

## ACEH AND IRAN BUSINESS COMMUNICATION BUILD

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### *Abstract*

The natural resource in Aceh is flooded, nonetheless, the local government of Aceh management, utilization and effort still not yet maximized. The agriculture, farming and husbandry, fishery, services and air transportations in Aceh could be handled and managed maximally. The land area of Aceh which is reached 2.3 hectares can be utilized for multipurpose. Additionally, the Islamic Laws products in Aceh are doubtful as well, particularly in cosmetics and food industry sectors. And the other hand, Islamic Republic of Iran which is considered as one of most strategic country in the world could be a solution for Aceh because of; Aceh needs to some of petrochemical and oil derivative products to support the constructions and infrastructure sectors and the other side Iran could be as a west Asia's gate to distribute some of strategic commodities from Aceh such as CPO and paper and certainly in education sector Iran seemly could be beneficial for Acehnese students. The theory that used in this article was based on business communication and Para diplomacy concept. The result shown that are a lot of sectors that are potentially recognized as the strips of cooperation between Aceh and Islamic Republic of Iran. The collaborations between Iranian outstanding technology and Aceh natural resources will be tremendous way to reach the mutual objectives of both sides.

**Keywords:** Communication, Aceh, Iran, Trading, Business

### *Abstrak*

Sumber daya alam di Aceh tergenang air, namun pemerintah daerah Aceh masih belum maksimal. Pertanian, peternakan dan peternakan, perikanan, jasa dan transportasi udara di Aceh dapat ditangani dan dikelola secara maksimal. Luas lahan Aceh yang mencapai 2,3 hektar dapat dimanfaatkan untuk multiguna. Selain itu, produk-produk Hukum Islam di Aceh juga diragukan, khususnya di sektor industri kosmetik dan makanan. Dan sisi lain, Republik Islam Iran yang dianggap sebagai salah satu negara paling strategis di dunia bisa menjadi solusi bagi Aceh karena; Aceh membutuhkan beberapa produk petrokimia dan turunan minyak untuk mendukung sektor konstruksi dan infrastruktur dan sisi lain Iran bisa sebagai pintu gerbang Asia Barat untuk mendistribusikan beberapa komoditas strategis dari Aceh seperti CPO dan kertas dan tentu saja di sektor pendidikan Iran tampaknya bisa bermanfaat bagi siswa Aceh. Teori yang digunakan dalam artikel ini didasarkan pada komunikasi bisnis dan konsep Para diplomasi. Hasil penelitian menunjukkan bahwa banyak sektor yang berpotensi diakui sebagai jalur kerja sama antara Aceh dan Republik Islam Iran. Kolaborasi

antara teknologi luar biasa Iran dan sumber daya alam Aceh akan menjadi cara yang luar biasa untuk mencapai tujuan bersama kedua belah pihak.

**Kata Kunci:** Komunikasi, Aceh, Iran Tranding, Bisnis

## PRELIMINARY

Aceh is a province that has abundant natural resources. Abundant natural wealth includes several fields, such as energy, plantations, agriculture, animal husbandry and fisheries. In the energy sector, Aceh has hydroelectric and geothermal power plants, there are at least 19 hydroelectric power plants in Aceh that can be built. In the field of agriculture, Aceh has a large area of land so that it can be used to grow rice and crops. In the plantation sector, Aceh has a large area of oil palm. Data in 2016 shows that Aceh has more than 228,000 hectares of oil palm plantations with production of nearly 400,000 tons. Apart from oil palm, Aceh also has superior plantation products such as coffee and cocoa. The most famous coffee is in located Central Aceh. Apart from coffee and cocoa, Aceh also has the best patchouli and lemongrass results. Likewise in the field of animal husbandry and fisheries. Aceh has ample land to produce abundant livestock. In addition, Aceh has a Lampulo port with abundant fish catches. The tuna produced in Aceh is the best tuna that has been imported into neighboring countries.

Seeing the abundant natural resources in Aceh, it is also possible for Aceh and Iran to conduct trade relations with the aim of mutual benefit. This is based on the progress of the Iranian state which has come to the attention of the world in various fields.

In the field of agriculture, Iran has fruits and vegetables, fresh fish, dates, seeds, kurkuma, livestock raising and fishery products. In the industrial sector, Iran has food and clothing materials, leather, construction materials, plastics, ceramics, Persian pual stones, petro-chemicals. In the field of services (services and services), Iran has a visa on arrival, security, halal food, banking, transportation and health services. In the field of handicrafts, Iran has famous Persian rugs that are beautiful, beautiful as well as another handicraft income<sup>1</sup>.

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<sup>1</sup> Mohammad Hasan Tavakoli, *Economic and Trade Islamic Republic of Iran*, 2019. Hal. 70

In the field of biotechnology, Iran has succeeded in developing a cloning system. In 2006 Iran successfully cloned sheep, followed by in 2009 successfully cloned cows named Boyana and Tamina. In addition, Iran is also innovating in the medical field. Iran is considered very meritorious because they managed to find herbal remedies for diabetic foot ulcers<sup>2</sup>.

In the field of nanotechnology, Iran occupies no. 4 in the world after China, USA, India. Iran has 69 universities with 157 master and doctoral programs in the field of nanotechnology. Iran has 200 companies producing products using nanotechnology, among others, automobiles, pharmaceuticals, colors, nano cloning, composites and culinary<sup>3</sup>.

The Iranian state which is an Islamic state already has a halal vaccine that is ready for use by the public, whereas in Aceh which is also implementing Islamic law but for the vaccine problem is still in doubt, as some time ago it was reported that vaccines entering Indonesia were vaccines whose halal status was unclear, causing apathy to the public to use vaccines. It is hoped that with the halal vaccine produced by Iran, the people of Aceh can use it comfortably This is rarely known by the Ulama Consultative Council and local government. Not only halal vaccine, Iran also has a halal cosmetic product license for women so women can use cosmetics without a doubt.

This is less known and exposed to the surface because the image of the Iranian state is feared and exaggerated with Shiite stigma. Yet in Iran, Shiites and Sunnis can live in harmony without toppling each other. Iran still maintains this theology because it will affect its daily performance by working hard and will get something based on its efforts without denying the role of Allah as the creator of everything<sup>4</sup>.

Iran became so independent because of the embargo imposed by the United States and its allies. Muhammad Bagir made research on Iran's Policy in Responding to the Economic Embargo by the United States during the Ahmadinejad Period (2015). The results showed that Iran halted oil shipments to

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<sup>2</sup> M.Hasbi Amiruddin, *Revolusi Sainstifik Iran Dan Martabat Umat Islam Dunia* (Banda Aceh: LSAMA, 2014). Hal. 72

<sup>3</sup> Tavakoli. Hal.

<sup>4</sup> Amiruddin. Hal. 66

Britain, France and several European Union countries such as Italy, Spain and Greece. Iran has also entered into new trade negotiations with China over prices and transaction payment mechanisms that have eliminated the US dollar in both transactions. Iran even threatened to close the Strait of Hormuz, which is a strategic strait for the world's oil trade routes. There will be 18 million barrels of oil per day threatened to fail to be sent to world markets if the strait is closed. The strait is a waterway for eight oil producing countries in the Persian Gulf region such as Saudi Arabia, United Arab Emirates, Qatar, Bahrain, Oman Sultanate, Kuwait, Iraq and Iran.

Research on "Turkey's Interest in Bilateral Cooperation with Iran in the Recep Tayyep Erdogan Leadership in 2003-2014". (2015). The results of the study showed that every country that cooperates must have a national interest for the country. Turkey uses bilateral and national cooperation to the Iranian state which is realized through cooperation in the form of oil, gas, steel and other economic, politics in terms of security, national defense and culture between Turkey and Iran which have similarities. Turkey entered into bilateral cooperation in order to achieve harmony between the two countries that had once stretched.

Research on "Soft Power Strategy in China's Economic Expansion in the Middle East: A Case Study of China-Iran Cooperation". (2018). The results showed that China gained an important position in economic development in Iran thanks to several dimensions of soft power, that is firstly, the economic and development success achieved by China gives confidence to the Iranian side to surrender various important projects in the fields of oil, gas and infrastructure and secondly, qualified diplomatic relations. In this diplomatic field, China puts forward the similarity of its values with Iran, namely the value of friendship and loyalty.

Research on "Interests of Iran and Indonesia in Oil and Gas Cooperation in 2016" (2018). The results showed that the oil and gas cooperation between Iran and Indonesia became a favorable agreement for the two countries. From this cooperation Iran can rebuild the country's economy after the embargo while for Indonesia this cooperation will be a solution to meet the needs of oil and gas. See the magnitude of the benefits obtained both Iran and Indonesia. Finally, the two

countries agreed to develop cooperation in other sectors including cooperation on Extradition and Mutual Legal Assistance (MLA), electricity cooperation between the two countries, investment cooperation and banking cooperation. Through an agreement reached both Iran and Indonesia have a goal to achieve economic interests and political interests. In addition to the economic interest in this collaboration, it also has political interests related to regional and international issues. The economic interests achieved by Iran are expanding the oil and gas market in the Asian region while for Indonesia oil and gas cooperation is an opportunity to increase the export market to Iran. From the perspective of political interests through cooperation with Indonesia, it is a great opportunity for Iran to rebuild the country's existence in the eyes of the world.

This research is different from previous studies. Previous research has focused on the state in establishing economic, bilateral and other cooperative relations, whereas this research focuses on communication of Iran and Aceh trade relations. Aceh as explained above is a province in the country of Indonesia that is implementing Islamic sharia, so that products or trade relations that promote halal are preferred.

The theories used in this research are business communication theory and paradigm. Because in developing commercial communication, proper business communication is needed to achieve the desired goals. Communication that occurs in business can be either internal or external communication, formal or informal, in the form of verbal and non-verbal. Business communication emphasizes verbal communication, which is speaking, listening, writing, and reading. The percentage of time spent by business people in various forms of verbal communication can be a percentage in sending and receiving messages<sup>5</sup>.

In conducting business communication, communication patterns are also important to be a concern. Up to down communication patterns are business communication patterns that are built to provide direction from superiors with the intention of conveying messages to an activity. The effects can be in the form of messages and actions. Down to up communication patterns are business communication patterns that are built to provide input from subordinates with the

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<sup>5</sup> Courtland L Bovee, John V Thill, and Alexander Sindoro, *Bussines Communication Today* (Jakarta: Prehalindo, 2002). Hal. 6

intention of conveying messages in an activity. Effects can also be in the form of messages and actions<sup>6</sup>.

Paradiplomacy refers to a concept of foreign policy capacity implemented by subnational (regional) entities in the international arena for specific purposes. Paradiplomation involving the region in international affairs is carried out actively in international affairs in various ways, such as opening trade contacts and cultural missions abroad, entered into agreements and cooperation with foreign countries and non-state international actors, and participated in international cooperation networks. In carrying out its diplomas, these sub-national actors can establish representatives and have formal or informal, permanent or ad hoc contacts, with foreign government and private entities abroad. The aim is to advance the socio-economic, political interests or other dimensions of interests, in accordance with the mandate of the constitution or its competence. Paradiplomation activity itself is 'low diplomacy' which is different from 'high diplomacy'. High diplomacy is the domain of the national government, while low diplomacy is the arena of the Regional Government and usually includes various forms of cooperation around urban and urban issues<sup>7</sup>.

## RESEARCH METHODS

This research uses a qualitative approach with the intention of being able to produce an in-depth description of speech, writing, behavior, which can be observed from an individual, group, community, specific organization that is studied with a holistic, comprehensive and holistic perspective<sup>8</sup>.

The writing method uses a descriptive approach. Generally descriptive can mean an attempt to describe and interpret the conditions or relationships that exist, opinion that is growing, the process that is ongoing, the effects that are happening

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<sup>6</sup> Menghadapi Mea and Ian Maulana Lufthansa, 'STRATEGI KOMUNIKASI BISNIS PARA STAKEHOLDERS CV . PANGAN BAGUS SEJAHTERA DALAM', 6.2 (2016), 2088. Hal. 99-100

<sup>7</sup> Adirini Pujayanti, 'Peran Daerah Dalam Diplomasi Ekonomi (The Role of Local Government in Economic Diplomacy)', *Politica*, 7.1 (2016), 78–101  
<<https://dprexternal3.dpr.go.id/index.php/politica/article/viewFile/1118/610>>. Hal. 81

<sup>8</sup> Ela Hulasoh, 'Komunikasi Pemasaran Terpadu Umrah ESQ Tour Travel PT. Fajrul Ikhsan Wisata', *Jurnal Pemasaran Kompetitif*, 1.2 (2018). Hal. 36

or trends that are developing<sup>9</sup>. Descriptive approach method emphasizes process over results. This method seeks to collect all data, information in the field to be processed and written the results according to the data obtained.

As for the object of this research is Aceh-Iran trade communication while the research subjects are the Economic Attache of the Iranian Embassy, the Islamic Culture Center (ICC) of the Aceh Industrial Chamber of Commerce, Academics and Practitioners.

## **REZEARCH RESULTS AND DISCUSSION**

As an area that is implementing Islamic Sharia, Aceh is opening up to be able to learn from the Iranian state which is legally implementing Islamic Sharia law. The peace of the Iranian population in using food products, vaccines, and technological conveniences must also be felt by the people of Aceh. Through a wide-open business channel, Aceh and Iran must be able to realize their ideals in developing the economy.

The flow of information globalization and changes continue to be felt up to Aceh. This makes Aceh must be ready and open to change and move forward in various fields. Paradiplomasi plays a role in helping Aceh develop the economy and regional potential. With regional autonomy it will make it easier for Aceh to work together and utilize existing natural potential. This collaboration is carried out to be able to maximize the original income of the region in order to improve the lives of the people.

Trade cooperation with Iran in the economic field can begin in the fields of plantations, industry, services, handicrafts and mining. In the plantation sector, Iran has abundant fruits and vegetables, there are nuts, dates, milk, raisins<sup>10</sup>. Likewise Aceh, in the plantation sector, Aceh has coffee, cocoa, patchouli oil, palm oil and coconut. In this field, Aceh-Iran can exchange needs, such as in the process of making edible oils, Aceh has abundant palm oil, Iran has sophisticated technology so that the ease of technology can process palm oil which has so far only been sold at cheap and affordable prices by Aceh to collectors. While Iran has dates and raisins with the advantage of vitamins that are good for the body, so

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<sup>9</sup> Sumanto, *Pengantar Metode Penelitian* (Bandung, 1997). Hal. 47

<sup>10</sup> Tavakoli. Hal. 65

things in this field can be established good cooperation between Aceh and Iran. Iran allows to have palm oil, Aceh allows to have useful dates.

In the field of animal husbandry, Iran has a very sophisticated infrastructure and sophisticated development<sup>11</sup>. In Aceh has an area of about 2.3 million hectares, almost 40 percent of the total area can be used for plantations, rice fields and the rest is used for various purposes such as settlements, industry and mining. This means that around 1 million hectares of Aceh land can be used for animal husbandry<sup>12</sup>. Aceh, which has a tropical climate, makes it easy for Iran to develop the livestock sector. Some of the livestock currently cultivated in Aceh are cows, buffaloes, ungags and others using simple technology. It is better with the presence of Iranian technology to make it easier for Aceh to collaborate in the field of animal husbandry.

In the industrial field, Iran has a strong industry in the food, clothing, and leather sectors<sup>13</sup>. Aceh also has a food industry that is currently still being carried out by medium-sized businesses or called MSMEs (Micro, Small and Medium Enterprises). In this MSME community, Aceh has around 55,783 units engaged in culinary, craft, service, craft, trade, fisheries and marine. Aceh still faces difficulties related to capital, processing, industrial capabilities, and business productivity. (Serambinews, Thursday 7 March 2013). With this industrial cooperation, it is hoped that Iran can help Aceh in developing small and medium industries which are mostly carried out by mothers and young people. As we know that Iran is also a producer of looms. And Aceh also has beautiful woven fabrics with different color patterns from various districts, such as Aceh Besar, Aceh Tengah, Aceh Tenggara, Simeulu and others. Each district has its own uniqueness and uniqueness, it's just that the loom used by the people of Aceh is still traditional.

In addition, in the industrial field, Iran also manufactures chemical products such as plastic, iron, soap, cosmetics, tires, cement, ceramics. Ceramics and Persian marble are the most iconic industrial products in Iran<sup>14</sup>. While in

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<sup>11</sup> Tavakoli. Hal. 88

<sup>12</sup> Budiman Makmur, 'Ketua Kamar Dan Dagang Dan Industri Aceh', 2019. Hal. 42

<sup>13</sup> Tavakoli. Hal. 56

<sup>14</sup> Tavakoli. Hal. 54



Aceh there is jade which is the most beautiful stone to be made into rings and marble. It can also be used as a treatment and detoxification. The Fisheries Sector in Aceh is also very promising, this was revealed by Kadin Aceh Makmur Budiman who said that Aceh had 10 seaports on the west-south coast and north-east coast. In Banda Aceh itself there is a Lampulo port that allows fish to invest in fish freezing, fish canning, docking and the fiber industry. Aceh also has the best abundant catch of Tuna fish. All natural resources available in Aceh must be able to be used as an investment to advance fisheries in Aceh given the advanced technology owned by Iran<sup>15</sup>.

In the service sector, Iran is developing the Shari'ah Tourist sector, because Iran has prepared all the existing systems in the country, so there is no doubt in producing and enjoying the food available<sup>16</sup>. In Aceh itself has implemented a sharia system, it's just that there are still food and cosmetic products that are not yet clearly halal. This can be proven some time ago that in supermarkets in Aceh sold instant noodles that contain pork so that makes some people become worried to consume them. Aceh needs to learn in this field of service, because there is still much to be done by Aceh to create comfort for the community and tourists visiting Aceh.

In the field of nanotechnology, Iran is in the top 4 in the world after China, USA, India. Nanotechnology is useful for the development of chemistry, electronics, medicine. Not only that, in the field of nanotechnology medicine is able to create cancer drugs and leg ulcers. Iran has the most advanced doctors and surgical instruments in the heart and eyes. Difficult and complicated operations can be done easily in Iran<sup>17</sup>. Meanwhile, Aceh, still has to explore these two fields. It is hoped that the cooperation in the field of nanotechnology will be able to bring Aceh to develop medical materials and the development of a surgical system such as that carried out by Iran. This will facilitate the people of Aceh who want to seek treatment no longer have to go to neighboring countries but enough in Aceh.

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<sup>15</sup> Timur Tengah, Studi Kasus, and Dina Yulianti, 'STRATEGI SOFT POWER DALAM EKSPANSI EKONOMI CHINA DI TIMUR TENGAH: STUDI KASUS KERJASAMA CHINA-IRAN', 2018. Hal. 87

<sup>16</sup> Tavakoli. Hal. 30

<sup>17</sup> Tavakoli. Hal. 123

In the field of aeronautics / aviation, Iran has a significant development. Aviation engineering can be achieved at the university level in Iran with nanotechnology systems as well<sup>18</sup>.

Seeing the various fields of cooperation that might be carried out by Aceh-Iran brought enthusiasm to achieve them. This collaboration will be very potential to be continued as soon as possible by weighing so many natural resources owned by Aceh with imperfect management. Aceh must have readiness to welcome cooperation with Iran. Aceh must create stable, conducive political conditions that can guarantee the certainty and security of Iranian investors. In addition, industrial development and trade are determined by the existence of law enforcement that reflects the consistency of the government<sup>19</sup>.

On the other hand, Aceh, Iran must also work hard. Aceh's economic development that is competitive is determined by four factors, namely government policies, institutions, capabilities, and efficient bureaucracy. Aceh's economic competitiveness cannot be seen in the national measure of regional economic competitiveness but must compete on an international scale. Thus, regional economic development must be designed with international measures.

In the field of Academics, Iran will fully assist Aceh in the fields of exchanging lecturers, students, publishing scientific magazines, subject texts and course modules<sup>20</sup>. This will help Aceh to be able to add insight and experience in the field of education. Moreover, education in Aceh continues to strive to develop both at the school and university level. With the exchange of lecturers and students, it is expected to be able to provide knowledge about language and deepening of the education system run by Iran, so that the return of Acehnese children to the regions can help the development of education<sup>21</sup>.

In the field of cinema, Aceh-Iran can also carry out intense collaboration. Given the films produced by Iran are very simple, lifting around everyday experiences, the struggle of young children and so forth. Aceh itself also often

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<sup>18</sup> Tavakoli. Hal.125

<sup>19</sup> Rama Marito Sinaga, 'Kepentingan Iran Dan Indonesia Dalam Kerjasama Minyak Dan Gas Tahun 2016', *Jurnal Hubungan Ilmu Internasional*, 6.3 (2018). Hal 47

<sup>20</sup> Abdulmajid Hakimelahi, *Islamic Culture Centre Iran*, 2019. Hal 210

<sup>21</sup> Alfita Wulandari, 'Kepentingan Indonesia Bekerjasama Dengan Turki Dalam Industri Perikanan (Studi Kasus: Pembuatan Tank Medium)', *Journal of Chemical Information and Modeling*, 53.9 (2013), hal. 12.

produces comedy and documentary films but is still not as popular as Iranian cinema. With this collaboration in the film field, it is hoped that Aceh-Iran can collaborate in creating quality shows in the future.

Thus, this collaboration will be carried out if Aceh-Iran seriously develops investments in the various fields mentioned. Iran, which advanced with a sophisticated technology system, opened the eyes of Aceh to be able to take the opportunity to join and collaborate in various fields. Hopefully Aceh's good intentions to establish trade relations with Iran can be realized.

The concept of paradiplomation in building foreign business is oriented to the activeness of the region in building relationships with foreign parties. Therefore, Aceh as an area that has natural resources that are ready to be processed and exported abroad needs to seriously develop cooperation to improve the economy of Aceh.

The cooperative relationship established between Iran and Aceh has begun through education, culture, science and religion. Through the education approach Aceh has begun to build relations with Iran through international media seminars organized by the Islamic Studies and Broadcasting Study Program (KPI) of the UIN Ar-Raniry Postgraduate Program. In the seminar the committee had planned to bring together the economic attaches of the Iranian Embassy with the Aceh Chamber of Commerce (Kadin).

The results of the discussion in the seminar room, economic attaché and Kadin-Aceh held a special meeting to follow up on the collaboration that could be carried out. One form of cooperation that has been agreed upon and will be followed up on is the expansion of the oil market brought in from Aceh<sup>22</sup>.

The downstream industry aims to make palm oil processed products have a high added value and help national economic growth and trade balance. The Province of Aceh has a great opportunity to export palm oil directly to Iran without intermediaries. Therefore, the government must immediately prepare the downstream industry so that palm oil is not only exported but can also be processed domestically.

## CONCLUSIONS

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<sup>22</sup> Fauzan Santa, 'Direktur Sekolah Menulisan Dokarim', 2019. Hal. 33

There are several fields in which trade cooperation between Aceh and Iran can be carried out, namely plantations, animal husbandry, industry, services, nanotechnology, aeronautics, academics and film. And the most important of all this is to realize a comprehensive sharia system for various food products, beverages, industries and others considering that Aceh applies Islamic sharia so that the comfort of tourists who come to Aceh can be resolved. No longer found food or cosmetic products that have not been halal.

The substance of this research is expanding palm oil trade. Abundant Aceh palm oil is often exported to various countries including Iran. Moreover, Aceh can export palm oil directly to Iran without intermediaries. This will make it easier for Acehnese producers and benefit Acehnese farmers. In other fields, Iran can help Aceh's small and medium industries which have not been made serious development efforts so that the entry of Iranian investors is expected to help these small and medium businesses. Likewise, the field of Academics requires knowledge and new breakthroughs from Iran to be ready to be used and developed in Aceh.

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