Influence of Information Technology on Company Development

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Abstract. The purpose of this research is to find out whether the rapid growth of social media today can affect the development of a company if it uses social media, such as to inform the public about the company and also benefit the company itself. This research used descriptive methods, where the problem solving that is investigated by describing the subject situation or the object in the research can be in the form of people, institutions, communities and others that are currently based on the facts that appear. The results of this research are to find out how much influence the use of social media on the development of a company, as well as the benefits obtained when using social media as a means of providing more interesting information to the public. This research was conducted by discussing all aspects involved, starting from the company itself to people who can see all the information provided by the company and so on, whether it has a big influence or not when using social media. The Conclusion of this study is to know the growth and development of the company after using social media as a tool of information to the public about the company and also the benefits of the company.

1. Introduction

Mongold and Faulds in the previous research explained that social media includes various types of online activities, starting from mouth to mouth forum including blog, chat room, email from customer to customer, moblog (site which contains digital audio, images, movies, or photos) and social networking sites [1]. According to Kim and Ko, in general, social media is an online application, media and platform that aims to facilitate a variety of content, interaction and collaboration [2]. Asur and Huberman also explained that social Media has been popular as an online discourse category where anyone can share, create a content, bookmark and have a very wide network, examples are Facebook, Twitter, Youtube and so on. Because social media is easy to use, speed and easy to reach, social media is also included in the dynamic media category and can change into topics such as environment, industry, technology, politics and entertainment [3].

According to Xiang and Gretzel, utilization on social media is extensive, because social media has various forms and also serves many purposes. for the content produced by consumers and will be supported through social media, among others, experience, results from facts and opinions, impressions and sentiments, relating to information and even about unfounded rumours [4].

Social media is also encouraging the existence of new business models that determine the connectivity and interactivity of customers, all existing content is related to technology, and produces a wide-ranging effect on the influence of current and prospective customers [5]. Gilbert and Karahalios also explained...
that the principle of social media is to treat all users the same, whether it's a close friend who has known for a long time or someone who really doesn't know at all. In fact, relationships have fallen anywhere along this spectrum, a topic of social science has been investigated or decades under the bond of strength [6]. Another advantage of social media is that social media generally shows a variety of rich information sources, in addition to the content, there is also a variety of information not from available content, such as links between items and explicit quality ratings from community members [7].

Curtis et all explains many opportunities can also be found on social media, one of them is social media offering community relations practitioners to be able to interact with the public while implementing new forms of technology and integrating them into everyday life. The advancement of technology today is very broad and is used by public relations practitioners and journalists [8].

The advantage of using social media in a company or business actor is that social media is a very good and appropriate intermediary to maintain customer relationships. One of the most effective ways to do this is to create fan pages for their products on social networking sites. Companies can post content about their products (containing messages, information, videos, quizzes and other content) on the fan page. Customers can become fans of their product pages, and customers can like company posts or comment as feedback [9].

And then, social media is generally used as a means to socialise and interact and serves to attract other people to visit or view posts that contain information about products and others. This is what attracts small and medium businesses to make social media a favourite media campaign [10]. Also, the use of social media in companies can be called creative too, Eddy explained in his book, entrepreneurship is a creative effort that is built on innovation to produce something new, has added value, provides benefits, creates jobs and results are useful for others [11].

The purpose and advantages of this research are the presentations of the information provided using a language that is easily understood in other words focusing on discussion and equipped with data showing that the influence of social media is very large so that companies or business people can capture what discussed and can be easily implemented. Based on the above research, this study discusses the use of social media for companies, the benefits obtained as well as the growth of the company after using social media as a development to improve customer relations.

2. Method
In this research using the descriptive method, by solving problems in the influence of social media on the development of a company that is investigated by describing the subject situation, or the object which in his research can be in the form of people, institutions, communities and others that are currently based on facts that looks. This research was conducted at the Universitas Komputer Indonesia, located at Jl. Dipatiukur No. 112 - 116, Bandung 40132, Indonesia (see Figure 1).
3. Results and Discussion
A company or business person is currently competing to find innovations or breakthroughs that can help to progress the company or business in any field, and in this research will discuss it specifically about how the influence of social media on the development of a company or actor business. Maybe this can be said to be something simple, but a company or business person must be able to pay attention to small things like this, in order to see the opportunity opportunities that exist. Here is an overview of connections from social media (see Figure 2).

![Figure 1. Location of Universitas Komputer Indonesia.](image)
Social media is a place where people gather virtually and interact with each other, therefore a company or business person must be able to maximize this, for example by participating in using social media as a medium to provide more interesting information to consumers, more interactive media campaigns and to observe the behaviour patterns of buyers because there are so many users from social media. Besides, social media has a global impact on communication it not only changes the way we communicate but also influences the processes involved with information services that support project management. According to Bryan, Matson, and Weiss social networks, both inside and outside the company, increase the value of collaboration by reducing search costs and coordinating from relevant parties who have relevant knowledge and interests. Furthermore, social media also helps to create functional networks and relationships with project partners [12].

The development of a company or business person will be greatly helped by the existence of social media because if you are smart in seeing opportunities and maximizing these opportunities, you will get significant results. This picture illustrates a group of people who use social media (see Figure 3).
The discussion about the other advantages that can be gained from using social media as an opportunity to get many benefits for the company is that today, there are already many users from social media. According to Skul, there are ways that social networking marketing can be beneficial in online. Although some businesses might find it no need to position yourself on the social network sites, with the help of social media this is a good way to advertise their products/services and know what consumers think and want. He kept saying that the presence of social network marketing can play a very role important role when it comes to online business success. He explained that social networking marketing makes it possible business to connect to the public and build their brand [13]. So automatically the use of social media is the right choice as an alternative way to develop a company, because it can promote products to many people in a more interactive way and information delivery is also much more interesting. Here is an overview of social media usage statistics (see Figure 4).
As regards the use of social media, 52 (26%) respondents said that social media plays the role of an interactive medium, 38 (19%) respondents said that social media acts as a source of information, 35 (17.5%) respondents said that social media bridges communication gap, 32 (16%) respondents opined that social media helps in sharing of ideas, 21 (10.5%) respondents said that social media is an important customer interaction tool, 12 (6%) respondents said that social media is an important crisis communication tool while the remaining 10 (5%) respondents said that social media is an important marketing tool [14] (see Figure 5).
Therefore, with the very large social media usage statistics, business people must be observant in seeing this opportunity, and indeed every company would be better if it could see opportunities even the smallest because even the smallest opportunities could be maximized.

If the company cannot see the opportunity, the possibility that can be obtained in the long term will go bankrupt and have losses both power, time and financial in a short time. For this reason, business people are competing to find solutions and ways to grow and raise their business to a better and better level. One way to use marketing or media promotion on social media.

Social media has also proven to be one of the most effective tactics as a marketing tool for consumers because social media is an online media that can be used by anyone, whenever and wherever you are. As long as facilities support, social media can be achieved. The fact is that everyone in the world today, cannot be separated from the name of social media. Everyone uses social media for various purposes both for work, chatting with family or friends, meeting old friends and reunions even for business. This picture shows the marketing strategy statistics (see Figure 6).
Figure 6. Most Effective Digital Marketing Tactic for 2018

| Marketing Tactic                        | Percentage |
|-----------------------------------------|------------|
| Social media marketing                  | 18%        |
| Content marketing                       | 17%        |
| Marketing technology                    | 16%        |
| Search engine optimization              | 15%        |
| Email marketing                         | 13%        |
| Search and social ads                   | 11%        |
| Data management                         | 9%         |

Published on MarketingCharts.com in December 2017 | Data Source: Ascend2 and its Research Partners

Based on a survey of 271 marketing influencers around the world from a mix of company sizes and primary marketing channels (B2B, B2C, B2B & B2C)

Figures show % indicating the most effective tactic used in a digital marketing plan in 2018.

Social media as a tool that can be accessed by many people, businesses use this to create a promotion strategy or strategy for businesses that can be said free of charge. The only thing needed is the cost of facilities and human resources that work. But the rest is, of course, free and does not need any permission. So since the rise of the use of social media, businesses also use it for their business interests.

In the past, marketing people faced the challenge of ensuring their content reached customers in the fastest possible time. With the help of social media, especially when sharing content about a business or sharing other content, all you need to do is share it with your company's social network account.

Social media is not just about increasing company sales in social media, but social media is a two-way channel where you have the opportunity to enrich customer relationships because media technology has created a revolution in society [15]. For example, social media allows tourism brands to create dialogues with travellers, thus creating relationships with customers before, during, and after they book travel accommodations with the company. This kind of social media dialogue between brand and customer is something that cannot be obtained from traditional advertising.

Advertising on social media is not expensive and is a way to promote business and distribute your content. This ad also offers strong targeting options so you can reach the right audience. For example, if you run an ad campaign on LinkedIn, you can create segments such as location, gender, and age. When running Facebook ads, you can target them based on location, demographics, interests, behaviour, and connections. You can also track and measure the performance of social media ads in real-time.

For that reason, the first simple step to start using social media as a tool for promotion and advertising is to determine which platform is right for the company and as needed. Here is an overview of popular Social Networking Sites (see Figure 7).
Figure 7. Most Popular Social Networking Sites.

After deciding which social media works best for your business strategy, develop a comprehensive plan for the content you are about to post. A systematic approach is key when developing your content plan because this will make you maintain the organization and consistency when sharing it on various social media channels.

Try to determine how often you will post, how you will measure the results of the posts, and how you will get maximum reach with your strategy. To get started, for example, you need to consider social media management tools that can be very helpful in managing social media from various companies, because it allows you to plan posts first and only select specific channels for messages to be shared. This helps maintain your content plan and make you involved with the target audience at the most potential time on all channels. The positive impact that we can get if we start right is the rapid development of the company, such as increasing the selling power of the company's products, wider customer reach.

4. Conclusion
The use of social media in the development of a company or business actor has a significant and influential impact on the company include the company has a wider marketing range, get feedback directly from customers, establish good relationships with customers and Promotions and advertisements can be done in real-time and cheaper. Social media will have a very positive effect if the company can manage its use properly and creatively.

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