Online digital media in supporting product sales

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Abstract. The phenomenon of online shopping is currently trending in the community, one of the supporting aspects because the convenience offered by online sellers can increase the enthusiasm of people to buy products. Business women follow this trend by using online digital media to support product sales. This study aims to analyze the use of online digital media including the most effective websites, Facebook and Instagram in increasing sales. Research informants were Indonesian Women Entrepreneurs Association (IWAPI) of West Java. Qualitative methods are used with a case study approach. Data collection is done by observation, interviews, and literature. The research findings found women entrepreneurs using websites, Facebook, and Instagram to market and support product sales. Among the three media, Instagram is the most used and most effective media in increasing sales. The benefits of using media are to inform and remind potential consumers and consumers of the products offered, in the form of photos and videos. The media support transactions with potential customers through the WhatsApp facility. The inhibiting factors for the use of media include women entrepreneurs who cannot fulfill the wishes of prospective consumers of product information quickly.

1. Introduction

Employers make various efforts to run a business in order to grow. Women entrepreneurs who are members of the Indonesian Women Entrepreneurs Association (IWAPI) of West Java are also active in advancing the community, through their work to encourage economic growth in West Java. The woman entrepreneur is an entrepreneur engaged in the Micro and Medium Small Business Unit (MSME).

Indonesia is in the ASEAN free market, so business opportunities are open, but competition is getting tougher. IWAPI women entrepreneurs have various types of businesses both in the field of products and services. IWAPI has a vision, among others, to improve the insight and skills of women entrepreneurs to be economically independent [1].

The vision is in accordance with the West Java Government program, especially in the field of entrepreneurship, where the Government supports the community to become entrepreneurs, so as to produce several benefits, besides being able to improve the welfare of the community, absorb labor, and overcome unemployment.

To achieve this, various supporting efforts are needed, such as improving the ability to manage business, capital, human resource skills, and the use of communication media that support business activities or develop business online.

Women entrepreneurs in marketing products, can use the facilities both offline and online. The goal achieved is in order to increase the enthusiasm of buyers to buy products. Today online shopping is a trend in the community. Therefore, the Minister of Industry appealed for SMEs and other entrepreneurs to start marketing their products online, in order to compete with external and global products1. The
benefits offered to become an online business include the phenomenon that is in great demand, creating its own business opportunity. Especially for women, they can take care of the family while doing business, and do not need to rent or own a store.

Online shopping is a trend in these communities, in line with the increasing public interest in internet use. At present, there are 140 million internet users in Indonesia [2].

Online business entrepreneurs can inform products and services through the use of online digital media and media sales applications. This research article focuses on women entrepreneurs using websites, Facebook, and Instagram to market and sell their products. Then through the media, entrepreneurs share information, persuade, and remind consumers of the products offered. Online entrepreneurs hold marketing communication activities to inform, persuade, and remind consumers about the products or services offered to consumers, and those activities are uploaded in online digital media.

Women entrepreneurs in developing businesses need the support of parties such as government, banking, universities, etc. Entrepreneurs face problems in developing businesses including capital, licensing, and infrastructure [3]. According to the Deputy for Marketing and Business Network of the Ministry of Cooperatives and SMEs, entrepreneurs get government support to produce competitive products, and entrepreneurs are expected to be able to pass on the competencies he has to his colleagues [4].

IWAPI West Java women entrepreneurs use communication media such as websites, Facebook, and Instagram as online digital media to potential customers. For example, one of the women entrepreneurs at IWAPI who has leather bag business, managed to penetrate the export market through various forms of promotion, so as to obtain loyal consumers. This was in accordance with the opinion of Martini Paham, as the Deputy Director of the Indonesian Ministry of Tourism, the use of digital media for marketing and dissemination of information, because technology increasingly contributed to the movement of information about tourism [5].

Effective marketing communication is important in advancing entrepreneurs, because its use really requires the support of various parties, especially in the use of online digital media in supporting product sales. Online digital media can be used to support MSMEs, one of which is by conducting promotions and sales through mobile applications [6]. Based on this explanation, the results of this study have an interest, namely that efforts to increase the ability of entrepreneurs from various parties are right on target and beneficial for entrepreneurs. Thus, the articles from this research focus on the use of online digital media (websites, Facebook and Instagram) to support product sales.

2. Online digital media

Online digital media is included in the category of new media. Cangara explains, media is a tool used to convey messages from communicators to the public [7]. The media form can be materials (software) and goods (hardware). New media is a term intended to explain the emergence of digital technology, computers, and other advances in information and communication technology. New media is a media created and shaped by technological change [8]. Kotler and Keller explained social media are used for consumers to share text, images, audio, and video information with each other and with companies and vice versa [9]. Online digital media users get information easily, not limited by distance, get it directly, participate in information disseminated, and easily publish personal information. Online digital media can be used as an interactive marketing medium. According to Kotler and Keller interactive marketing is an online activity and program designed to involve customers or prospects and directly or indirectly increase awareness, enhance image, or lead to sales of products and services [9].

Online digital media is a tool for consumers to share text, image, audio and video information with each other with the company and vice versa [9]. Juju & Sulianta, describes online digital media as social networking sites such as web-based services that allow individuals to build profiles, list other users with whom they are connected, view and explore lists of connections in a system [10]. Thus, the use of digital online means exchanging information between individuals, and means of corporate promotion.
The benefits of online digital media include building brand awareness, having relationships with prospective customers, spreading promotional messages and reaching a wider and more diverse audience [11]. Another benefit was stated by Gurnelius, to facilitate the company's sales promotion, build relationships with consumers; build brands and promote by giving discounts [12].

Several types of online digital media that can be used to support business include websites, Facebook and Instagram. In social-cyber reality, this spatial dimension raises perspectives on construction or reconstruction, visibility, and practice [8].

The website was originally created as a place to convey information on company products or services, now the website has changed its function as a marketing communication media, where the website is equipped with pages of testimonials, comments, criticism boxes and suggestions that make it easier for website visitors to review products independently, honestly and transparently [10].

Facebook is used as an image displayed on a website to build a wider network. Facebook network has very good opportunities. Users of this media accumulate in users of productive age [10].

Instagram is an application that is used to distribute photos and videos. Instagram itself is still part of Facebook that allows Facebook friends to follow (follow) our Instagram account. The more popular Instagram as an application that is used to share photos makes many users who go into online business also promote their products via Instagram is one of the social networking media that can be used as a direct marketing media [8]. Research by Lisa Harris and Alan Rae found that various online services such as blogs and social networks can be used to develop and enhance brands in business [13].

3. Method

The research problem is how the use of online digital media (websites, Facebook, and Instagram) by IWAPI West Java women entrepreneurs can support product sales. The research objective is to analyze which of the three online digital media (website, Facebook and Instagram) are the most used and most effective in increasing sales, the benefits of using online digital media, and the inhibiting factors in using online digital media.

This research method uses case studies in the form of a single case design, the use of case studies because researchers maintain holistic and meaningful characteristics of real life events [14]. The unit of observation in this study is to analyze which of the three online digital media (website, Facebook, and Instagram) are the most used and most effective in increasing sales, the benefits of using online digital media, and the inhibiting factors in using online digital media.

The informants of this study were selected based on purposive sampling. According to Patton, purposive sampling where researchers tend to choose informants who are considered to know and can be trusted to be a steady source of data and know the problem in depth [15]. Therefore, the informants in this study were women entrepreneurs who were active at the West Java Women's Entrepreneurs Association (IWAPI). Based on information from the IWAPI West Java Leaders and Administrators, it was determined that entrepreneurs who met the criteria represented the IWAPI West Java businesswoman who was the Research informant. The women entrepreneurs chosen were those who represented the IWAPI West Java management and members, IWAPI Depok Branch Board (DPC) Depok, IWAPI Sumedang, DPC IWAPI Cirebon, DPC IWAPI Tasikmalaya, DPC IWAPI Garut, DPC IWAPI Bandung, and DPC IWAPI Bogor City.

4. Finding

4.1. Digital online media (website, Facebook, and Instagram) effective in increasing sales

In introducing products to the community, women entrepreneurs use online digital media. Based on interviews with research informants, most of them use the media and choose the suitable one. The informants used the media website, Facebook, Instagram, whose use was combined with the telephone (WhatsApp).

Use of websites, according to informants who have business schools in Sekolah Bisnis Online, the use of websites is intended to inform learning materials to prospective consumers. Based on information
from consumers, many consumers open the company's web before participating in training. The informant explained that the use of the website was very helpful for the company in explaining the training material through the website (interview with Muri Handayani, owner, May 5, 2018), as presented in figure 1 below.

![Figure 1. Online business school website.](image)

The informant explained that the use of Facebook is very helpful for promotional activities, because with the media can create awareness consumers will know the existence of products and as a sign of sales promotion activities. For example, the research informant who owns the "Geulis" leather bag product thinks his company uses Facebook as a media for corporate communication with consumers. The topic written on the Facebook wall revolves around product information, especially if there are new products, product availability, information about bag maintenance, etc.

Interview with the informant who owns the product of the "Geulis" ethnic leather bag, Instagram which is used by informants to inform their activities related to business activities and other activities. From this media, it can be seen how much interest followers and can see the number of likes of followers or comment input from followers. His company created an Instagram account and was actively used in 2015 to date to market its products online.

![Figure 2. Geulis leather instagram account.](image)

Based on interviews with informants, online digital media (websites, Facebook, and Instagram) are used together to support product sales. The media is informed about products related to size, color, model, price and how to order. Supporting media for transactions is provided by telephone contact numbers via WhatsApp.
4.2. **Benefits of using digital media online**

In using the website, there are informants who use the website to inform their company's products and services to consumers. According to the informant, many prospective buyers open the company's web before buying the product.

The informant explained that the use of the web really helped his company in explaining the company's products and services. For example, an informant who has a travel Umrah business informs everything related to Umrah services informed on the web.

Benefit of using Facebook and Instagram is to share information usually with friends, or other parties. Informants actively write actual topics related to their activities as entrepreneurs. As written on Facebook and Instagram, the experience of informants doing business with people from abroad who aim to inform informants about the experience of accompanying MSMEs abroad, and are expected to help other parties who need information about doing business abroad, can consult with informants.

Based on research findings, informants generally use online digital media such as websites, Facebook, Instagram, which are combined with the use of one telephone facility such as WhatsApp. Online digital media carries a combination of the scope of cyberspace elements, in online service products such as blogs, discussion forums, chat rooms, e-mail, websites and community strengths built on social networks. The purpose of using this media is to continue to connect, communicate, and even share [10].

The benefits of social networking activities include: building brand awareness, having relationships with prospective customers, maintaining customer relationships so that when there is something new, spreading promotional messages at cheap and fast prices, and reaching a wider and more diverse audience [11]. All studies are in line with the bisnisukm.com report, that most Facebook social media users use it to promote their business so that the products they sell are known to the public [16].

Communication through social media is based on text, sound, images, and even videos. Many online entrepreneurs use websites, e-mail, social networking, video sharing and other media to offer their products or services [10].

5. **Conclusion**

First, the website and Facebook are used by women entrepreneurs to convey product information. Second, Instagram is used as a medium for interaction between entrepreneurs and consumers including the quality, benefits, and product model. The use of this media is very supportive in informing and persuading potential customers to be willing to buy the products offered. Third Website, Facebook, and Instagram are used in an integrated manner by entrepreneurs in supporting product sales.

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