Building Sports Equipment among Students through Media as a Trend

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Abstract. The purposes of this research are to see how social media influence students and produce promising business. The method of this study used was descriptive method to support buyers who need the detailed about the product obtained in social media. Social media provides several facilitates such as various information to the student and the community. These results will be achieved if the customer certainly looking for a specific sports product namely shoes, clothing, and other equipment with a good quality. The results of this study are to determine current life style influence the students who need an extra money to meet with their standard and needs. In conclusion, students can use social media as a start to be a professional entrepreneur by utilizing media as a marketing trend, however, it does not only apply on the students too, and it can be widely used as a professional entrepreneurial spirit.

1. Introduction
Basically, the increasing awareness of individuals to exercise at this period of time is increasing on both sports lovers in their life and athletes. It makes manufacturers of sport shops such as sports shoes, tracksuits, hats, socks and so forth vying to create excellence from their respective brands. Nike as one of the largest sports companies in the world is well aware of the increasingly complex consumer desires. According to Pinchot III, Gifford advances the idea of "interpreneur," the form of entrepreneurship, and examines how intrapreneurs and companies can work together for mutual benefits. Innovation is very important for sustainable commercial vitality and large organizations often have ideas and resources to implement innovation. However, lacking of a corporate culture that fosters identification and turns these ideas into commercial ventures. The solution is the entrepreneur of people who take direct responsibility for creating innovation in the organization [1]. Correlational results show that Internet activities, such as using the internet to socialize, seeking pleasure and information, as well as using a new media are positively correlated with various dimensions of social support [2]. Brands continue to strive for profit by providing a new value to customers through quality products and services, customer management, retail strategies, and innovative marketing mixes [3]. However, the inclusion of many brands coupled with a decline in sales related to the economic downturn has led to new challenges for luxury companies.
E-commerce sites need careful attention to structure, design and fill their contents in order to be successful [4]. Economic transaction where buyers and sellers gather through internet electronic media, form contractual agreements regarding pricing and delivery of certain goods or services, and complete transactions through the delivery of payments and contracted goods or services [5].

The phenomenon of social media, which significantly affect the reputation, sales, and even the resilience of the company. However, many executives stay away 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
Social media provides facilitates for consumers such as share text, image, video and audio information with companies and vice versa [7]. The essence of entrepreneurship is the ability to create something new and different through creative thinking and innovative actions to create opportunities [8]. Social identification by focusing on one service industry, sports market, industry characterized by a very high level of identification between consumers and market offerings that can be utilized by marketers to increase consumer identification with services and, ultimately, increase brand equity[9]. In recent years, small businesses have received much attention from policy makers and researchers, that this business is considered important for economic growth. However, other ways to obtain these resources, with a few exceptions, are not focused on previous research on small business finance [10].

The purposes of this research are to see how social media influence students and produce promising business. The method of this study used was descriptive method to support buyers who need the detailed about the product obtained in social media.

2. Method
The method of this study used was descriptive method to support buyers who need the detailed about the product obtained in social media. This research was conducted in 2018.

3. Result and Discussion
Social media may be one of the effective business promotion tools because it can be accessed by anyone and everyone. Using social media as a promotion tool by utilizing social media to market their products is one of the best ways to reach wider market as well as customers. Web, twitter, Facebook, Instagram and YouTube have a very high potential to be marketing their product and have very a high potential and number of benefits for businesses compared to the conventional one. Nike is the largest sports company in the world.

This business has good potential for Nike sportswear because there are many kinds of products offered especially for sports lovers. However, other sports lovers do not to need because there are also other sports products that can be used by males and females. This is where the benefits of the social media role help sportsmen in Indonesia (See Figure 1).

![Figure 1. Main menu](image)

Social media (Instagram) is also a tool for promotion. By using social media, the process of promoting various kinds of products can be simpler than we have to go and look for products that we like. We can search for various kinds of products that we want, of course this makes it easier for us to use mobile phones so that consumers can also easily find various kinds of products on social media. Nike sportswear
as social media to promote the latest products has attracted the attention of more than 6 million site visitors (See Figures 2 and 3).

![Instagram as a promotional media](image2.png)

**Figure 2.** Instagram as a promotional media

![Nike sportswear as Promotional Media](image3.png)

**Figure 3.** Nike sportswear as Promotional Media

To attract the attention and interest of consumers towards the products offered at the time of promotion, the seller must pay attention to the context of the information to be disseminated by forming a story about the product to be offered, through the use of language and message content so that it can attract the attention of consumers in the millennial era this. As well as in promoting product services, it must also be interesting, such as providing a package sale or bazaar, attractive to consumers, who feel that they are even more economical and can even become loyal customers (See Figures 4 and 5).
Figure 4. Products offered

Figure 5. Promotions offered

Information on the sale of Nike sportswear products can be widespread. Promotions using social media can be clearly controlled, the product can get measured data in an instant about the reach and practical. Furthermore, the parties must mutually work together, in the sense that an account or business that sells sports products with social media users aims to make things better, more efficient, and more effective such as compatible to submit testimonials, complaints, and suggestions, after using their products. The last thing in this promotional communication is how to maintain and continue to develop relationships that have been established (See Figure 6).
4. Conclusion
Technological developments make it easy for people in the business world and comfortable for consumers to buy something through online and does not need to leave the house. They just need to use the internet and it will be done quickly and efficiently. With e-commerce, consumers need to be at ease for transacting in online purchases because sellers obtained by consumers can consider a ranking system regarding the quality of online business seller services, and consumers does not need to worry about transfer payments.

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