easy. And it also causes information about consumer conditions, raw material prices and market conditions in all countries to be known easily and quickly. This helps make opening company branches easy, not only within the country but also abroad. This is how information and communication technology causes changes in work, expanding areas of competition and in the way products are made. Information technology that supports communication. Examples include telephone, telegram, telex, fax, newspapers, magazines, and so on. A communication technology that is widely used and has great support for the information technology revolution is that computers can be used as special typewriters that can be used to process words, form thinking, including simulations, apart from that, computers can also be used to design information, including designs and paintings.

Corporate Communication Management Concept

Communication management is a management activity to manage the success of communication goals. Communication, according to Wilbur Schramm (1964), is a group of people who can form a relationship and each individual in it shares information with each other. Communication plays an important role in forming a group, in this event humans will enter into activities in the form of a community. As Tannen has stated, we need to be together so we don't feel lonely and feel community.

Management uses communication for purposes namely planning and monitoring. Planning is an effort carried out before carrying out an activity. The objectives will be set by the planning must be achieved with these activities. Therefore, the management communication system has an important role in efforts to achieve its goals, so the use of the management communication system must be related to modernization efforts, but in the process this will only occur if benefits are obtained from advances in science and technology. The role of the management communication system, leaders can

include other people who solve problems and are jointly responsible for achieving organizational goals (Nugraha, 2018).

The process in communication management can be interpreted as the process of coordinating reception or insight resulting from relationships between individuals. Communication skills will be achieved by understanding ideas and concepts in a variety of environments. In terms of managing an organization or company, Irwin added that the activities of managing the management of an organization or company cannot be separated from corporate communications activities, because both are part of the application of management functions. This is in accordance with the idea of management as "as the process and getting done through and with people" and communication "as a process of interrelated elements working together to achieve a desired outcome or goal", communication management can be interpreted as a structured process between company members who involved in carrying out management tasks through a communication process between or more individuals so that they can achieve the desired goals. In realizing the implementation of the event, the event implementation committee needs to carry out communication management. This research is based on the theory of Robert E. Simmons in (Prabowo, 2020) which is explained through four stages called managerial planning, namely:

The implementation of communication management into the activity system in organizations/companies by Robert E. Simmons (In Prabowo, 2020), is explained through four (4) stages called managerial planning, namely:

a. Reorganize large masses of information into simpler yet more meaningful categories. This stage aims to make it easier for members of the organization/company to understand and carry out work in accordance with the leadership's policies and directions.

b. Differentiate important information and eliminate non-essential information. This stage aims to select information about the work in such a way that the work implementer can prioritize work based on the level of information.

c. View problem-connected events, phenomena and concepts in an integrated context that makes it easier to make sense of, or explain what is occurring. Managers need this stage as an effort to create job specifications and distribute them to employees, in accordance with their authority and responsibility, and be able to anticipate possibilities that may occur.

d. Formulate a strategy that can serve as the basis for plans and their implementations. This is a stage that really determines the success of an organization/company in achieving its goals. The formulation of an appropriate and easy-to-implement strategy will create a conducive work atmosphere and encourage performance that satisfies employees and the organization/company. These four stages are the basis for the development and change of an organization/company.

The Role of ICT in Corporate Communication Management

Information and communications technology plays a more specific role in business activities and company operations. This role is of course related to the information technology function mentioned in the previous section. The following is the important role of ICT for corporate communications management.

a) Easily communicating

The presence of Information and Communication Technology (ICT) has brought fundamental changes in the way communication takes place in companies. Nowadays, communication is no longer limited to the exchange of letters or face-to-face meetings, but has been elevated to a higher level through various digital media. One of the main benefits of ICT is the ability to communicate with each other quickly, easily and efficiently. For example, through email or communication apps like Slack or Microsoft Teams, colleagues can quickly send messages, share documents, and collaborate in real-time without having to be in the same physical room. This increases efficiency and productivity within the team, allowing decisions and responses to changes to occur more quickly.

Apart from that, ICT has also opened the door to more efficient international communication. Thanks to digital communication tools, businesses can connect with business partners, customers and suppliers in various countries more easily. Information exchange, negotiations and project coordination can be carried out without time and distance constraints. International video conferencing and collaboration platforms enable virtual business meetings that are almost as if they

were in one physical room, saving travel costs as well as time. By leveraging IT wisely, companies can optimize their communications, speed decision-making processes, and achieve more positive results in an increasingly connected global marketplace.

b) Monitoring Business Development

The use of ICT in monitoring business developments has changed the way companies manage their operations. Through internet access, companies can easily monitor employee performance, observe operational processes, and collect data related to their business in real-time. This allows management to have better visibility into all aspects of the business, from sales and inventory to production efficiency. With this capability, companies can quickly identify emerging problems and take corrective action, preventing them from developing into more serious issues.

In addition, ICT also allows companies to implement automated monitoring systems, such as ICT-based supply chain management systems. With this system, companies can track the movement of goods, manage inventory, and respond to customer requests more efficiently. The result is increased operational efficiency, cost savings, and the company's ability to adapt to market changes more quickly. By leveraging ICT for business monitoring, companies can maximize their potential, reduce risk, and remain competitive in an ever-changing business environment.

c) Increase business operational efficiency

The role of ICT in enabling business operations to run more practically and efficiently is very much in line with the main purpose of ICT in the business world. Information technology was created to facilitate and increase productivity in various aspects of business activities. In this case, ICT not only simplifies operational processes, but also contributes to reducing operational costs which previously might have been higher. With ICT, companies can automate routine tasks, eliminate time-consuming manual processes, and optimize the use of resources. The result is increased efficiency, improved quality of service, and significant cost savings.

Moreover, wise use of ICT can also help companies increase their profitability. With more efficient operations, companies can produce products or services at lower costs, increase competitiveness in the market, and gain competitive advantage. In addition, ICT also helps companies analyze business data and market trends, enabling them to make smarter decisions and be responsive to market changes. Thus, the role of ICT in simplifying business operations and increasing efficiency is not only relevant to the purpose for which it was created, but also has the potential to bring substantial financial benefits to companies.

d) Data Management

ICT has become an important foundation in managing company data, which is often large and very valuable. With the help of ICT, companies can avoid the accumulation of cumbersome physical files and switch to efficient digital storage. Important documents can be easily scanned and archived in digital format, allowing companies to save physical space and reduce the risk of document loss or damage.

Data management systems integrated in ICT provide extraordinary practicality in searching and accessing data. With just a few clicks, employees can find the information they need without having to spend hours searching in physical files. In addition, ICT also enables easy and secure data sharing. Data can be quickly transmitted and accessed by other employees via appropriate platforms. Although data security is a primary concern, TI K also offers various encryption solutions and technologies to maintain data confidentiality and integrity. By adopting IT in data management, companies can maximize efficiency, productivity and security in managing their information.

e) Making CRM easy

ICT has changed the paradigm in managing customer relationships (Customer Relationship Management or CRM) in a significant way. In the past, communication with customers often required physical meetings or telephone communication. However, with IT, customers can connect with companies without having to meet them in person. Digital communication platforms, such as online chat or email, allow customers to easily ask questions, provide feedback, or file complaints. The advantage is that all these interactions can be automatically recorded and saved, allowing companies to monitor and analyze customer preferences, needs, and their interaction history.

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Additionally, the data collected from these customer interactions can also be used to personalize the customer experience. By understanding customer needs and preferences, companies can provide products or services that better meet their expectations. In other words, ICT has helped increase efficiency in customer relationship management, enabling companies to improve their customer service, and ultimately, increasing customer loyalty and business growth.

4.   CONCLUSION

Information and Communication Technology (ICT) has a very important role in corporate communications management. ICT has changed the way communication takes place in companies, enabling faster, easier and more efficient communication. In addition, ICT also monitors business developments better, helps identify problems, and enables faster decision making. The role of ICT in increasing business operational efficiency is very significant, by automating routine tasks and efficient data management. This helps companies reduce operational costs and increase profitability. Apart from that, ICT also makes it easier to manage company data with efficient digital storage and sophisticated data security. Lastly, ICT has changed the way companies manage relationships with customers through Customer Relationship Management (CRM). This enables more personalized interactions and leverages data to improve customer service and customer loyalty. Overall, ICT is an invaluable tool in optimizing corporate communications management, improving operational efficiency, and supporting business growth.

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