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## ChatGPT: Improving Communication Efficiency and Business Management of MSMEs in the Digital Age

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### Abstrak

Penggunaan TIK telah menjadi kebutuhan penting bagi semua sektor, termasuk UMKM. Komunikasi yang efektif dan efisien sangat penting bagi keberhasilan UMKM dalam berkompetisi di pasar yang semakin ketat dan dinamis melalui ChatGPT. Penelitian ini bertujuan untuk menguji potensi ChatGPT dalam meningkatkan efisiensi komunikasi UMKM. Fokus dari penelitian ini adalah kualitatif. Metode untuk mengumpulkan informasi termasuk memperhatikan dengan seksama dan membuat catatan rinci, dengan analisis selanjutnya termasuk reduksi data, visualisasi, dan kesimpulan. Studi ini tiba pada kesimpulan bahwa

pemanfaatan teknologi kecerdasan buatan seperti ChatGPT dapat memberikan manfaat besar bagi UMKM dalam meningkatkan efisiensi komunikasi dan pengelolaan bisnis secara keseluruhan. Dalam era digital yang semakin berkembang, penggunaan teknologi kecerdasan buatan dapat menjadi keuntungan bersaing bagi UMKM dalam mengembangkan bisnisnya.

**Kata Kunci:** *ChatGPT, Efisiensi, Komunikasi, Bisnis, UMKM, Digital*

### **Abstract**

The use of ICT has become an important requirement for all sectors, including MSMEs. Effective and efficient communication is critical to the success of MSMEs in competing in an increasingly tight and dynamic market through ChatGPT. This study aims to examine the potential of ChatGPT in improving the communication efficiency of MSMEs. The focus of this study is primarily qualitative. Methods for gathering information included paying close attention and taking detailed notes, with subsequent analysis included data reduction, visualization, and inference. The study arrived at the conclusion that the utilisation of artificial intelligence technologies such as ChatGPT can provide great benefits to MSMEs in improving communication efficiency and overall business management. In the growing digital era, the use of artificial intelligence technology can be a competitive advantage for MSMEs in developing their business.

**Keyword:** *ChatGPT, Efficiency, Communication, Business, MSME, Digital.*

## **INTRODUCTION**

The utilisation of information and communication technology (ICT) has developed into a fundamental requirement for all industries, including micro, small, and medium-sized businesses (MSMEs) (Subagja et al., 2022); (Sutrisno et al., 2022); (Supatmin et al., 2022); (Harahap, Sutrisno, et al., 2023); (Rijal et al., 2023) and (Sutrisno et al., 2023). Communication that is both effective and efficient is essential to the success of micro, small, and medium-sized enterprises (MSMEs) when competing in a market that is becoming increasingly competitive and dynamic (Kamar et al., 2022); (Diawati et al., 2023) and (Kraugusteeliana et al., 2022). Despite this, many micro, small, and medium-sized enterprises (MSMEs) continue to struggle with optimising their use of information and communications technology (ICT) (Harahap, Ausat, et al., 2023), particularly in terms of effectively communicating with their customers, suppliers, and other business partners (Ausat & Suherlan, 2021); (Hopia et al., 2023) and (Ferine et al., 2023).

A natural language processing model known as ChatGPT is capable of understanding human language and responding in the same language (Ausat, Massang, et al., 2023); (Kraugusteeliana et al., 2023) and (Fauzi et al., 2023). The technology known as ChatGPT has found applications in a variety of industries, including marketing and commercial communication (George et al., 2023). When used in business communication, ChatGPT has the potential to improve the efficiency and effectiveness of sending messages, responding to enquiries, and finding solutions to problems faced by customers (Dwivedi et al., 2023) and (Hassani & Silva, 2023).

As a result, the purpose of this study is to investigate the viability of ChatGPT as a means of enhancing the effectiveness of communication among MSME. This study will investigate how well ChatGPT can optimise interactions between micro, small, and medium-sized enterprises (MSMEs) and their customers, suppliers, and other business associates. It is believed that this research would provide a clearer understanding of the possible uses of ChatGPT in enhancing the communication efficiency of MSMEs. This will allow ChatGPT to assist MSMEs in improving the quality of their services, expanding their market reach, and increasing their profits.

## **RESEARCH METHOD**

This research utilises a methodology known as a desk study, where researchers do not collect primary data by conducting direct field research. To guarantee that the research would run smoothly, the researcher consulted a number of different reference materials. The research conducted for this study used keywords related to the topic discussed, specifically ChatGPT: improving the efficiency of communication and business management of MSMEs in the digital era, to search for relevant material in digital media and scientific archives. The research approach used by the authors was adaptive, which paved the way for the selection of relevant reference materials without requiring the authors to limit the search to specific journals or digital platforms. The reasons we present are supported by a variety of sources, including the journal sites Emerald Insight, ResearchGate, and Elsevier. The main focus of this academic article is on the role of ChatGPT in improving the communication efficiency and business improvement of MSMEs in the digital era. The focus that the author places on certain keywords helps to limit the scope of the discussion and promote logical coherence. Academic journals, essays, and publications that have been published between 2022 to

date are the main focus of this research. During the search, we used keywords to conduct searches across different publishing platforms. It is important to note that the only papers, journals, and publications that were considered highly relevant to the topic of ChatGPT and its relationship with communication efficiency for MSMEs to compete in the digital era were specific papers, journals, and publications. Other papers, journals and publications are considered irrelevant. This scientific paper consists of a total of 23 sources that are quite thorough.

The investigation that is now taking place was categorized as a type of qualitative study. The process of collecting data included the application of a number of different approaches, such as attentive listening and the detailed documentation of all pertinent information. The aforementioned approaches were utilized as a means of facilitating the inspection of the data, which was carried out by way of a process that involved the reduction of the data, the presentation of the data, and the drawing of conclusions. The primary objective of this study was to achieve a more in-depth comprehension of the literature review that was carried out as a component of this research endeavor. During the phase known as "data reduction," the obtained information was methodically organized, categorized, and culled in order to simplify the process of coming to meaningful conclusions and make the development of significant results more manageable. Because the data were so complex and varied, conducting an analysis of them was required even during the phase where they were being reduced. The purpose of the reduction phase was to ascertain whether or not the information was pertinent to the ultimate objective. At the outset, a total of 31 different sources were collected. The initial method resulted in the value of the numerical variable being changed to 23. In addition to that, the data will be provided via graphical illustrations. The current stage is the next step in the process of data reduction, and it is the stage in which the data set is carefully organized in a structured manner in order to promote comprehension and simplify the process of drawing conclusions. Written discourse, more especially in the form of field notes, is the kind of data representation that is utilized in this particular setting. Utilizing this approach to the presentation of data can result in increased productivity when it comes to organizing and arranging data in relational patterns. The process is not complete until the final stage, which is the development of conclusions based on the data acquired. This step marks the completion of the technique that we applied to the analysis of qualitative data. During this stage, we checked the outcomes

of data reduction and data presentation to ensure that they were consistent with the intended goal of the research. The objective of this stage is to derive meaning from the obtained data by identifying correlations, similarities, or dissimilarities, in order to build solutions to pre-existing problems that have been identified. The results that were drawn from the sources that were used are deemed to be reliable. The objective of this endeavor is to collect facts that are trustworthy and accurate, with the goal of enhancing comprehension as a result.

## **RESULTS AND DISCUSSION**

The utilisation of artificial intelligence technology is increasingly being carried out in various sectors, including in the field of micro, small and medium enterprises (MSMEs). One of the artificial intelligence technologies that can be utilised to improve the communication efficiency of MSMEs is ChatGPT. ChatGPT is a text-based natural language model that can conduct human-like conversations (Ausat, Suherlan, et al., 2023). This model was designed by OpenAI, an artificial intelligence technology company based in the United States. ChatGPT is powered by deep learning technology that can learn natural language patterns from millions of texts that have been analysed (Lund & Wang, 2023). In the context of MSMEs, ChatGPT can be used to improve the efficiency of communication between customers and business owners. For example, business owners can implement ChatGPT on their website or application, so that customers can ask questions or provide feedback easily and quickly. ChatGPT will answer questions and process customer feedback quickly, so that business owners can take the necessary actions immediately.

In addition, ChatGPT can also assist business owners in managing inventory and orders (Burger et al., 2023). By utilising ChatGPT's technology, business owners can obtain information about stock items, prices, and estimated delivery times quickly and accurately. This will help business owners to respond to customer requests more effectively and optimise their business processes. Furthermore, ChatGPT can also be used to obtain information on market trends and tendencies (Temsah et al., 2023). By analysing millions of data and information related to the products or services offered, ChatGPT can provide advice on appropriate marketing strategies and effective business tactics. In this case, ChatGPT can help business owners to make the right decisions in growing their business. Not only that, ChatGPT can also help business owners in

improving the efficiency of internal communication. By using ChatGPT, business owners can provide training and direction to employees easily and quickly. This will help improve employee work effectiveness and optimise overall business processes. In essence, the utilisation of ChatGPT can provide many benefits for MSMEs in improving the efficiency of communication with customers and overall business management. In the growing digital era, the use of artificial intelligence technology such as ChatGPT can be a competitive advantage for MSMEs in developing their business.

However, there are a few things to consider before utilising ChatGPT in MSME businesses. Firstly, business owners must ensure that the ChatGPT used is well-trained so that it can provide accurate and appropriate responses to customer needs. In addition, it should also be noted that ChatGPT cannot replace human functions completely, especially in situations that require complex judgements and decisions. Secondly, it is important to ensure the security of customer and business data. Business owners should choose a ChatGPT provider that can guarantee data security and customer privacy. This is especially important because ChatGPT can access sensitive customer and business information. Third, business owners also need to consider the costs involved in utilising ChatGPT. While ChatGPT technology can provide great benefits in improving the efficiency of communication and business management, the cost of implementing this technology can also be a factor that influences business decisions.

The most important thing that we can take away from the explanation that was provided earlier is the fact that, despite the fact that utilising ChatGPT can give numerous benefits for MSMEs, business owners need to examine several aspects before making the decision to deploy this technology. When these factors are taken into consideration, business owners have the ability to assure that the implementation of ChatGPT will have a beneficial effect on the expansion of their companies.

## **CONCLUSION**

Micro, small, and medium-sized businesses (also known as MSMEs) that implement artificial intelligence technologies like ChatGPT can reap significant benefits in terms of enhancing the effectiveness of their communication as well as their overall management of their companies. In an increasingly digital world, the utilisation of artificial intelligence technology can provide micro, small, and medium-sized

enterprises (MSMEs) with a competitive advantage in the process of expanding their businesses. However, before making the decision to use ChatGPT in their company, business owners need to think about a few different things, such as the cost, the quality of the ChatGPT that will be used, and the safety of their data.

One of the suggestions that can be made based on this research is that micro, small, and medium-sized enterprises (MSMEs) can think about using ChatGPT as one of the communication tools with their consumers. Second, in order for the MSME personnel to be able to make efficient use of ChatGPT, they require proper training. Third, when using ChatGPT, micro, small, and medium-sized enterprises (MSMEs) should be mindful of the privacy and safety of customer data. Third, the creation of a more complex and specialised ChatGPT for MSMEs has the potential to improve the efficacy of communication and aid MSMEs in more effectively satisfying the requirements of their clients.

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