

## **Ethics In Business Communication: Building Trust and Corporate Reputation**

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### **Abstrak**

Komunikasi bisnis merupakan salah satu tantangan besar dunia kerja, termasuk dalam sektor dunia bisnis. Implementasi etika dalam komunikasi bisnis yang berdasarkan pada prinsip-prinsip etika keadilan, transparansi, dan tanggung jawab sosial dapat berperan sebagai mekanisme membangun kepercayaan dan reputasi perusahaan yang efektif. Penelitian ini bertujuan untuk mengkaji etika dalam komunikasi membangun kepercayaan dan reputasi perusahaan. Metode yang digunakan adalah analisis deskriptif kualitatif yang bertujuan untuk mendeskripsikan atau menggambarkan realitas yang ada atau apa yang terjadi atau realitas sebenarnya dalam objek yang diteliti melalui studi kualitatif. Hasil penelitian ini menunjukkan bahwa etika dalam komunikasi sangat berpengaruh kepada reputasi perusahaan serta pada kejujuran jika menjalin komunikasi yang baik terbukti memberikan kontribusi yang signifikan dalam menciptakan lingkungan kerja transparan dan mencegah praktik kecurangan. Selain itu komitmen terhadap etika komunikasi dan membangun kepercayaan yang ketat juga penting dalam mengurangi potensi reputasi perusahaan. Penelitian ini memberikan rekomendasi untuk memperkuat penerapan etika berbisnis budaya kerja berbasis integritas didunia bisnis.

**Kata-kata Kunci:** *Etika Komunikasi, Kepercayaan, Reputasi Perusahaan*

### **Abstract**

*Business communication is one of the major challenges of the world of work, including in the business sector. The implementation of ethics in business communication based on the ethical principles of fairness, transparency, and social responsibility can act as an effective mechanism for building trust and corporate reputation. This research aims to examine ethics in communication to build trust and reputation of the company. The method used is descriptive qualitative analysis which aims to describe or describe the existing reality or what happens or the actual reality in the object under study through qualitative studies. The results of this study indicate that ethics in communication is very influential on the company's reputation and honesty if good communication is proven to make a significant contribution in creating a transparent work environment and preventing fraudulent practices. In addition, commitment to communication ethics and building strict trust are also important in reducing the potential for corporate reputation. This research provides recommendations to strengthen the implementation of integrity-based work culture business ethics in the business world.*

**Keywords:** *Communication Ethics, Trust, Corporate Reputation*

## **Introduction**

In a company, it is very necessary to have business ethics that are used as a guideline for the company in running its business, even in it it is also used when interacting with parties who have interests in the company. Business ethics are the most valuable thing and cannot be negotiated by companies with the current very tight competition conditions (Aravik, et.al, 2023). Business activities carried out by a company are very likely to result in behavior that violates business ethics. This is due to the thinking of people who understand that they are the most correct in any situation.

Business ethics are needed so that people are aware that moral awareness is important in making a decision and that decision still has ethical value. When a company experiences significant growth, that's where the company will experience all kinds of challenges and even threats to its company which function so that the company is able to lead in tight competition and fortify the development of the company's life. (Petra & Christianto, 2024). Building trust and company reputation is very important to keep the business running. Companies that want to lead in a competition, companies need to maintain the market they have, even companies are able to build trust and reputation. If both of these things can be done, the company will have the resilience to plan the business strategy that will be implemented. Unethical actions carried out by the company will have a negative impact on the company because it will experience a decline in both sales and the value of the company itself. When a company is able to raise ethics in business, the company can have high job satisfaction from employees if the company is able to pay attention to every action taken by its employees, whether there is discrimination in the work environment, and so on. In other words, if a company wants to have high sales and values, the company cares about ethical principles in the business world.

The era of globalisation has accelerated interactions between organisations, and in this context, business ethics have become an important foundation to guide corporate decisions and actions. Modern society and consumers increasingly value transparency and sustainability, forcing companies to focus more on social responsibility and environmental impact. Therefore, the integration of business ethics is not only an ethical necessity, but also a strategic one.

Companies that adopt business ethics values tend to have stronger relationships with customers, gain stakeholder trust, and can better manage reputational risks. By building business ethics into management, companies not only pursue financial gain, but also contribute to the development of a better society and environment.

Moreover, compliance with Shariah principles is not only a legal requirement in many countries, but also a key factor in building stakeholder trust and maintaining corporate reputation. In this context, the integration of Islamic business ethics in corporate management is not only a form of adherence to religious values, but also a sustainable strategy to achieve competitive advantage in the ever-changing global market. Therefore, the understanding and application of Islamic business ethics has become essential for companies that want to maintain their sustainability and relevance in the ever-changing global market (Andarwati et al., 2023).

However, although a number of studies have been conducted on the relationship between business communication ethics and building corporate trust, further research is still needed to examine communication ethics in a broader context in the Islamic banking sector. It is important to delve deeper into how to build corporate trust in a business communication ethic.

The purpose of this research is to further examine the application of business communication. This research will discuss in detail about the ethics of business communication in building trust and reputation of the company. Thus, this research will not only provide an overview of communication ethics but also provide insight into how to build trust in a company. As a further step, the results of this research are expected to be a reference for Islamic banking institutions and other organisations in building business communication ethics.

## **Theoretical Foundations**

### **1. Definition of Business Ethics**

Part of applied ethics is business ethics, which aims to regulate and study the moral and ethical environment of business. It also investigates how well or badly companies manage moral and ethical issues, and find faults in their organic processes. It covers every aspect of business, such as finance, administration, production, and marketing, organically. It can also serve as a standard or description within a field and

can be applied to various sectors (Aravik, et.al, 2024). To build a company that is strong, competitive, and capable of creating high value, organisational business ethics are essential (Bengkulu, 2025).

Business ethics is an applied ethics that examines the moral principles and ethical issues that arise in the business world. It covers how companies and the individuals who work within them should behave ethically in decision-making (Aravik, et.al, 2021). Business ethics guides not only a company's internal behaviour, but also how it interacts with customers, employees, suppliers and other stakeholders. The ultimate goal of business ethics is to ensure that economic activities are conducted fairly, honestly and responsibly. It is important to note that every professional ethics refers to the moral principles and values that govern the behaviour of individuals in a particular professional context. Every profession, such as medicine, law, accounting or journalism, has a code of ethics that provides guidelines on what is considered right and wrong behaviour.

The code of ethics is designed to protect the integrity of the profession and the public interest, and to ensure that each member of the profession operates with high ethical standards (Rahmatika, et.al, 2020). Professional ethics also play an important role in maintaining public trust in the professional institution. Ethics in business and professions are essential as they help create trust and credibility. In the business world, integrity and good ethics greatly affect a company's reputation and the sustainability of its operations. When companies act ethically, employees not only fulfil legal obligations but also meet social and moral expectations, which in turn can increase customer loyalty, employee productivity and overall competitiveness. Similarly, ethics in the profession provide a basis for professionals to make correct and responsible decisions, and protect society from unethical or harmful practices (Bambangrianto, S.E., M.Ak. & Rani, 2024).

## **2. Corporate Reputation**

Corporate reputation is a public perception of the company, which is formed through various factors such as financial performance, product/service quality, ethical behaviour, and responses to social issues. A good reputation is very important

for companies because it can increase consumer confidence, attract investors, and increase competitiveness (Mayadi et al., 2025).

According to (Basya, in Basya and Sati, 2006: 6) Reputation is a value given to individuals, institutions or countries. Reputation cannot be obtained in a short time because it must be built for years to produce something that can be assessed by the public. Reputation also only lasts and is sustainable if words and deeds are consistent. According to Fombrun, reputation is the overall evaluation of an organisation's achievements (Social et al., 2018).

## **Research Method**

The research method I used was a qualitative method. Qualitative research is research that produces findings that cannot be achieved using a statistical procedure or other means of quantification. Qualitative descriptive research is the methodology used in this research. Because the focus of this research is to reveal the facts, quantitative descriptive research is used to reveal the actual problems and circumstances. This method is used if the problem is not yet clear, to find hidden meanings, to understand social interactions, to create theories, to ensure the truth of the data, and to research the history of development (Arviana et al., 2018). As such, this article is expected to make a significant contribution in understanding the role of ethics in business communication and provide valuable insights for academics, practitioners, and stakeholders in the business world. This research aims to not only explain the importance of the application of ethics in accounting practices, but also to encourage further discussion regarding the challenges and opportunities faced by the business world in the face of today's rapid social and technological changes (Research et al., 2024), then analysed and described in writing. With the aim of only describing the data that has been collected as it is without intending to make its own conclusions about the content contained in the media that the author examines.

## **Result and Discussion**

### **1. The Role of Ethics in Business Communication**

Basically, ethics reflects critical judgement regarding actions that should be done and those that should be avoided. Therefore, prioritising good ethics, especially

in the context of global marketing, is expected to achieve the desired business targets. Ethics that comply with regulations are crucial because they are respected as a very important value.

The benefits of implementing business ethics include (Fauzan & Hendra, 2023);

- a. **Generating Consumer Trust:** Consumer trust is a key element to maintain and improve business. Business ethics help build customer trust, increase loyalty to products, and get recommendations from loyal consumers.
- b. **Builds a Positive Brand Image:** Business ethics contribute to the creation of a good brand image in the eyes of consumers. This is an important achievement in product marketing, as products with a good reputation tend to receive greater support from consumers.
- c. **Building Employee Loyalty:** Business ethics not only affects relationships with consumers, but also builds employee loyalty. The application of ethics in the management of a company gives employees a sense of value and an opportunity to contribute, creating sustainable loyalty.
- d. **Provides Business Advantage** Business ethics is a factor prioritised by investors, creating the potential for greater profits or benefits for the company. Good business ethics can support business growth and attract investors.

Business ethics is not only a moral foundation, but also provides concrete benefits for companies, both at the national, international and global levels. Business ethics are key to supporting sales promotion and success in a global marketing context.

## **2. The Influence of Synergy of Business Ethics and Environmental Concern on Corporate Reputation**

The main finding in this study is that the synergy between business ethics and environmental concern can significantly strengthen a company's reputation. Companies that not only focus on achieving financial profits, but also pay attention to social and environmental impacts, will find it easier to build good relationships with various stakeholders. For example, company B, which operates in the retail sector, combines a transparent business ethics policy with a commitment to environmental sustainability. This company implements a plastic waste reduction program by

replacing their product packaging with recyclable materials, and supports tree planting movements in the area around their factory.

In addition, company B actively communicates about their efforts through social media and marketing campaigns, which focus on sustainability messages. This gets a positive response from consumers who care about the environment, which leads to increased customer loyalty and a positive image in the community. The integrity between business ethics and environmentally-based Corporate Social Responsibility (CSR) will have a greater impact on improving the company's reputation and strengthening competitiveness in the market.

The synergy between ethics and the environment also opens up opportunities for partnerships with various social organizations and government agencies that focus on sustainability issues. Companies that demonstrate commitment to both of these aspects often receive recognition in the form of awards and certifications that increase their credibility in the eyes of the public. Companies are more likely to receive awards from social and environmental institutions, which in turn strengthens their reputation. (Al-ghufroni et al., 2024).

### **3. Freedom of Will**

Islamic Business Ethics, rooted in the Qur'an and Hadith, emphasizes the importance of conducting business with principles that are in accordance with Islamic teachings. Freedom of will in Islamic Business Ethics provides freedom for individuals and organizations to choose or act in accordance with ethics. This principle highlights the significance of making decisions that are in line with Islamic principles, which include financial and economic aspects, as well as moral and ethical aspects in various aspects of business.

In this context, freedom of will does not mean the freedom to do whatever one wants without considering its impact on others or society. Instead, this principle encourages individuals and organizations to consider the social and moral impacts of their decisions, and to choose actions that are in accordance with Islamic values, such as justice, loyalty, and social responsibility (Rosyidah & Rofiah, 2024).

### **4. The Role of Culture in Building Global Marketing Ethics**

The role of culture in building global marketing ethics is becoming increasingly significant because understanding cultural norms and values can shape consumer attitudes towards marketing practices. Adjusting marketing strategies with sensitivity to cultural aspects can help avoid value conflicts and strengthen the relationship between the company and its consumers. In addition, marketing strategies that incorporate local cultural elements can create greater appeal in the global market, reflecting the company's commitment to integrating with the local community and respecting cultural diversity. Thus, a deep understanding of the role of culture not only minimizes the risk of misinterpretation, but also opens up opportunities to create more inclusive and positive marketing campaigns (Suhairi et al., 2023).

Based on the description above, it can be concluded that communication is very important in the business world, internal supervision and employee communication are two interrelated and supportive elements to achieve organizational goals. Effective internal supervision creates a framework that ensures that organizational activities run smoothly and in accordance with established policies, while business communication is very important in building trust and the company's reputation to improve capabilities and skills properly. With a combination of effective supervision and good communication, business organizations can create a productive, safe and efficient work environment, which ultimately improves the company's performance and competitiveness.

### **Conclusion And Suggestions**

Based on the explanation above, the author concludes that communication ethics are very important to build someone's trust and can build a company's reputation that emphasizes fairness, transparency, and social responsibility effectively in building business communication. Business communication plays a very important role in creating a transparent work environment and reducing the potential for fraud. Honest communication can create strong relationships between companies and stakeholders. Trust formed from ethical communication will strengthen the company's reputation, which ultimately supports business sustainability and growth.

Based on the research findings, some suggestions that can be given are to apply the principles of ethical communication, in every internal and external activity of the company such as honesty, integrity and respect. Build a company culture that supports transparency and openness of information, so that employees feel safe to express their opinions and input. Build two-way communication with all related parties and use polite and professional language.

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