

**IMPROVING BUSINESS COMMUNICATION AND NEGOTIATION
SKILLS TO BUILD SELF-CONFIDENCE IN CHILDREN AT THE BENIH
KEBAKAN POLONIA MEDAN ORPHANAGE**

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Abstract

Business communication and negotiation skills are essential assets in preparing young people to face the challenges of the world of work and entrepreneurship. This community service partner is the Benih Kebaikan Polonia Orphanage in Medan, which faces challenges such as limited access to soft skills training and low self-confidence among the orphanage children in interacting outside the orphanage environment. This community service activity aims to equip 30 orphanage children with effective communication techniques, the basics of negotiation, and strategies for building self-confidence. The methods used include interactive lectures, case studies, and role-play simulations. Evaluation results through pre- and post-tests show a 45% increase in material understanding and a significant increase in the indicator of courage to speak in public.

Keywords: Business Communication, Negotiation, Self-Confidence, Orphanage

1. Introduction

Children are a national asset and play a vital role in determining the direction of future development. The quality of human resources is not only determined by academic ability, but also by interpersonal skills, self-confidence, character, and communication skills. Facing an increasingly competitive world, every individual is required to possess the ability to adapt, think critically, collaborate, and effectively convey ideas and opinions. Therefore, character building and life skills development are essential from an early age, especially for children in social situations requiring special attention, such as those living in orphanages.

Orphanages are social institutions that provide protection, care, education, and basic needs for children who have lost their parents or come from underprivileged families. In addition to meeting physical needs and formal education, orphanages are also responsible for character development and preparing children for independent living when they enter society. However, various limitations faced by orphanages often prevent optimal development of self-development, particularly communication skills and self-confidence.

Children growing up in orphanages often face a variety of complex psychosocial challenges. They not only experience limitations in meeting their emotional needs, but also have different life experiences compared to children growing up in nuclear families. Most children in orphanages have experienced the loss of a parent, divorce, financial hardship, or other traumatic experiences. These experiences can impact their psychological development, including building self-confidence, the courage to interact with others, and the ability to express opinions openly.

Low self-confidence is a common problem among children in orphanages. Self-confidence is an individual's belief in their abilities, enabling them to act positively in various situations. Individuals with high self-confidence are more adaptable, confident in making decisions, able to express their opinions, and have greater motivation to achieve their life goals. Conversely, individuals with low self-confidence tend to feel inferior, fear making mistakes, are reluctant to speak in public, and are less able to build healthy social relationships.

This situation is exacerbated by the limited opportunities for children in orphanages to gain experience interacting with the external environment. Their daily activities generally take place within the orphanage and school, resulting in relatively limited exposure to diverse community members. Consequently, when faced with new situations such as participating in organizational activities, job interviews, public presentations, or communicating with outsiders, they often feel nervous and anxious, even choosing to avoid such interactions.

On the other hand, the development of the era of globalization and the industrial revolution has changed the paradigm of the workplace and social life. Today, a person's success is determined not only by intellectual intelligence (hard skills), but also by interpersonal and soft skills. Various studies show that career success is significantly influenced by communication skills, teamwork, leadership, creativity, and conflict resolution. Therefore, soft skills development has become an integral part of the character education process.

One of the most important soft skills is communication skills. Communication is the process of conveying information, ideas, thoughts, and feelings from one individual to another with the goal of achieving mutual understanding. Good communication skills enable a person to build harmonious social relationships, express opinions clearly, positively influence others, and avoid misunderstandings. In everyday life, communication occurs not only verbally but also through body language, facial expressions, and the rapidly evolving digital media.

Besides communication, negotiation skills are also an important competency that every individual needs to possess. Negotiation is an interactive process between two or more parties to reach a mutually beneficial agreement (win-win solution). This skill is needed not only in the business world or companies, but also in everyday life, such as when resolving conflicts, discussing, working in groups, or making joint decisions. Individuals with good negotiation skills are better able to control their emotions, listen to others' opinions, respect differences, and find the best solutions for all parties.

Business communication and negotiation have become essential life skills for the younger generation. The modern workplace demands that graduates not only possess a diploma but also the ability to deliver presentations, convey ideas

systematically, build professional networks, and negotiate with various parties. Even for aspiring entrepreneurs, the ability to market products, convince customers, and build relationships with business partners is a key factor in achieving business success.

Given the importance of these competencies, concrete efforts are needed to provide early business communication and negotiation training to children in orphanages. This training is expected to improve their public speaking skills, express opinions logically, listen actively, collaborate in groups, and resolve differences of opinion through constructive approaches. Furthermore, the training aims to build a stronger mentality so that participants have the courage to face future challenges.

As a social institution committed to nurturing children to become independent individuals, the Benih Kebaikan Polonia Orphanage in Medan plays a strategic role in supporting the development of the potential of the children in its care. Although various formal education programs have been running well, the development of communication and negotiation skills still requires support from various parties, including universities through Community Service (PkM) activities. This collaboration is expected to provide a more applicable learning experience through training methods, simulations, group discussions, educational games, and hands-on practice that actively involve all participants.

Community Service activities are an implementation of one of the Tri Dharma of Higher Education, aiming to make a real contribution to society. Through these activities, lecturers not only transfer knowledge but also empower the community to develop the skills to face various life challenges. In the context of community service at the Benih Kebaikan Orphanage in Polonia, Medan, the focus of the activities is directed towards increasing the children's capacity through strengthening business communication, negotiation, public speaking, and developing self-confidence.

The activities are designed using a participatory approach so that participants not only receive theoretical material but also gain enjoyable practical experience. Various communication simulations, group games, negotiation role-plays, short presentations, and reflection sessions will be part of the learning

process. This approach is expected to create an interactive learning environment, making it easier for participants to understand the material and increasing their communication skills.

Through this training, it is hoped that the children of the Benih Kebaikan Polonia Medan Orphanage will improve their ability to build effective communication, manage nervousness when speaking in public, have better negotiation skills, and become more confident in facing various social situations and the world of work in the future. Furthermore, this activity is expected to be the first step in forming a young generation that is independent, has character, is adaptive to change, and is able to compete healthily amidst the increasingly dynamic development of society and the world of work.

Thus, this Community Service program is not only oriented towards delivering training materials, but also strives to build character, enhance interpersonal competencies, and foster the children's motivation to continue developing their potential. The business communication, negotiation, and self-confidence skills gained during the program are expected to be essential assets for them in continuing their education, entering the workforce, establishing independent businesses, and making positive contributions to their communities. This program is a concrete example of the synergy between universities and social institutions in creating high-quality, competitive human resources ready to face future challenges.

2. Implementation Methodology

Activity Profile

- **Day/Date** :Saturday, April 25, 2026
- **Time** :08.30 – 15.00 WIB
- **Location** :Seeds of Kindness Orphanage Polonia, Medan
- **Participant** :30 orphanage children (teenagers, 12–18 years old)

Implementation Stages

This activity is divided into three main structured stages:

[Stage 1: Preparation] —> [Stage 2: Implementation (25 April 2026)] —> [Stage 3: Evaluation]

- Site survey - Pre-test & Delivery of material - Post-test
- Module preparation - Role-Play Simulation (Practice) - Data analysis

1. **Preparation Stage:** Conduct initial observations to map partner needs and develop training modules that are adaptive and easy for teenagers to understand.
2. **Implementation Stage:** Interactive delivery of material combined with hands-on practice sessions.
3. **Evaluation Stage:** Measuring the level of understanding and changes in participants' attitudes using a questionnaire instrument before and after the activity.

3. Results and Discussion

The implementation of the activities took place comprehensively from morning to evening with the agenda details as follows:

Agenda and Distribution of Implementation Time

Time (WIB)		Activity Agenda	Output / Target
08.30 – 09.00	–	Registration, Opening & Pre-test	Measuring participants' initial understanding
09.00 – 10.30	–	Session I: Basic Business Communication & Public Speaking	Participants understand clear and polite speaking techniques
10.30 – 12.00	–	Session II: Introduction to Negotiation & Win-Win Solutions	Participants understand how to convey desires & compromise
12.00 – 13.00	–	Rest, Prayer, and Lunch (ISHOMA)	Re-energize participants

1:00 PM – 2:30 PM	Session III: Role-Play Simulation (Negotiation Practice)	Eliminate anxiety, train your mental ability to speak
14.30 – 15.00	<i>Post-test</i> , Reflection, & Closing	Measuring final competency improvement

Activity Success Analysis

The success of this program is measured by two main indicators:

- **Cognitive Enhancement (Understanding):**Pre-test results showed that only 30% of participants understood the concept of negotiation. After the presentation of the material and case studies, post-test results jumped to 75% of participants understanding the basic concepts well.
- **Behavioral Improvement (Self-Confidence):**In the initial session (the first role-play), most children tended to be shy, spoke at a low volume, and avoided eye contact. However, in the second simulation (a case study involving buying and selling and resolving a minor conflict), the children began to voice their arguments with more confident eye contact and assertive intonation.

Key Findings:The role-play approach (playing the role of a seller, buyer, or negotiator) has proven to be much more effective in boosting the self-confidence of orphanage children compared to the one-way lecture method.

4. Conclusion and Suggestions

Conclusion

The community service program at the Benih Kebaikan Orphanage in Polonia, Medan, was successfully implemented, meeting the target time and number of participants. The training enhanced participants' theoretical understanding of business communication while providing a safe space to practice negotiation skills, directly boosting their self-confidence.

Suggestion

Considering that building self-confidence and soft skills requires consistency, it is recommended that there be a regular follow-up mentoring program (for example, every 3 or 6 months) in the form of a communication club or practical entrepreneurship training for children in orphanages.

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Attachment



