Opportunities for Social Media Students in Online Business

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Abstract. The purpose of this study is to explain how a student must be able to utilize social media, including social media, a virtual world that is very fast and easy to access the internet in conversation, of course giving a big positive contribution for students. This research method used the descriptive method that describes access to social media that is easily accessible and influences the ease of internet access that is felt by all people, especially students who know better and takes advantage of the opportunities gained from social media. The result of this study as students can meet their own needs or at least try to be independent so that they are more aware of the benefits we get from social media. The conclusion of this study is that students can find out the benefits of the internet as a medium for doing business and the factors that cause student curiosity and knowledge possessed by students to earn money or gain useful knowledge from social media.

1. Introduction
Technology has developed rapidly over the past decade and has changed consumer behaviour in exploiting opportunities. Because internet users have spread rapidly, consumers are shifting from passive consumers to being active and informed. Electronic media, such as online discussion forums, electronic bulletin board systems, and newsgroups, are essential sources of information influences that facilitate information exchange among consumers. Web-based technology has created many opportunities for electronic word-of-mouth (eWOM) communication with the help of the internet; consumers can find much information they need about goods and services provided by other consumers or to share their opinions and experiences using goods and services with many other consumers. Active consumers trust online reviews posted by unknown consumers more than they believe in traditional media, just as they listen to personal recommendations from friends or family. [1]. According to Delone, William H., and Ephraim R. Mclean, Information technology and the Internet have a dramatic effect on business operations. Companies make significant investments in e-commerce applications, but it is challenging to evaluate the success of their e-commerce systems. The Information Systems Success Model can be adapted to the challenges of measuring the new e-commerce world. [2]. According to Zeng Daniel, social media refers to the mode of conversation, the spread of content creation, dissemination, and communication among communities [3]. Unlike traditional media and broadcast-based industries, social media has undermined the boundaries between writers and readers, while information consumption and dissemination processes have become intrinsically linked to the process of generating and sharing information [4]. According to Soegoto, he said that e-commerce sites need careful attention to structure, design and fill their contents in order to be successful. [5]. According to Philip Kotler and Kevin Keller, social Media is a means for consumers to share text, image, video and...
audio information and with companies and otherwise. Social media is an online media with its users able to easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Social media itself can have a positive or negative function, depending on its use. Online business via the Internet is a promising business considering that the market is an Internet user spread throughout the world. However, in practice many obstacles hamper the development of online businesses. First, security issues in conducting online transactions (Situmorang, James Rianto, 2012). [6]. According to Kietzmann, Jan H., The phenomenon of social media, which can now significantly affect the reputation, sales, and even the resilience of the company. However, many executives stay away from or ignore this form of media because they do not understand what it is, the various forms that can be taken, and how to be involved in learning because different social media activities are determined by the extent to which they focus on just a few. [7]

The emergence of internet-based social media has enabled one person to communicate with hundreds or even thousands of other people about products and companies that provide them. Social media is an element of the promotion mix because in this traditional sense it allows companies to talk with their customers (Mangold, W. Glynn, and David J. Faulds) (2009): 357-365 [8]. Social media provides an opportunity for users to produce, share, receive, and comment on social content among multi-users through the multisensor communication of Moorhead, S. Anne (2013) [9]. The internet is increasingly becoming a part of everyday life by facilitating networking opportunities and various ways to get along with others who have the same interests, values, or goals (Giordano, Carolyn, and Christine Giordano) [10]. This study aims to find out how much social media opportunities and explain how a student must be able to utilise social media, as well as developments in social media, the rapid development of cyberspace and easy access to the internet in communicating certainly have a significant positive impact on students.

2. Method

This study used the descriptive method that described access to social media which was easily accessed and influences the ease of internet access that was felt by all people, especially students. Who knew better and took advantage of the opportunities gained from social media to know what things must be considered in doing business in social media.

3. Results and Discussion

New media is a name that is anchored on social media because this media is different from previous media such as magazines, television and radio. The media, as described above are classified as old media which are now slowly being replaced with new media that get a place in the hearts of the people. Social media is a useful business promotion tool because it can be accessed by anyone and everyone, so the promotion network can be broader and do not know time [11]. Social media is an indispensable part of marketing for many companies and is one of the best ways to reach a wide range of markets or customers. Social media such as Web, Facebook, Twitter, Instagram, and YouTube have several benefits for businesses compared to using conventional media as a promotional medium.

In the Millennial era, as now there are so many opportunities for students to know and take advantage of the opportunities obtained from online media, especially the benefits in generating needs [12]. It is beneficial at least for students in doing business through online media so that students can meet their own needs or at least try to be independent. So that they are more aware of the benefits we get through online media, for example Grab. Grab, formerly known as GrabTaxi, is one of the O2O platforms headquartered in Singapore and most commonly used in Southeast Asia, providing customers with daily necessity services including travel, food delivery, shipping, and payment via digital wallet. Currently, Grab provides services in Singapore, Indonesia, Philippines, Malaysia, Thailand, Vietnam, Myanmar and Cambodia.

Grab believes that every community in Southeast Asia must obtain benefits from the digital economy, and the company provides access for safe and affordable transportation services, food delivery and delivery services, and also mobile and financial payment services. In Indonesia, Grab serves the
order of vehicles such as motorbike taxi or what we usually call Grab Bike, GrabCar for cars, GrabTaksi for taxis, GrabExpress for couriers, GrabFood for food delivery messages, and GrabHitch Car for social carpooling. Currently Grab is available in 125 cities throughout Indonesia, ranging from Banda Aceh - Aceh to Jayapura - Papua.

See Figure 1, this phenomenon has good potential for the Grab Services promotion event. Various types of services offered, especially for students, is an advantage nowadays. This is where the benefits of social media roles help service bidders. Using Grab is accessible we can see the steps about how to order a driver in the menu of the website.

See Figure 2, using social media, the service process of Grab Services can be more straightforward than ours. However, with all the ease of advertising on social media, of course, many other service bidders do promotional activities. In this ad we have to show the superiority of the services we have. Then switch to how to share stories in the promotional advertisement about all the benefits of using Grab Service, so that the users of the Grab Service become comfortable, and the message is delivered to the intended one.
See Figure 3, however, with all the ease of advertising on social media, of course, many other Grab Services bidders do promotional activities. This method of payment we must show the superiority of the services we have. There are two options to make the payment. Then, switch to how to share stories in the promotional advertisement about all the benefits of using the Service in order to make consumers respond so that people become comfortable and the message is delivered to the intended purpose.

**Figure 2.** Services offered. This figure was adapted from www.grab.com on October 5, 2018.

**Figure 3.** The method of payment for grab services. This figure was adapted from www.grab.com on October 5, 2018.
See Figure 4, information about users of the Grab Services application can be widely disseminated. Promotions using social media can be controlled, Grab Service can get measured data in a moment’s notice about its reach and effectiveness. Furthermore, the parties must cooperate, in the sense that the account or company that offers Grab Services with social media users aim to make things better, more efficient, and more useful such as being able to submit testimonies, complain, suggestions after using their services. The last in this promotional communication is how to maintain and continue to develop relationships that have been established.

Figure 4. Rating Application Users. This figure was adapted from www.grab.com on October 5, 2018.

4. Conclusion
Social media is operated as a promotional tool that is very commonly used in the current era and is very profitable for the company because in the process it is straightforward. Especially in the millennial era as it is today, the benefits might be a lot. Cellular and internet phones can all be done quickly, efficiently and effectively. As millennial children, mainly a student, we should be more creative and use social media wisely as a promotional media in doing online business because we are more knowledgeable and take advantage of the opportunities gained from social media. Technology development makes it easy for people, in online business and is more convenient for people to run activities just by using social media.

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