Role of Information Technology in Sale of Jersey

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Abstract. The purpose of this study was to find out about jersey sales in the Social Media Group. The method used in this study is observation which is obtaining data by making observations. In this case, we made direct observations in the Social Media Group. The results of this study were to identify how far the development of soccer clothes sales on social media through Facebook, and also to identify the benefits of social media in selling soccer clothes. This research also discusses the system of selling, ordering, and payment transactions using social media.

1. Introduction

The concept of Social Media is a business agenda within executives in an online sale. Decision makers as well as consultants will try to identify the ways companies can use applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter [1]. With the rapid increase in internet usage in the world, more and more consumers are using e-commerce sites to buy products and services. Following this trend, many industries choose the internet as their preferred sales channel and can save costs by doing business on social media [2].

Building trust with potential customers is an important component for everyone in business [3]. Many Twitter accounts are used for business which products will also be posted on Facebook. Companies and customers can communicate with each other without time constraints, place, and mediator so that the ancient way of communication will change to interactive two-way direct communication. In this way, brands and customers can work together to create new products, services, business models, and values. Meanwhile, the company can strengthen the relationships with customers. Social Media Marketing (SMM) is a two-way communication that seek empathy from users, and even enforcing familiar emotions associated with existing luxury brands for higher age groups. In addition, the company’s social media activities provide opportunities to reduce misunderstandings and prejudices towards the company and to increase brand value by creating a platform for exchanging ideas and information among people online [4]. The development of communication technology further facilitates online sales with information exchange. A large number of Facebook users make social network more functional as a medium for doing business [5]. In the digital economy era, setting up shop (physical or online) in business. Other than that, companies must be proactive by finding ways to engage customers, build relationships, and make people aware of the business world. What distinguishes social commerce from ordinary e-commerce sites is the social elements are involved. Social commerce sites include features such as customer ratings and reviews, user recommendations and referrals, social shopping tools, and online communities [6]. This online service is useful for young people and adults as an online business. Conscious institutions reduce costs and increase efficiency, while citizens receive faster and more convenient services [7]. The e-commerce business is currently booming throughout the world due to
consumer behavior. Consumers want a multichannel shopping experience that allows them to shop and complete transactions in any media they want. Once we start selling online, we will enter a new world and internal restructuring will be needed [8].

The purpose of this study was to find out about jersey sales in the Social Media Group. The method used in this study is observation which is to obtain data by making observations. In this case, we made a direct observation on Facebook’s Social Media Group. With observation, we can find out how people sell their jersey on Facebook. In conducting marketing and advertising strategies, an entrepreneur needs to know how to promote their products using marketing tools [5]. The existing marketing tools are effective for introducing products because business must use social media to promote products or services. In addition, these media can be used as product marketing as well as establishing communication with consumers regarding a product and service. An organization, profit or nonprofit will be more successful if they used internet media [6]. The advantage of social media is its wide range and no time barrier. In any part of the world, social media users can access it. This is what business people must used in this era of using an internet network. Using media information has a lot of change, especially in marketing goods and services that use social media [7]. Many success stories are experienced by entrepreneurs who used social media and the company has become a world class company because it uses social media.

Every institution, profit or nonprofit needs to take the opportunity of the variation of communication methods so that it can reach many people [8]. To reach audiences, social media is needed to make communication easier and more efficient. Communication is the most important thing in the world of marketing that bridges between the seller and the buyer [9]. So, the purpose of this study is to discuss a new media in the marketing field that is necessary for companies or businesses to promote goods and services which also necessary to establish good communication with consumers.

2. Method
The method used in this study is observation which is to obtain data by making observations. In this case, we made a direct observation on the Facebook Social Media Group. The results of the study were the identification about how far the development of jersey sales on social media and also the benefits of social media in selling jersey.

3. Results and Discussion
Facebook was developed in 2004 by Harvard Scholar, Mark Zuckerberg made itself as a means of buying and selling online on the social network Internet. Facebook is the most dominant social networking site Lenhart et al., according to many statistic reports related to Facebook’s adoption and the use of Twitter, Instagram, and other social media [9]. Thus, given the response to the desire to work with practitioners using social media, of course as an online entrepreneur, Public Relations practitioners need to involve social media in preparation for the day when social media can contribute by building an agenda. Selling soccer clothes on Facebook is much easier than we have to go to a store that drains time and money because there already exist Facebook services that can view the items, especially the football clothing that we want [10].

E-commerce is a new concept that can be described as the buying and selling process of items or services in the Internet world, the process of buying and selling products, or exchanging products, services, and information through information networks including the Internet. New sales can be used to provide information, persuasion, alerting consumers about product offerings, and conducting e-commerce transactions. As for attracting users, the seller should access the site on the Online business world page and then upload and give an explanation of the product [11] as seen in Figure 1.
In the main menu, to access the “Kolektor Jersey Tahun Lalu” group, we opened the Group and search the group by entering the keyword “Kolektor Jersey Tahun Lalu” on the search bar and we can join in the group. We can directly sell the jersey and can see anything that only the members at Kolektor Jersey Tahun Lalu group as seen in Figure 2.

In the View menu item on Facebook, we could open anything or just only selling jersey. We can open up the latest group photos in the menu to see every jersey that was sold as seen in Figure 3.
When we click on the image, the Jersey will be shown along with details of the club name, size, price, or contact person in the image. To inquire further, it usually begins with commenting on the jersey photo. To negotiate a purchase, the buyer will usually comment on the photo or contact the seller directly about the post (along with a note in the item details, the seller also usually list their contact number in the Jersey photo) as seen in Figure 4.
For payment transaction, the seller usually will tell the buyers to communicate through Facebook messages, WA, or SMS, it is aimed to keep the privacy of the information. Be it a leak, the details of jersey including the address of the buyer and the seller's account number and the buyer will be exposed as seen in Figure 5.

![Figure 5. Proof Of The Transfer](image1)

After reaching a deal between the buyer and the seller, the buyer will ask for the seller's account number. The seller will tell their account number and the buyer transfer the money, buyers must photograph the receipt as proof of a valid transaction as seen in Figure 6.

![Figure 6. Proof Receipt Number](image2)
After the completion of the payment transaction, the seller will send you a receipt number through WA to buyers as a proof to the seller, the seller will then sends the jersey to the given address. The buyers will wait the courier services to come. After the data and the payment has been completed, the buyer will wait for the jersey that was sent to the address given by the buyer. The money will be returned when the jersey failed to arrive but usually the product will arrive if the data is correct. Sometimes in buying a jersey, negative things that often happens are scams and data errors. If the buyer already transfers but the item never comes. There is a possibility of events like that to happen, the buyer should check the delivery service in case the seller does not send the items, the seller sometimes deceive their buyers. If it happens, the buyer can use legal measures in the case of a fraud.

4. Conclusion
In buying and selling Jersey, we don't need to be confused especially as technological developments are getting faster. Facebook's presence facilitates online sales to be used as a means for syllables with Facebook users, as well as media to buy and sell goods or Jersey. For Jersey shoppers, there's no need to look for a store because there's already a Facebook group about buying and selling Jersey. We can see the jersey sold by many people. As a seller, opening a store and selling through a Facebook group at the same time can make it easier to do business.

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