Utilization of Information Technology as Online Business Marketing Media

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Abstract. This research aims to identify the influence and benefits of social media in the world of online business. To support this research, the author uses descriptive analysis research method. The results of this study are finding out how social media is apply in online marketing businesses and how to utilize it for online business activities. Doing online business on social media is one of the most reliable source of income. Because this kind of business requires small amount of funds, it can also be done as a side business. Based on the research, it is expected to increase product marketing, popularity, and achieve the marketing targets. The results were obtained based on the case study that the author did on one product brand. This research was conducted by discussing about effective marketing ways to increase sales that can be done using social media. It can be concluded that social media can make it easier to do product marketing and make the product sales increase.

1. Introduction
Social media is currently being popular among various ages and becoming a Media marketing business that is currently being being taken up by entrepreneurs around the world. In online business, social media should be able to attract potential buyers’ attention so they can buy products sold and provided in the business. If used properly, the use of social media can be used for business. Social Media is a platform that is essentially used to communicate between organizations, communities, or individuals [1]. Therefore, many companies want to use social media as a medium to market their products.

Paul A. Tess explained in her research that social media has a very important role as it can be used as a source of information for buyers. [2]. Whereas Stephanie et al. explained that social media is known to people as a component of marketing strategies and marketing goals. Before social media is used as a marketing medium, entrepreneurs must consider that funding in marketing must be detailed and minimalistic which is difficult. Now with social media, business people can minimize marketing costs and facilitate detailing [3]. In addition, De Vries et al concluded that social media is the best strategy to build relationships between customers and businessman by updating or uploading products on social media or social networks which can gain popularity and indirectly increase revenue [4]. Another study was carried out by Chakraborty and Bhat who explained that with social media, consumers can get knowledge about products of interest from different sides [5]. Zhang et al said that social media is an important tool in corporate marketing for attracting customers [6]. Social media has an important role in many aspects of business especially in information retrieval, consumer behavior in making decisions, and product promotion that must be interactive with consumers [7]. T Siswanto in his research concluded that social media as Integrated Marketing Communication (IMC) is able to provide a competitive advantage for businessman through communication with the existing customers and attracting new
potential customers [8]. Planning is a must in any case, we can clearly see it by its definition, a managerial process to determine goals, purposes, and finding the best way to achieve the goals of an organization [9-10].

The results of this study are that social media is a means for people to share text, image, video and audio information with each other which makes it a very reliable marketing tool. Social media can build personal branding for entrepreneurs and can also be an alternative communication for communities. Social media users whose numbers are vast will become a very promising place to market products. Many growing online businesses are influenced by the social media as a place of advertising their products. This research is aimed to identify the influence of social media in the world of online business and the benefits of social media itself in the business that is being carried out in the present era of information and technology. To support the research, the author uses data analysis and descriptive research methods which means that it presents the entirety of complete data.

2. Method
The methods used in this study are data analysis and descriptive analysis on social media. Case studies are carried out to investigate the effectiveness of social media on product marketing and advertising. This study also uses previous research related to online product marketing through social media so that it can analyzed on how much marketing through social media influence the world of business.

3. Results and Discussion
3.1 The Development of The Internet and Social Media in Indonesia
Referring to the situation that took place at this time, it is shown that the results of the survey about the use of the internet in lifestyle on 2017 that Indonesian people are over-utilizing social media. Proven by the results of the survey that shows the use of social media is 87.13% of all internet users in Indonesia and it is followed by using the internet to download music, watch movies, play games, and to read stories, entertainment, sports, and hobby news. The main focus of this study is to analyze the marketing of a product called "Keripik Pedas Maicih" as seen in Figure 1.

![Figure 1. “Keripik Pedas Maicih” Product](image-url)
Social media is at the highest position in internet utilization because everyone needs social media as a place to socialize and seek information. With its high usage, business people must be able to take advantage of this moment to market their products properly in order to attract consumers or potential customers as seen in Figure 2.

![Figure 2. Results of the Survey on Internet Use in Lifestyle in Indonesia 2017. Figure was adopted from www.apjii.or.id](image-url)

Social media is in the second position of services that is being accessed by all people in Indonesia with the percentage of 87.13%. It is very clear that the use of the internet, especially in the use of social media, is very influential for business people or companies because people were relying on technology to get everything done nowadays as seen in Figure 3.

![Figure 3. Results of Survey of services. Figure was adopted from www.apjii.or.id](image-url)
The internet is used mostly to find the price of a product. However, those who use the internet to buy products online are quite a lot, which is 32.19% of the total population in Indonesia. On the contrary, most people still have not using the internet as a tool to sell items or products online. This is an opportunity for entrepreneurs to start selling their products online because based on surveys, there have not been many online sellers (Figure 4 and 5).

**Figure 4.** Results of Economic Survey on Internet Utilization in Indonesia 2017. Figure was adopted from www.apjii.or.id. On Dec 10th, 2018

**Figure 5.** Results Social media surveys are most commonly used in Indonesia 2017. Figure was adopted from www.databoks.katadata.co.id
It is known that most of the Internet is used by people to play social media which makes the opportunity to sell and advertise products online very large because there are still few businessmen who use it. Now, we must know which social media has the most users so that it can increase product sales by increasing the number of potential buyers. It has been proven that Youtube has the most users in Indonesia, followed by Facebook, WhatsApp, and Instagram users (Figure 5).

It can be concluded that the opportunity to sell and market products online is huge and effective. It would be great if businessmen use the social media as a product marketing medium because the use of social media is the largest in the survey of internet use in lifestyle. In addition, the right social media for product marketing and promotion is YouTube and Instagram for now.

3.2 Implementation of Social Media as Online Product Marketing Media

Saravana said that good social media users are the one who use it to find creative ways in getting the desired outcomes [9]. In the previous survey, social media like YouTube and Instagram are dependable in marketing products and promote products that business people offered. Businessmen must also provide clear and detailed information on the product posts so that consumers know what kind of products they are buying.

E. S. Soegoto believes that marketing in other words, are the entire system of business activities in which there are planning and implementing concepts, determining prices, promoting and distributing products and services which can make buyers satisfied and attract potential buyers [10].

3.2.1 Planning and Implementation of Concepts

The first step is to plan about the products that are meant to be sold. The case study is a food product branded “Keripik Pedas Maicih” which is the largest spicy chips company in Indonesia and is well known in Indonesia and even in the world. The concept of “Keripik Pedas Maicih” is to make spicy chips with a special recipe by an elderly woman named Maicih which is a native of Indonesia.

3.2.2 Determining Price

After determining the product that is going to be marketed, specify the price set for each product. For "Kripik Pedas Maich”, it is priced for Rp. 16,000 each for level 10 chips. Here is an example of price that is set by Keripik Maicih for the e-commerce in Indonesia as seen in Figure 6.

![Figure 6. Determination of “Maicih Keripik Pedas” Prices in E-Commerce in Indonesia 2018. Figure was adopted from www.tokopedia.com. On Dec 10,2018](www.tokopedia.com)
3.3 Product Promotion

Product promotion attempt must consider on which platform to use because in the survey. Most social media users are on YouTube and Instagram so it is better to promote products through these two social networks. It can be seen that the users of Instagram and Youtube can be counted as marketing and promotion media because it is easy and effective to be used by businessmen. With 11.7k Instagram followers and YouTube video that is viewed up to 100,000 times, someone can just upload product photos and/or upload videos and ads about products on YouTube can all attract potential consumers' attention. Consumers can also review products by commenting on the comments section to attract potential customers who have never tried the product (Figure 7).

![Figure 7. Maich's Instagram Account](www.instagram.com). On Dec 10, 2018

Social media plays an important role in the promotion of products in Indonesia. Many people find a product only through social media. Likewise, businessmen must also pay attention to the social media account of the product, always update the latest info about the products and do not keep and/or publish products that have been sold out. In addition, do not neglect the product by not updating the info. If the company is consistent in presenting their products, consumers will slowly trust the products and make repeat purchases.

3.4 Product Distribution

Product distribution is the next stage after product promotion. To distribute products that have been purchased by consumers, Maich uses trusted shipping services throughout the world. Of course, the costs of shipping is provided by the shipping service. So, if there are overseas buyers, they can buy these products from their own country without having to come to Indonesia (Figure 8).
4. Conclusion

Based on the results of the study, it can be concluded that social media is fundamental in marketing an online business. Since social media can be owned by everyone and it is free, social media businesses have reduced the marketing costs specifically on product promotion which is an important target in product marketing. Social media can also be used as a place to search or see the desired product just by typing the product name in the search field. Don't forget that social media can be used as a tool to get information about the latest products.

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