Information Technology Advertisement for Online Shop

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Abstract. This study aims to further optimizing online shop businesses by using Qualitative method in the research which resulted in more in-depth understanding in online business. With the rapid development of technology today, most young entrepreneurs online shop businesses are still using web media and not many people know. To expand an article and increase consumers, the online shop young entrepreneurs are looking for ABC social media applications. Where the target is a celebrity, because the program is more widely known to the youth to look for items to be searched for and which are discussed, liked or even used by most people at that time. Instagram is an application that includes a lot of interest with its users. A few people who have a lot of followers or followers are called celebgram. From these services they benefit by promoting an online shop so as to facilitate the online shop to get consumers, and can make it easier for consumers to find an item they want to look for. By just having a contact person and holding an Instagram account, everything can certainly make the celebrities find it difficult to handle it, plus the number of online shops who want to work together. Therefore, young entrepreneurs expand a product article as a business opportunity with media endorse which aims to facilitate entrepreneurs promoting online shop business to celebrities who want to use their services.

1. Introduction
Grant and McCracken offered a new approach to celebrity support. The foregoing explanation, especially the source of credibility and the attraction model, was criticized, and the model of transfer of alternative meanings was proposed. According to this model, the effectiveness of celebrities as supporters comes from the cultural meaning with which they are endowed. This model shows how meaning moves from celebrity to products and from products to consumers. The implications of this model for our understanding of consumer society are considered. The research path suggested by the model is also discussed. [1].

According to Soegoto, Purnama and Hidayat The purpose of this study is to investigate the internet and social media as a promotional tool and to expand its effectiveness. The method used is data analysis and descriptive analysis on social media data. Case studies are carried out on the promotion of tourism destinations to investigate the effectiveness of social media. The results show that the internet and social media greatly affect the number of tourist visits in tourist destinations. That means the internet is very effective as a promotional tool. Further research needs to be done on more specific indicators [2].

According to Hassan, Nadzim and Shiratuddin This research proposes a strategy for using social media as a marketing tool for small businesses based on the Attention, Interest, Desire, and Action (AIDA) model. The AIDA model has been widely applied to online marketing strategies but its
application for social media is still unknown. Focus group discussions were used for data collection involving twenty-two small business entrepreneurs. This finding shows that the model can indeed be applied in developing strategies for using social media for marketing purposes. The proposed strategy serves as a guide for small business entrepreneurs on how to use social media strategically for marketing [3].

Heller Baird and Parasnis, getting closer to customers is a top priority for CEOs, according to the IBM 2010 CEO Study. Businesses are currently building social media programs to do this. But are customers very enthusiastic? Actually, most do not engage with social media companies just to feel connected. Apparently, customers are far more pragmatic. To successfully utilize the potential of social media, companies need to design experiences that provide tangible value in return for time, attention, support, and customer data [4].

Messing and Westwood, much of the literature on polarization and selective exposure presupposes that the internet exacerbates media fragmentation and citizens. This is a way to improve the news. Different languages, useful information from various social media, in contexts that highlight partisan social affiliation. Based on the existing news selectivity model to emphasize information, we hypothesize that typical features of social, social, and heuristic decisions that generate utility. In two trials, we show that there is more power needed to improve content [5].

According to Leskovec, Huttenlocher, and Kleinberg Analysis of social networks. The network structure used in this application provides insight into interaction patterns, and global revealing phenomena on a scale that may be difficult to recognize the appearance of fine editions. At the same time, there are obstacles used in the domain for social studies: users develop relationships that are rich with each other, while network analysis in general. This is a fundamental problem for the bridge between what is and the nature of the network representation of this relationship [6]. According to Durkin, McGowan, and McKeown This paper discusses the current problem in the literature on the adoption of social media in the context of small and medium enterprises (SMEs) [7].

Erdogan, from a marketing communication perspective, it is very important that companies design strategies that help support competitive differential advantages for company products or services. Thus, activities support other elements in the marketing mix such as product design, brand imaging, packaging, pricing, and place decisions (distribution and physical distribution channels) to try to create positive effects on consumers’ minds. In helping to achieve this, the use of celebrity support is a widely used strategy [8]. Kansha, this study uses the effectiveness of using Endorsement by Giyomi online shop on Instagram social media. Endorsement is one form of interactive marketing / internet that can be used on Instagram social media. Approval Effectiveness in this study is considered from six communication objectives by Belch, namely creating awareness, generating interest, disseminating information, building images, creating strong and free brands to try products or services. The reason for choosing Giyomi is one of the online stores that are on the scale of Small and Medium Enterprises (SMEs) and routinely carry out Endorsement activities on Instagram social media. This online store on Instagram social media. Size will be more effective. Endorsement is important to learn because it can prove that support is an effective form of communication that can be used to market products through Instagram social media, considering the costs required to make validation are quite large [9].

Wulandari, the development of Information media in Indonesia has caused many forms of advertising and kinds of advertisements such as Instagram's social media. Currently Instagram has become a business area for someone to promote and sell products, goods or services to other Instagram users known as online shops. The use of Endorsement is one of the creative strategies in advertising that is often used by online shop entrepreneurs to introduce and disseminate information on their products and boost sales turnover widely and quickly. This research will be focused on the effect of the use of Endorsement on sales turnover of online shop businesses. This study aims to examine the influence of Endorsement on Online shop Sales Turnover in Palangkaraya [10]. The purpose of this study is to make it easier for entrepreneurs to promote online shop businesses to celebrities who want to use their services.
2. Method
The method used here is an online endorse system for shop which means to use influencer services only through the internet, blogger, is our media in promoting.

3. Results and Discussion
The meaning of the endorsement is the provision of support for something that contains elements of promotion. In the past, endorsements were usually done by artists or public figures. However, in recent years, many people who are not public figures are endorsed. Certainly not just anyone, but those who have a lot of followers and great influence on social media. If on Instagram, they are commonly known as selebgram.

This form of cooperation will also benefit both parties. For brands that are promoted, their products will become more famous. As for those who are endorsed, they will be sent various brand products for free and also get money. Nominal variety, can be from hundreds of thousands to millions of rupiah for one post. No wonder many people want to become celebrities and endorse. And these tips and ways are endorsed by the brand (Figure 1).

3.1. Don’t vacillate to be yourself

Yep, this is the most important tips. You have to be yourself and accentuate your characteristics so that you look more standout than others. Like for example Diana Rikasari who is famous for her colorful style and Marischka Prudence which is consistent with her traveling posts. One of the reasons brands prefer to endorse influencers than artists is that they look more real like most people. In addition, the brand will also choose people to endorse whose characters match them (Figure 2).
3.2. Consistently upload posts

![Instagram](https://example.com/soniaeryka)

**Figure 2.** One of the Instagram accounts with a large number of posts (Source: Instagram.com/soniaeryka)

People will not remember your account if they rarely upload even though the photos you upload are nice and interesting. This periodic posting is important to increase followers and keep them from remembering yourself. The smarter buddies are remembered by many people, the greater the chance of being endorsed by a brand (Figure 3).

3.3. Post it at the right time

![Instagram](https://example.com/ruhevita)

**Figure 3.** One of the endorsement posts (Source: instagram.com/ruhevita)
Surely smart buddies want to post that uploaded directly seen a lot of your followers? Well, the time known as the best time to upload is 7 to 9 in the morning before people move, 12 to 1 pm while having lunch, and 5-7 o'clock at night when they have finished their activities. That's when most people open social media or what is known as prime time (Figure 4).

3.4. Make your Instagram feeds as attractive as possible

Most people today are very concerned about visual appearance. So, uploading interesting photos to look at is very important, smart buddies. Don't have to use an expensive camera, really. A lot of you know the celebrities who only use smartphone cameras but the results are still good. If the object is taken normally, include the add property so that it is interesting (Figure 5).

3.5. Interact with your followers!

Figure 4. Interesting photo! (Source: instagram.com/dewideong)

Figure 5. Instagram account for one of the celebrities, Ria Ricis has been followed by 6.9 million netizens, you know! (Source: instagram.com/riaricis1795)
Apparently, many followers are not the only consideration for a brand to endorse someone, you know. Smart buddies certainly know that there are currently a lot of service followers adding followers. So, how connected a celebrity with his followers is also taken into account. Building closeness to followers is not difficult, really. It can be started by diligently replying to comments, giving questions at the end of the caption, and holding giveaway for followers. They will also see yourself as a friendly person.

4. Conclusion
With the rapid development of technology, this can make it easier, especially facilitating the relationship between online stores and influencers to do support cooperation, not having to negotiate for a long time, just using a cellphone through an application or site everything is easily completed. With this, online stores have the confidence to work with influencers without having to think long, and worry about the feedback.

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