



International Journal of Education, Information Technology And Others (IJEIT)

<https://jurnal.unibrah.ac.id/index.php/IJEIT>

Vol. 3, No.3, December 2020



Information Technology in Business Development Field

Tatan Tawami¹, Feryanto Abi Febrina²

¹Departemen Sastra Inggris, Universitas Komputer Indonesia, Indonesia

²Fakultas Teknik dan Ilmu Komputer, Universitas Komputer Indonesia, Indonesia

E-mail: tatan.tawami@email.unikom.ac.id

Article Info	Abstract:
Article History: Received: October 28, 2020 Revised: November 13, 2020 Published: December 2020 e-ISSN: 2654-2528 p-ISSN: 2623-2324 DOI: 10.5281/zenodo.4308127	The purpose of this paper is to explain business development by utilizing social media where it is in demand by many people. Using social media is one of the most effective ways to promote business development and to increase the awareness of it. The method used in this research was survey. The results of the survey were business development through social media has a good, economical and well-organized opportunity. The research was conducted by discussing the increase of business development using social media.

Keyword: *Social Media, Business development, Marketing.*

INTRODUCTION

With the development of the world of information and communication technology, it has affected various fields, one of which is in the business field (Kusbandono and Rosyad, 2019). With the internet information exchange flow, it is easier to advertise or sell products (Vu, 2014). With so many social media users, the function has finally opened business opportunity. That is because it enables business to develop regardless of time and space.

Social media has a big impact on changing business functions, there is a drastic change in how business is run. With the advancement of new technology, many entrepreneurs learn to use technological innovation because they can save their expenses for promotion (Dwivedi, et al., 2015). The biggest problem in developing a business is marketing, where marketing in the normal way requires considerable costs, such as taking part in exhibitions and making and distributing brochures. The development of the internet becomes stepping stone for creating new marketing models (Kusbandono and Rosyad, 2019). In business, social media is used as powerful tool for marketing because it is widely used and possible to compete with competitors who sell similar products. The development of marketing communication media has been developed from print media to electronic media and social media. Generally, consumers will search and learn about the product they wish to buy before actually buying them through social media. Social media offers attractive and fun interaction between users such as sending messages, experiences, videos, and giving comments. Discussions conducted to share information can form an understanding for consumers about the products or services offered (Hassan, et al., 2015). Basically, social media has changed the way we communicate. It also represents one of the biggest impacts on technological change in business both internally and externally. Changes in organizational relations with markets and society occur because of social media (Aral, et al., 2013). In the past,

manufacturers assumed that a consumer would only be interested in popular brand. After the goods are purchased, consumers only focus on the quality of the products and services provided (Hudson and Thal, 2013). With new marketing methods such as advertisement promotion on the internet, and social media, it is an effective way to develop a business so that it is easier to increase brand awareness.

The purpose of this paper is to explain business development by utilizing social media in marketing. The method used in this scientific work was conducting a survey. It aims to empower individuals in marketing by using social media as a place to promote their products or services and utilize communities that may not be available through traditional means (Erdogmus and Cicek, 2012).

RESEARCH METHOD

The method used was by conducting a survey. The survey was conducted in several big cities in Indonesia during the period of March 2018 to March 2019. This method was used to discover how many people used social media and how often they looked for the products they need on social media.

RESEARCH RESULTS AND DISCUSSION

According to internet world stats data, more than 30% of the world's population accessed the internet. The number was estimated at more than 2.2 billion people. Of these, 82% of the internet population was more than 15 years old and was connected to social networking sites. Online advertising through social media affected many internet users, consumers liked and even followed brands that held promos on social media. After saw a brand advertisement on social media, prospective customers who mostly used social networking began to be interested in the brand. Based on the data in Figure 1, the use of social media in Indonesia showed that social media users in Indonesia were quite high.

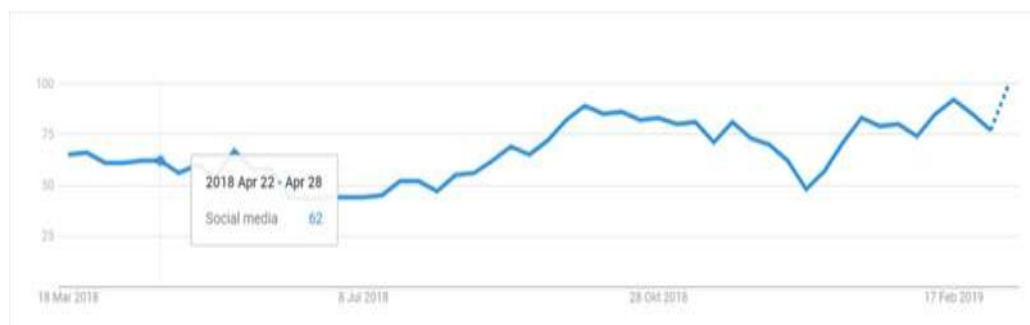


Figure 1. Graph of social media usage in Indonesia (resource with google trend)

Based on the graph, the growth of social media use was different on every region, and it always surged from 18 to 24 March 2018. There was only a 1% increase in the initial data of 65%. After that, there was no significant decline of around 10% from 25 March to 5 May 2018. On 6 to 26 May 2018, there was an increase of around 7%, and then there was a decline again even below 50% from 10 June to 21 July 2018. However, from 22 July to 6 October 2018, there was almost 90% increase. In 2019, precisely from 17 to 23 February 2019, social media users in Indonesia reached 92%. It proved that the influence of social media was very extraordinary in Indonesia as a media for business development (Siddiqui and Singth, 2016). The following data is the growth of social users based on cities in Indonesia from 17 March 2018 to 17 March 2019 (Siddiqui and Singh, 2016) (See Table 1).

Table 1. Social Media Use

No	City	Social Media Use
1	Depok	100 %
2	Malang	96 %
3	Yogyakarta	86 %
4	Kota Denpasar	78 %
5	Kota Tangerang Selatan	78 %
6	Pekanbaru	72 %
7	Bandung	72 %

8	Samarinda	69 %
9	Padang	68 %
10	Jakarta	65 %
11	Makassar	65 %
12	Banjarmasin	64 %
13	Semarang	64 %
14	Bogor	60 %
15	Surabaya	54 %
16	Surakarta	53 %
17	Kota Bekasi	53 %
18	Tangerang	52 %
19	Palembang	50 %
20	Pontianak	50 %
21	Medan	50 %
22	Bandar Lampung	49 %
23	Bekasi	48 %
24	Batam	42 %

Social media provided an online community with a wider space to share various information globally. It was also closely related to the development of the internet itself, because the internet was the cause of the proliferation of current social media use.

A number of entrepreneurs recognized the presence of social media could increase the sales by advertising on it. The following are the results of research on social media that was widely used especially in Indonesia. The scale of social media did not only consist of the Social Networking Service, but it also included a variety of applications, such as sharing media (YouTube, Flickr, Jamendo), business and academic networks (LinkedIn, Akademia), cyberspace, blogs (Blogspot, WordPress, medium), and many other platforms. Social media had succeeded in attracting and retaining users on their websites for long periods of time that also had attracted researchers in limiting aspects of supporting their success (Chen and Bryer, 2012). In Figure 2, it describes the social media that were widely used in Indonesia.

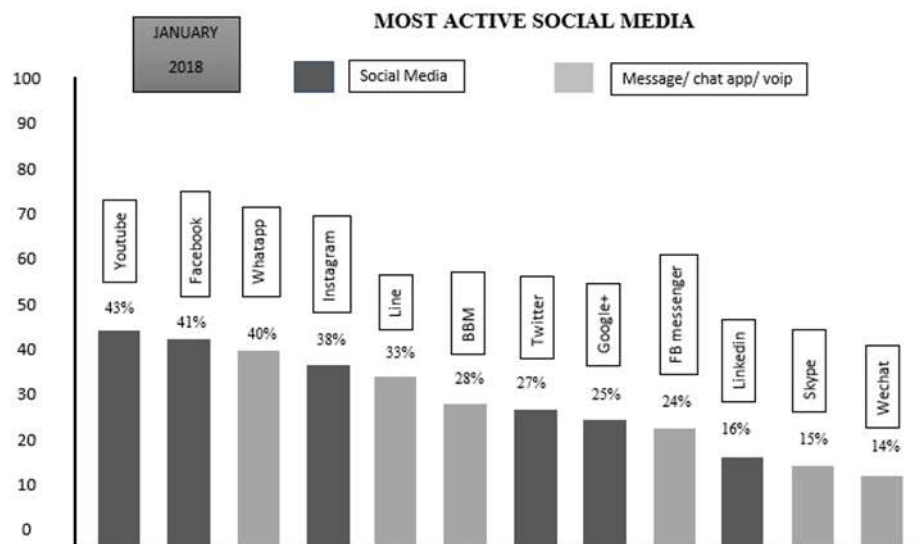


Figure 2. The most widely used social media (resource with Slideshare Hootsuite, We are social)

The statistic showed categorized users based on gender, education, age group, online expenditure, and frequency of social media use. It showed that social media users relatively had high educations and they were in their young age. The age distribution was justified because most social media users were also included in this age category from 15 to 44. In relation with online shopping habits, it showed that almost all users were accustomed to online shopping, therefore they showed familiarity with it. Finally, the results of the respondent confirmed the latest suggestion that social media users checked their accounts very often (Mikalef, et al., 2013) (See Table 2).

Table 2. Descriptive Statistical Data

Variable	Percentage (N=165)
Gender	
Male	56%
Female	44%
Education	
Primary School	1%
Junior High School	1%
High School	14%
University	56%
Post Graduate	28%
Age Group	
<24	50%
25-34	37%
35-44	7%
45-54	6%
>55	0%
Online Expenditure (€/Month)	
Never Purchased Online	8%
1-24 €	44%
25-50 €	25%
51-100 €	16%
101-250 €	7%
> 250 €	2%
Frequency of Social Media use	
Several times a day	55%
About once a day	21%
3-5 times a week	8%
1-2 times a week	4%
Every few weeks	4%
Less often	7%

Social media had a very important role in the marketing process, then it could affect the increasing number of sales, turnover, and profits. Social media became effective marketing tools because of these reasons.

1. Internet was widely used with enormous users for social networking.
2. Social media was easily accessed.
3. The easy process of disseminating information on social media, businesses only need to make articles, writings, pictures, videos, or other forms of information and put it on certain social media.
4. There was a notification to users when business account they followed posted new posts so that the information was immediately received.
5. Social media had reached variety of users.

After conducting the survey by asking number of questions, most of them believed that social media was very effective in marketing their products and services and in developing businesses because they were considered easy, economical and could be done anywhere.

In fact, social media was actually used by all types of businesses, yet the delivery method must be different. If your product could not show photos or videos, then highlighted the other side of the business such as the production process, people behind the scenes, wise words, and others. As long as promotion process was done correctly, your online business account could increase product sales optimally. The Instagram account on Figure 3 and 4 showed that business account must include a complete biodata about the store or company. This resulted in customer trust to the store.



Figure 3. Product marketing on Instagram

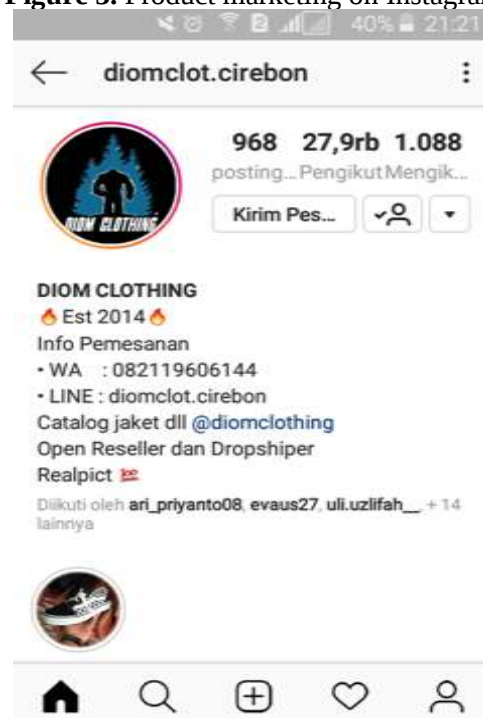


Figure 4. Product marketing on Instagram

From the picture above, it could be concluded that when we wanted to market a product through social media, there were requirements to fulfil:

1. Must include a complete profile;
2. Having many followers;
3. Posting photos or videos at least once a day;
4. Establishing a connection with someone who had popular social media account with followers.

A study of visuals on social media found that 60% of well-known brands on social media used the same filter on their photo's posts. This resulted in a unique and easily recognized account.

CONCLUSION

In conclusion, the authors conducted this study to prove that social media is a very effective new marketing model used to develop all types of businesses, but the delivery method must be suitable with the business you have. Because social media is easy to use and it attracts many people, the information will spread more quickly and be conveyed to wider range.

BIBLIOGRAPHY

- Aral, S., Dellarocas, C., & Godes, D. Introduction to the special issue—social media and business transformation: a framework for research. *Information Systems Research*, vol. 24 no. 1, pp. 3-13, 2013.
- Chen, B., & Bryer, T. Investigating instructional strategies for using social media in formal and informal learning. *The International Review of Research in Open and Distributed Learning*, vol. 13 no. 1, pp. 87-104, 2012.
- Dwivedi, Y. K., Kapoor, K. K., & Chen, H. Social media marketing and advertising. *The Marketing Review*, vol. 15 no. 3, pp. 289-309, 2015.
- Erdoğan, İ. E., & Cicek, M. The impact of social media marketing on brand loyalty. *Procedia-Social and Behavioral Sciences*, vol. 58, pp. 1353-1360, 2012.
- Hassan, S., Nadzim, A., Zaleha, S., & Shiratuddin, N. Strategic use of social media for small business based on the AIDA model. *Procedia-Social and Behavioral Sciences*, vol. 172, pp. 262-269, 2015.
- Hudson, S., & Thal, K. The impact of social media on the consumer decision process: Implications for tourism marketing. *Journal of Travel & Tourism Marketing*, vol. 30 no. 1-2, pp. 156-160, 2013.
- Kusbandono, D., & Rosyad, S. Upaya Pengembangan Usaha Kecil Dan Menengah (Ukm) Dengan Memanfaatkan E-Commerce Untuk Meningkatkan Minat Pembelian Konsumen Terhadap Penjualan Bibit Ikan Di Desa Plosobuden Kec. Deket Kab. Lamongan. *e-Prosiding SNasTekS 2019*, vol. 1 no. 1, pp. 381-390, 2019.
- Mikalef, P., Giannakos, M., & Pateli, A. Shopping and word-of-mouth intentions on social media. *Journal of theoretical and applied electronic commerce research*, vol. 8 no. 1, pp. 17-34, 2013.
- Siddiqui, S., & Singh, T. Social media its impact with positive and negative aspects. *International Journal of Computer Applications Technology and Research*, vol. 5 no. 2, 71-75, 2016.
- Vu, H. T. The online audience as gatekeeper: The influence of reader metrics on news editorial selection. *Journalism*, vol. 15 no. 8, pp. 1094-1110, 2014.