



Benefits of The Telegram Application As Communication And Information Media For The CV Ardent Furniture Sales and Marketing Team

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Abstract:

This study explores the benefits of the Telegram application as a communication and information medium for the Sales and Marketing team at CV Ardent Furniture. Effective communication is essential for producing, distributing, and disseminating information, particularly in today's digital age, where various platforms such as WhatsApp, email, and online meeting rooms are commonly used. Telegram stands out due to its user-friendly interface and diverse features, making it a valuable tool for the sales and marketing team. This research aims to analyse the communication patterns among team members using Telegram, highlighting how it facilitates quick information exchange. The application enables the sharing of images, videos, voice messages, and documents, thereby enhancing collaboration and participation among team members. Utilising qualitative methods and an interpretive descriptive approach, the study examines interaction patterns within Telegram groups and the intensity of information exchange, demonstrating how this platform supports the operational needs of the Sales and Marketing department at CV Ardent Furniture.

Keywords: Communication Media, Telegram, Online Communication, Organisational Communication.

Paper Type: Research paper

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INTRODUCTION:

Communication media develops along with the development of information and communication technology, along with the times and society's communication patterns are also increasingly evolving. Communication models are also influenced by developments in information and communication technology. At this time, relations between communicators and communicants occur not only at the face-to-face stage, but also via telephone and via SMS, which are applications of technological adaptation. Currently, *the development of media (internet/online)* allows users to easily participate in sharing and creating content that suits their needs (Puti et al. 2018). Using media with the help of the *internet/online channels* also gives users the freedom to exchange information. Currently, in the era of information and communication technology, the interaction process between users also has minimal significant obstacles. In the current new era of communication, the types of *online media* that can be used by individuals to interact, exchange information and share also adapt to user needs. *Online* media is seen as a new medium for every individual to communicate. This makes social interaction a dynamic relationship, where in building these relationships each individual utilises media facilitated by information and communication technology in relationships between individuals and groups (Teknologi and Xiao 2018).

The internet era includes a very fast development pattern when compared to other information technology channels. Because, the internet

facilitates various ways to obtain information related to users. Data quoted via "*we are social-hootsuite*" in January 2021 shows that there has been a significant increase in internet usage by 59.5% or the equivalent of 4.66 billion users (Rafii Muhammad Ris Zikrullah and Oji Kurniadi 2023). This explains that the internet has become a primary channel for users to support all their activities and needs. It was proven that when the Covid19 pandemic era hit, the internet became the main thing for every individual, group, and even organization. Using the internet is also considered to make it easier and helpful in carrying out activities at that time. Therefore, communication activities mediated by this technology are important and have a big impact on communication activities.

Information and communication technology is used as an important tool that must be owned by individuals, groups and organizations. Because through this device, communication, coordination and compilation of documents that are considered important can be actualized more easily. Communication plays a very important role in interaction activities within groups, organizations, institutions, companies, etc., because cooperative relationships between individuals in the company influence the sustainability or success of a department or division in the company in completing work. The process of conveying messages in a group to members with the aim of informing, changing opinions or attitudes, behavior, either verbally or in writing occurs not directly but is mediated by communication devices/tools. (Effendy 2001). Therefore, communication within a company is considered very important as the basis for the success of a company. department or division that oversees a group

within the company. Communication within the company aims to increase the effectiveness of internal communication between staff and employees. (Ahda 2021). The existence of sustainable business performance between departments and individuals is an important indicator in building business construction that determines the success of an organization. CV Ardent Furniture is a *manufacturing industry* in the field of office chairs, growing rapidly since its presence in 2004 in Singapore under the name Ardent Office Furniture Pte Ltd. This business development is supported by management activities of industrial activities which are very dependent on the existence of information technology. Optimal company performance is demonstrated by the management of information and communication technology in the business, which can run smoothly by utilising technology *platforms* within the company to communicate with each other. Activities using this communication *platform* are used to obtain increased connectivity between departments in interacting where there are boundaries between humans, machines and other resources within the company, which are increasingly converging due to the existence of information and communication technology devices (Teknologi, Lingkungan Eksternal Terhadap Kinerja Bisnis Umkm Di Jakarta Melalui Adopsi, and Alfian Rapali dan Lydiawati Soelaiman 2019). In the fourth industrial revolution, technology can be utilised by companies not only in the production process but also in all business flows, enabling them to create digital business models that increase efficiency levels (Kemenperin, 2018).

Having good social relations between CV Ardent Furniture employees will help employees feel safe at work, so that a conducive working environment can be created. In the discussion room, it is necessary to come up with solutions through the interaction process that exists between fellow employees in order to improve the quality of employee performance. There is a harmonious relationship with co-workers in the form of effective interaction, to be able to provide motivation for employees to work towards the goal of success with the company (Basit et al. 2022). The majority of CV Ardent Furniture employees are active *smartphone* users, shown by the intensity of *smartphone use* at every opportunity, both during work activities in the office and outside work hours. *The smartphones* used by employees have an impact on behaviour, both positive and negative. The more frequently an individual uses *a smartphone*, it will affect a person's sensitivity in responding to social interaction activities in that environment (Matic Osmani and Mayora-Ibarra 2012). However, this situation can also be adapted by company management in managing the interaction process between employees within the company, so that company communication operations for the sales and marketing team are able to apply the *Telegram platform* as a channel for operating groups, starting from decision-making, to team activities in collaboration (Taylor, Fieldman, and Altman 2008).

The comfort and convenience of *smartphones* is a positive thing in terms of social interaction, for example, long-distance communication to help employee activities in coordinating and communicating with other departments or groups in different locations. Even though it can have a

negative impact from using *smartphones* while actively working, the author conducted research on communication and information technology via the *Telegram application* on the social interactions of the sales and marketing team with the aim of finding out the information transaction process on the application *platform*, as well as how communication channels are utilised. mediated by the internet can influence the information exchange process within it.

Literature Review:

In the context of *computer-mediated communication (CMC)*, the focus is on discussing theoretical communication models in conveying the role of communication using technology, which can have social and psychological impacts and create communication model phenomena (Yao and Ling, 2020). However, technology can be a tool or facility, influencing someone in socialising is a fundamental form of disruption. from changes in a person's habits in responding to developments in technology and information. The interesting thing about *computer-mediated communication (CMC)* is that the role of relationships in the social interaction process must also adapt to the social behaviour of people who also use technology to communicate. However, in the research presented(Yao and Ling 2020) *CMC* has a positive impact on people's social behaviour, which is also challenged to be able to adapt to changes in communication models in the 4.0 era, where people learn how to relate to other people in the information age society.

In other research on *computer-mediated communication (CMC)* presented by (Treem, Leonardi, and van den Hooff 2020) discussing management patterns, information clarity can be conveyed in the process of social interaction carried out by an individual mediated by a certain *platform* into a group. Here, the message conveyed is information aimed at someone in a group, by minimising the ambiguity of the message and the target of the message. *CMC* provides opportunities for each individual to communicate with more than one person, provided that the context of the message content is able to reduce the ambiguity of the information in the message, where *CMC* contains information categories that adapt to the social identity of the target recipient of the message. For example, on a *platform*, individual A gives a message to individual B, where the *platform* has more individual members on it. So as long as the context of the message is still appropriate to the area of discussion for each individual, the information will be conveyed clearly.

In other research that discusses information reception patterns in communication models via text messaging applications, what is presented (Akhirin 2022) discusses how information reception is also influenced by the social interactions of individuals in groups how the individual is known, understood, and the individual's approach pattern in managing interactions within the group. So *CMC* also provides an opportunity for each individual to build relationships so that there is psychological and emotional acceptance of other individuals in the group. At this stage, messaging applications or communication technology *platforms* enable each individual to send messages using various message processing

models that are convenient and meet the user's needs. Simple text messages, voice messages, video messages, picture messages, document messages and various message formats. This technology provides a great possibility for *CMC* to be able to provide an atmosphere of unlimited social interaction models, such as intrapersonal communication. This technology also allows each individual to communicate their messages with expressions and message forms with minimal latency. From previous research also conveyed (Putri and Irwansyah 2020) regarding latency, the concept of *CMC* which uses a perspective from media richness theory reveals that the form of the message communicated is part of the interaction system in the organization, so the form of obstacles or distortions (latency) in the communication that occurs is one reflection advantages and disadvantages of technology-mediated communication models. On the other hand, communication using applications has the potential to be used as a concise communication medium, easy to send messages, easy to understand, and has a saving impact in terms of energy and data usage on the internet (Sugiyantoro et al. 2022).

Computer-mediated communication (CMC) has revolutionised the way businesses interact internally and externally. CMC refers to the use of technology to facilitate communication between individuals or groups, enabling instant exchange of information through platforms like instant messaging, video conferencing, and social media (Tseng et al. 2019). In corporate environments, CMC has become indispensable, offering numerous benefits such as enhanced speed, reduced costs, and increased

accessibility. However, its effectiveness is often evaluated through the lens of media richness theory, which assesses the capacity of a medium to convey information effectively (Tarofder et al. 2023).

Media richness theory, introduced by Daft and Lengel (1986), posits that communication media vary in their ability to facilitate understanding by conveying cues such as feedback, multiple cues, language variety, and personal focus (Fleischmann, Aritz, and Cardon 2019). Rich media, like video conferencing, offer high levels of these cues, while lean media, such as text-based instant messaging, provide fewer cues. The theory suggests that richer media are more effective for complex or ambiguous tasks, while leaner media are suitable for routine or straightforward communication (Chidiac and Bowden 2023a).

In corporate settings, media richness theory helps organizations choose appropriate communication channels for different tasks. For instance, video conferencing, a rich medium, is often used for strategic discussions or client meetings where non-verbal cues are crucial. In contrast, instant messaging platforms like Telegram, which offer moderate richness, are commonly used for day-to-day coordination and information sharing (Bond-Barnard, Fletcher, and Steyn 2016).

METHODS

This research works using qualitative methods with case studies on communication strategies in the form of the benefits of using the *Telegram application* as a communication channel mediated by technology within the CV Ardent Furnitur company. This study processes various *samplings*

of the benefits of using technology that contains various data or information in one *Ardent Graphic Designer 2 telegram group*. The results of the study are forms of information needs produced through the *Ardent Graphic Designer 2 group on the Telegram platform*, in the form of information patterns or message formats such as what is needed. needed by employees from the sales and marketing team at CV Ardent Furniture. Message patterns and formats are obtained from various forms of information shared when each individual in the group interacts with each other involving various teams or divisions. The respondents in this study are employees of the CV Ardent Furniture team who are members of the *telegram group Ardent Graphic Designer 2* utilizes a purposive sampling technique. Respondents in this study will be divided into main sources and supporting sources. The main resource person in this study is the owner involving the *business and development division, tax, accounting and administration division*, and production division. These three divisions will later oversee several teams consisting of representatives from individuals who are members of the *telegram group Ardent Graphic Designer 2* also acted as a supporting resource. These two respondents have a role in the flow of information production that takes place within the *Telegram group* to support the needs of the sales and marketing team. So the number of respondents involved as respondents was twenty employees of CV Ardent Furnitur.

Primary data collection through non-participant observation and in-depth interviews. Meanwhile, secondary data was obtained from the

author's documentation. This documentation refers to information via the company's *Telegram application group* , books, scientific journals that are related to this study. From the acquisition of primary data and secondary data, the author then carried out data triangulation to test the validity of the data obtained, then analyzed the results and discussion process. Using a descriptive analysis model aims to describe the flow of messages that contain various information in a systematic, factual and accurate way. By knowing the message models that frequently appear and documenting the messages that are posted, you can find out the communication patterns conveyed via the *Telegram application* . Using the *computer mediated communication (CMC) approach* is a communication theory that discusses forms of message exchange mediated by technological devices, where the aim of this approach is to have an impact on individuals who communicate to apply various formats in one communication message directly in order to obtain information goals. more relevant and diverse (multimodal)(Treem et al. 2020).

By using *the computer mediated communication (CMC) model approach* , the author can see the scope of the findings data in a more factual manner without being influenced by the researcher's perception. Using a descriptive analysis model to create a more systematic, factual and accurate description of findings on objects. This research was conducted at CV Ardent Furniture, Surabaya Marketing Office: Jl. Ngagel Jaya 19A, Surabaya, Factory Address: Pergudangan Permata Jabon JJ2 no C1, Sidoarjo, Jakarta Marketing Office: Jl. Outer Ring Road 5c, Cengkareng, West Jakarta. Tel. (021) 31116161. The novelty in this study is the use of

perspectives from the *CMC concept* and media richness theory in the context of organizational communication within the company environment, especially the use of the *Telegram application platform* in interacting with individuals and work teams in other departments.

The data analysis procedure used in this study is an interactive model data analysis technique according to Miles and Huberman (1999). Starting from 1) Collecting data obtained from observation techniques, in-depth interviews and documentation. Then 2) reduce the data by interpreting transcripts of observations, interviews and documentation by selecting and sorting the data according to the author's needs. Furthermore, 3) the data presentation model is in the form of narrative text and tables or images according to the discussion category. In the final stage 4) conclusion and verification of research results.

RESULT AND DISCUSSION:

CV Ardent Furniture Company in the Office Chair Manufacturing Industry

Ardent Office Furniture (AOF) Pte., Ltd is an office chair manufacturing industrial company that was born in Singapore in 2003. The main production in this industry is office chairs, with various configurations, product categories and models. Ardent Office Furniture was originally built from a family business that had a similar business model, namely stacking chairs and event chairs, namely Citra Rakuda. This company was ultimately able to develop because the business model

that was run with a pre-existing business in the family had different categories and product models marketed, so it had opportunities and increased market gaps that could be entered in the category of office chair providers. The business development of Ardent Office Furniture (AOF) Pte., Ltd in Singapore is quite rapid as a provider of office chairs with various categories, models and characteristics. Until finally opening a new market share in Indonesia which is located in Sidoarjo as a factory or production location under CV Ardent Furniture in 2013. Currently, the majority of CV Ardent Furniture's market share is at the regional level, namely: Surabaya, Sidoarjo, Gresik, Malang; at the national level, namely: Jakarta, Bogor, Depok, Tangerang and Bekasi; at the international level, namely: Singapore.

In the production sector, CV Ardent Furniture is led by *the Founder* and *Owner* , assisted by several teams in running the company, namely, 1) *business development division* with sales and marketing team, *telemarketing*, *graphic designer*, and *purchasing* ; 2) *tax, accounting and administration* division assisted by *account executive*, *tax accounting*, *finance admin*, *sales admin*; 3) *production division* with sewing team, assembly team, *quality control (QC) team*, packaging team, production admin team and expedition team.

In the marketing sector, the company has several product distribution channels, utilizing *reseller distribution channels* , namely interior design service companies and furniture shops. Apart from that, CV Ardent Furniture also has a sales and marketing team whose job is to market through a procurement project system in industry, companies,

government and private agencies. At the beginning of the marketing period for regional and local areas in 2013 , the owner marketed his products through exports and imports of products and *spare parts* to Singapore and China as an international distribution channel that had been established since 2003. Through existing international project portfolios and directories to build *brand awareness* , the company markets its products at regional and national levels through a *business development team* which is ultimately able to gain the trust of many industries and companies to compete through infrastructure procurement projects. *Resellers* of CV Ardent Furnitur chair products are relatives and *regular customers* of the Citra Rakuda family company, which owns furniture shops. For this reason, the market share of CV Ardent Furniture products is one of the *loyal markets* which helps promote CV Ardent Furniture products to other market shares.

Advantages of Information and Communication Technology in Using the Telegram Application

Instant messaging application users have advantages compared to face-to-face or interpersonal communication, and are better than *video teleconference -based online communication* (Sugiyantoro et al. 2022). Teams within the company can easily check the processes of each division. In production activities every day the company owner comes and checks the work almost every day. Meetings between the production team and the owner are held almost every day to foster friendly relations every day.

Communication that takes place between employees not only discusses work, but also about daily activities carried out in the office.

Telegram's role during the COVID-19 pandemic was marked by its unique features, which set it apart from other communication tools. Its ability to support large group chats, broadcast channels, and file-sharing capabilities made it an ideal platform for disseminating information quickly and efficiently (Casero-Ripollés 2020a). For instance, local administrations in Spain utilized Telegram to communicate with citizens during the pandemic, leveraging its ease of use and direct contact with the public (López Tárrega 2020). This was particularly useful in crisis situations, where timely and verified information was critical.

Moreover, Telegram's end-to-end encryption and privacy features made it a preferred choice for sensitive communications, such as internal coordination within organizations. This was especially important during the pandemic, where confidentiality and security of information were paramount (Cuenca-Fontbona, Compte-Pujol, and Sueldo 2023). In contrast to previous tools, Telegram's combination of privacy and accessibility made it a novel solution for both institutional and personal communication needs.

Apart from carrying out face-to-face forms of communication, online communication has also been built into the company's activities at CV Ardent Furnitur. This online communication model also plays an increasingly positive role and is needed during the Covid-19 pandemic period at the beginning of 2020. The online communication model makes

it easier for divisions to coordinate regarding work activities. Through *the Ardent Graphic Designer 2 telegram group*, which has been used since 2018, there are representatives of the Production Division, *Business Development Division* and *tax, accounting and administration division*. The function of the *Ardent Graphic Designer 2 telegram group* is used as a medium for job discussions.

The pandemic underscored the importance of effective internal communication within organizations. Telegram played a crucial role in this regard, enabling companies to disseminate information quickly and maintain coordination among employees. Research showed that internal communication during the pandemic underwent significant changes, with a shift towards digitization and a focus on health, well-being, and safety (Cuenca-Fontbona et al. 2023).

In this context, Telegram's ability to support large-scale communication made it an effective tool for corporate internal coordination. It allowed organizations to maintain transparency and alignment with company goals, even as employees worked remotely (Wulan Muhariani 2022). This was a novel application of Telegram, as it was not traditionally used for corporate communication but proved to be highly effective during the pandemic.

The advantage of using the *Telegram application* is that it has an unlimited number of group memberships, because the number of members in the group continues to increase according to the number of members. In 2021, the *Ardent Graphic Designer 2 telegram group* was deactivated

because there was a group member who was a former employee who used data and documents in the group which was a company directory for purposes that were detrimental to the company, that's why *the Ardent Graphic Designer 2 telegram* group appeared as a new group that functions the same as the previous group.

The Ardent Graphic Designer 2 telegram group initially only had four group members, consisting of the owner, *the graphic designer team*, *the finance admin team*, and the *sales admin team*. Serves as a product coordination group, product updates, product customization, and sharing product-related document information of communication in the *Ardent Graphic Designer 2 telegram* group discusses the work and needs of each team which needs to coordinate across teams or divisions. For example, the production division provides a report for the production of a certain type of chair, then the *business development team* provides a review of the work with the owner's approval. The form of documentation shared via the *Ardent Graphic Designer 2 telegram* group includes various file extensions. In addition, the review process carried out between teams or divisions through groups is built through interactions involving various forms of responses to intensive solution recommendations provided by each individual from the team or division. For this reason, the *Telegram* group was created as a recommendation for a technology-mediated communication model that makes it easier for employees to interact, by maximizing the features and channels in the *Telegram* application.

Technology exists as a medium that is able to accommodate various information aspirations into various information models that are

accommodated through new media channels to make it easier for individuals to interact, causing the distribution of information to become increasingly diverse and unlimited . The (Muchson and Kumar, 2023). *Telegram* application comes with various powerful features to make it easier for individuals to transact information. Many *file* extensions or information can be accommodated by the *Telegram application* to facilitate communication between individuals (interpersonal) and between organizations. So that it is made easier for each individual by not having to make physical contact, through *meetings* , *discussion group forums (FGD)* , etc. which are carried out using offline methods like the conventional way individuals interact. The organizational communication carried out by CV Ardent Furnitur by maximizing distribution channels through features that adapt to new technologies is considered to make it easier for employees to carry out the process of socialization, negotiation, *reviews*, etc. regarding the interests between teams or divisions within the company. However, in fact, the existence of this technology is able to mediate each individual's dependence on information disseminated by individuals in the *Ardent Graphic Designer 2 telegram group*, whether the information is urgent or not.

Telegram application technology can also be utilized by the sales and marketing team in the *business development division* in organizing the promotional media mix produced by *the graphic designer team* . The "*pin messages*" feature in the application and in *Telegram groups* can be used as a tool for sorting information needed by each team or division in the

group, to facilitate the possibility of re-reading information that has not been read by each individual in the group. in the group. Moreover, the promotional media shared by the *graphic designer team* within the group is quite diverse and the product sales and marketing team requires various promotional media specifications.




Telegram's use during the pandemic can be compared to other platforms like WhatsApp and Twitter, but it offered several unique advantages. For instance, while WhatsApp was widely used for personal communication, Telegram's broadcast channels and large group chat capabilities made it more suitable for institutional communication (Alonso-Muñoz and Casero-Ripollés 2024). Similarly, Twitter's public nature made it less suitable for sensitive or internal communications, whereas Telegram's privacy features made it a preferred choice for such purposes (Sanz-Martos 2023).

In institutional settings, Telegram's flexibility and accessibility set it apart from traditional learning management systems. Its ability to support both formal and informal learning environments made it a novel tool for educators and students alike (Nosenko, Nosenko, and Shevchuk 2022).

Smartphone technology, *tablets*, *notebooks* can make activities easier for someone, including making their work easier, this has caused a significant increase in internet data usage of 15-20% according to the findings of the *Indonesian Network Providers Association (APJII)* (CNBC, 2020). This convenience has a significant impact on the number of users

of social media applications, one of which is *Telegram* , which is able to increase individual capacity in interacting and, as a result, many individuals in organisations use the facility as a strategy to communicate, share and discuss groups without face-to-face. (Putri and Irwansyah, 2020). This is what causes the role of Technology in mediating communication through the use of platforms to be widely recommended by companies to maintain stable interactions between divisions quickly, easily and efficiently, such as using Telegram groups within an organisation.

Table 1
Features of the Telegram Application (Author's Doc)

		
<p>Display of <i>the toolbox</i> feature in the Telegram application which contains uploaded information in various models</p>	<p><i>Cloud media system</i> display capable of accommodating large amounts of documents</p>	<p>The display of <i>emoticons, stickers, and gifts</i> features as a response and expression in stimulating shared text messages</p>

The Telegram application is considered powerful for sales and marketing teams as well as graphic design teams, because various file storage directories or extensions can be accommodated by Telegram with a cloud system that does not burden the devices used for data and information storage. Cloud computing is a delivery service through various services by (Truong and Dustdar 2015). *work* (Truong and Dustdar, 2015).so that many documents,*files* and extensions can be accommodated

by the application, which makes it easier for application users to search for information again through communication between divisions and teams carried out by CV Ardent Furniture employees.

Table 1 shows the *Telegram application features* that can be maximised by *the Ardent Graphic Designer 2 group*. Where each individual who is part of the group is able to share information in the form of photos, videos, *files*, camera captures, conduct surveys, and share their current location. Shared document extensions can also be compiled by *Telegram* in media gallery, link *and* document containers. Apart from that, there is a feature for sharing expressions through a large number of *emoticons* that can be sent along with text messages. This communication pattern mediated by *telegram* is able to accommodate the needs of the sales and marketing team when they need a response regarding the product promotional activities being carried out.

Compilation of documents in *Telegram* is also done in the body of the application using *cloud system technology*, so it does not burden electronic devices that have the *Telegram application installed* on them. The line of devices capable of using this application is also varied, starting from *website-based*, applications on computers (*PC's*), *tablets*, *notebooks*, *smartphones* with various *operating systems* used.

While using the *Telegram application*, communication in the *Ardent Graphic Designer 2 group* provides a powerful interaction experience. *The* owner can *review* the work of other divisions or teams and immediately provide responses regarding the results of the work that has been done. Apart from that, as a division or team employee, you are able to reply to responses

by holding discussions in the group, without needing to meet face to face. A *file* extension that can be shared within a group makes it easier for the *graphic designer team* when providing promotional media needed by the sales and marketing team. At the same time, it is also easy for the sales and marketing team to request the promotional media needed to support their work.

Benefits of Using Groups in the *Telegram Application* on CV Ardent Furniture

Communication networks produced by actors and social groups, involving teams or divisions within the company that are part of the sales and marketing team for CV Ardent Furniture products, are supported by a communication model mediated by technology. Similar *instant messaging service (IM)* technology has been used by many applications. On *Telegram*, users are given easy access to communication, such as sending text messages, photos, videos, stickers, *emoticons*, and *files* with various types of extensions. Messages sent by *senders* or *receivers are personal* users, groups and *channels* (Dargahi Nobari et al. 2017). In the table below, the author provides an explanation of the differences between the group and channel features on Telegram, which can be utilised by companies to support organisational communication activities and the needs of the sales team.

Table 2
Differences between Groups and Channels in the Telegram application

Group	Channels
Groups in <i>Telegram</i> are used as a forum for users who have the same preferences, interests, and information needs. All members in the group are users invited by members who act as <i>administrators</i> to be invited via a private link. Groups can contain more members according to <i>the administrator's wishes</i> in inviting members to join the group.	<i>Channels</i> are a certain feature in <i>Telegram</i> , similar to groups that contain many members. However, it is different; the information shared in the channel cannot be accessed by all members in order to respond to every message/information conveyed by <i>the administrator</i> in the <i>channel</i> . So <i>the channel</i> can accommodate unlimited members as long as the administrator opens access to the <i>channel link</i> for Telegram users to search for via the " <i>search</i> " <i>search column</i> on the front page (<i>home</i>). on the <i>Telegram application</i> . Telegram users after finding <i>the channel username</i> can decide whether or not to join the <i>channel</i> .

In Table 2, the author explains the differences between groups and channel features using a Telegram application. Both have a perfect combination where someone has the capability to share some information with a response by clicking the message that was shared, or restricting the feedback feature. So someone who becomes an administrator on this platform has a strong group communication control. Message limitation on those groups controlled by the administrator.

In contrast to other social media such as *Facebook*, *Twitter (X)*, and various types of digital-based network communication media, on *Telegram*, *each user does not need to first establish friendships with other Telegram users*. The system sorts users of the *Telegram application* based on the telephone number registered in the *Telegram application*, which is stored in the memory contacts or *cloud contact system* on each member's *cellphone*. *Telegram* users can privatise their contact lists to manage incoming messages in each user's *Telegram application* to anyone, whether they are close relatives (Dargahi Nobari et al. 2017).

While Telegram was a valuable tool for disseminating official information, it also had a dual role in the spread of misinformation. The platform was used by various groups, including conspiracy theorists and far-right movements, to spread disinformation about various topic (Zehring and Domahidi 2023) (Tschiggerl 2024). This duality highlighted both the potential and the limitations of Telegram as a communication tool.

Despite these challenges, Telegram's ability to disseminate verified information and counter fake news made it a crucial tool for institutions during

the pandemic. Its effectiveness in this regard was a novel application, as it demonstrated the platform's potential to support high-quality public service communication (Casero-Ripollés 2020b).

Communication within the company has so far utilised telegram *groups* to reduce the intensity of face-to-face meetings when coordination between divisions or teams is required. This is considered quite effective for the owner *when* coordinating between divisions or teams in the *Ardent Graphic Designer 2 group*. Moreover, when the COVID-19 pandemic occurred in the first quarter of 2020 and entered Singapore and Indonesia, the role of the *Telegram application* was quite helpful for companies in operating the roles of each division or team. Communication between divisions is very necessary, especially since face-to-face communication is limited by government regulations. The communication model and strategy carried out by the sales and marketing team focus more on the *online marketing realm*. CV Ardent Furniture uses *Telegram* as a medium for sharing messages online.

Table 3
Advantages and Disadvantages of the CV Ardent Furniture telegram group application (Author's Doc)

	Organisational Communication by the <i>Owner</i>	Organisational Communication By Sales and Marketing Teams
Advantages of <i>Telegram</i>	<ul style="list-style-type: none"> • Facilitate meetings and coordination between company leaders and divisions within the company organisation, without having to schedule face-to-face meetings • Communication in the <i>telegram group</i> discusses product updates, product specification information, and promotional calendar information • Communication within the group privately discusses the company's internal conditions in the context of sales, turnover, stock, field 	<ul style="list-style-type: none"> • Facilitate the performance of the sales and marketing team of more than ten people to be able to coordinate with the <i>telemarketing</i> team , graphic designer team , production division, <i>sales admin team</i>. • Facilitates decision making for the sales and marketing team in determining <i>dealing</i> with clients, because there is an owner <i>in</i> the group to be able to respond more quickly • Facilitate coordination of sales and marketing teams for the availability of promotional tools.

	constraints in the <i>business development division and production division.</i>	<ul style="list-style-type: none"> • Easy to use as a gallery of product information on media pages and <i>links</i> that are easy to access.
Disadvantages of <i>Telegram</i>	<ul style="list-style-type: none"> • Has limitations on network and internet connectivity • Limited to the <i>instant messaging service (IM) feature</i> on <i>Telegram</i> • There are other groups that are still related to the company, which are created to discuss specific matters for coordinating each team or division. 	<ul style="list-style-type: none"> • There are limitations to the network and internet connectivity, if the sales and marketing team is in an area where the internet network does not yet reach • Limited to text and voice message communication, because it does not yet have a <i>video/group conference feature.</i>

The role of *telegram* for CV Ardent furniture is as a communication channel solution in operating the company, especially as the operational areas for each team or division are divided into three places in Indonesia and one place in Singapore. Through *telegram*, the communication network that is formed is differentiated based on several groups which each division has and the owners *are* members of each division group. Easy communication is also the reason why using this *Telegram group* is highly recommended by the owner *for* every employee to be able to install this *Telegram application* on *desktops, PCs, tablets* and *cellphones* used by employees at work. Although this type of technology-mediated digital communication model has various

obstacles, it brings. In this study, the author provides an overview of the advantages and disadvantages of the *Telegram application* that need to be taken into consideration by companies. Based on the data table 3, *Telegram* is an *instant messaging service (IM) platform* for connecting group communications within a corporate organisation. These groups are supervised by individuals/employees who play a role in each team or division that operates the company. Connected communication is a necessity for the owner *in* coordinating his employees who are members of various divisions or teams. *The Ardent Graphic Designer 2 telegram* group is a group network within the company consisting of various divisions, to facilitate coordination, *review* , evaluation and changes related to products that have been and will be marketed according to the needs of the sales and marketing team with the approval of the CV *owner*. Ardent Furniture. Apart from that, the group's existence also serves as a means of information and education for employees regarding knowledge of the products released by the company.

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Furniture. Apart from that, the group's existence also serves as a means of information and education for employees regarding knowledge of the products released by the company.

The CV Ardent Furniur company organization category is medium to large scale which has more than fifty employees. The owner , *business development* division , *tax, accounting and administration division*, and production division function as actors that operate the organization. Therefore, communication within an organization influences the continuity of the company in order to build an information distribution network that is correct, easy to reach, understood and clear. A communication medium is needed that is able to accommodate the needs of the company in the form of a group that can be used as a means of discussion and sharing information between divisions with the knowledge of the owner *as* the decision maker in the company.

Communication requires individuals to be able to meet face-to-face and communicate online. Interpersonal communication requires the owner *to* be able to organise dozens of employees who are included in various division groups, this is considered difficult because CV Ardent Furniture has an office that is not integrated at one point but rather several locations, so the owner needs media that is easy to use as a means of communication by himself and his employees in discussing company operations. However, there are conveniences provided by technology, in the form of connected information channels due to the adaptation of the use of the *instant messaging service (IM) application in the form of the Telegram* application, which has a 'group' feature

which was built to provide easy access to information for owners *and* employees in sharing information.

Information shared by actors in a group is a form of message sent to a group network, where there is an owner *as* a decision maker, and employees as actors who run the organisation based on instructions from the divisions in charge. The principle of communication in organisations is based on computer-mediated *communication (CMC) theory*. *Actors* in organisations function to convey messages that are beneficial to the organisation and are responded to by the owner *by* utilising technology as a channel for the communication process (Treem et al. 2020). This enables companies to accommodate the role of digital communication in improving kinship relationships and sharing roles with each other, thereby reducing misinformation within the company more concisely and quickly. *The Instant Messaging Service (IM) Telegram* application still has sufficient capacity to accommodate the distribution of information within the organisation.

According to various sources, the use of technology in accommodating the distribution of information through communication using the *Telegram application* as a tool for sharing messages that is easy to apply to group interaction settings within organisations (Conde et al. 2021), as well as the ease of use for users in utilising the group feature to group individuals according to *the administrator's interests*. (Dargahi Nobari et al. 2017).

However, as in the study by Sugiyantoro and Wijaya (2022) regarding the use of the *instant messaging service (IM) application*, it was used as a medium for communication and information distribution by CV Ardent

Furnitur while still considering the weak aspects of the application. For example, the use of this application is not fully operational due to various factors such as internet network conditions, company presence/location, and weather. This has been taken into account by the owner *when* considering *Telegram* as an organizational communication support application with a variety of features and advantages.

The use of Telegram in sales and marketing teams has both positive and negative implications for social interactions. On the positive side, Telegram enables real-time collaboration, allowing team members to share ideas, track progress, and receive immediate feedback (Liu, Zheng, and Liu 2022). This fosters a sense of connectivity and can enhance team performance. However, over-reliance on Telegram may lead to information overload and decreased attention span, potentially hindering deep, meaningful interactions.

While CMC and media richness theory provide valuable insights into communication effectiveness, their application in corporate environments is not without challenges. (Chidiac and Bowden 2023b). One limitation is the potential for miscommunication, particularly in lean media, where the absence of non-verbal cues can lead to misunderstandings. Additionally, the overuse of rich media can be resource-intensive, requiring significant bandwidth and technical support. Therefore, organisations must carefully consider their communication goals and the nature of their tasks when selecting a medium.

Computer-mediated communication and media richness theory are essential frameworks for understanding the effectiveness of communication in corporate environments. Telegram, as a moderately rich medium, offers

significant benefits for sales and marketing teams, particularly in facilitating real-time collaboration and information sharing. However, organisations must be mindful of the potential drawbacks, such as information overload and miscommunication, to maximise the benefits of CMC in their operations.

CONCLUSION

Based on the results of the study and analysis carried out by the author, the conclusion of this study states that *Telegram is an instant messaging service (IM)* application that is useful for the CV Ardent Furniture sales and marketing team in coordinating, sharing, submitting complaints, asking for solutions, and providing responses. *Telegram* group *Ardent Graphic Designer 2* is used to communicate work and build kinship relationships among members in the group. Therefore, starting with communication through groups, members in the group are able to communicate privately by utilising the *personal chat feature* for personal needs, in the context of company needs. In the sales and marketing team, the owner *uses a Telegram* group to provide responses and decisions regarding messages informed by group members. For example, product demand, production capacity, product customisation capabilities, product promotion plans, and creation of *marketing tools* are conveyed in the *telegram group*. Apart from the advantages of the *Telegram application*, there are noted shortcomings that can be minimised by application users in carrying out organisational communication functions through the *Ardent Graphic Designer 2 group*. So that when internet network dysfunction occurs which causes communication to stop, members in the group can provide interruptions. This tuation certainly affects the stability of

communication between group members, in carrying out communication and distributing information from CV Ardent Furniture.

Telegram lies in its versatility, accessibility, and effectiveness across various contexts. From crisis communication and internal coordination to educational support and crowdsourcing, Telegram proved to be a valuable tool in addressing the challenges posed by the pandemic. Its unique features, such as privacy, accessibility, and flexibility, set it apart from other platforms and made it a preferred choice for both institutional and personal communication needs.

However, the dual role of Telegram in information dissemination also highlighted the need for careful management and regulation of its use. As an organisational communication platform, the effectiveness of Telegram as a communication tool depended on how it was utilised, underscoring the importance of responsible communication practices.

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