

Use of Social Media in Small and Medium Enterprises among Adolescents

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Abstract. The purpose of this research is to find out the effectiveness of small and medium business products marketing through social media and also create work by the needs of society. The method used in this research is a qualitative descriptive approach. The results showed that this method facilitated and accelerated the buying and selling activities for consumers as well as producers and improved the quality of coordination in the marketing team and also increased product sales. Because in the current Era, consumers prefer to buy products with media that are easy to understand as well as liked by consumers. Doing business through social media is very effective and efficient with minimal marketing capital. Product marketing through social media can also make it easier for business owners to do and increase company turnover and expand networks of fellow business and industry partners.

1. Introduction

The development of the Internet is not far from the development of social media. For this reason, social media has a strong influence on the growth of online-based businesses in Indonesia, including Small and Medium Enterprises (SMEs). According to the Presidential Decree No. 20 of 2008 the definition of Small Business is a productive economic business that is stand-alone, carried out by an individual or business entity that is not a subsidiary or not a branch of a company that is owned, controlled, or become a directly or indirectly part from the Medium Business or Large Business.

Research conducted by Priambada information technology, especially social media, offers benefits for SMEs to improve their marketing [2]. Small and Medium Enterprises (SMEs) have an important role in the economic and industrial growth of a country. Nearly 90% of the total business in the world is a contribution from UKM. Besides that, SMEs have contributed to the absorption of labor. Empirical studies show that SMEs on an international scale are a source of job creation. The contribution of SMEs to absorption workforce, both in developed countries and developing countries [3]. With its strategic role, SMEs are required to have high competitiveness in order to remain competitive [4].

Eddy Soeryanto Soegoto to produce product growth in existing and new markets, three intensive growth strategies can be applied for marketing expansions as follows:

1. Market penetration strategy
2. Market development strategy
3. Product development strategy

For small and medium business entrepreneurs, social media has become a place that is used as an effective and efficient marketing medium, which is also easy and cheap. Small and medium enterprises

are required to be able to keep up with market developments to survive and improve the marketing of their products. This is what attracts SMEs to make social media as a promotional medium, among others through websites / blogs / other social media accounts. Social media marketing includes the efforts to use online communities, social networks, marketing blogs and others.

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2. Method

The method used in this study is a descriptive qualitative method because researchers describe social media and marketing of SME products to find out the effectiveness of social media in product marketing strategies.

3. Results and Discussion

The many benefits that can be felt by SMEs with the use of social media is one a strong driving force for SMEs to continue to use social media in order to develop products, communicate with consumers, suppliers and suppliers, and develop networks wider market. This is in line with previous studies that showed that perception the benefits of using information technology is one of the driving factors for SMEs to using information technology media [11].

Instagram is a social media that is used by one of Xollux bag makers to market and promote its products. In Instagram, there is information about the variants or motives of the bags that are marketed, prices, how to order, expeditions used, shipping locations, information on ready-to-order items and discount vouchers. Xollux markets the bags according to market interest, especially for young people as their target. Bags that are marketed are self-produced instead of taking from other producers to become resellers (See figure 1)

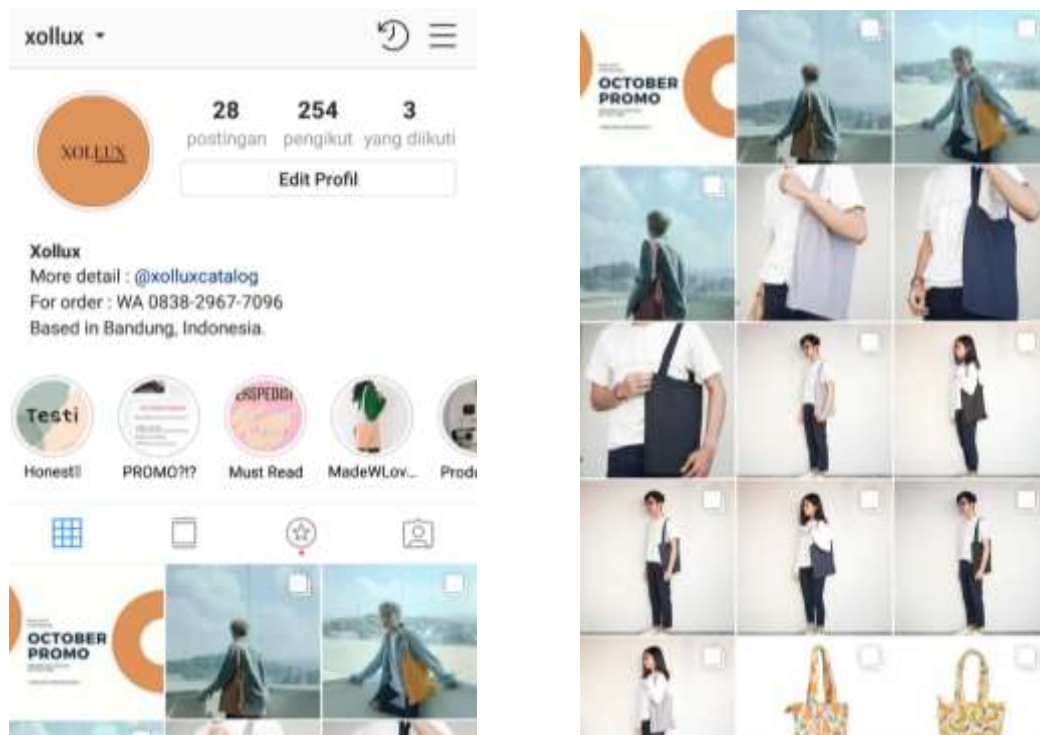


Figure 1. Initial Display.

In the display of @xollux Instagram account, there is contact information for the order, the city of origin, as well as the catalogue from Xollux and some highlights in case of the consumer testimonials, discounts, information about the expedition and how to order, promotional bag videos and photos when production process. (See figure 2).



Figure 2. Testimonials and items available.

Testimonials and ordering methods are available to make it easier for consumers to see reviews before making an order through the contact listed. Consumers also can choose which shipping method they preferred either by cash on delivery or using the provided expedition. (See figure 3).

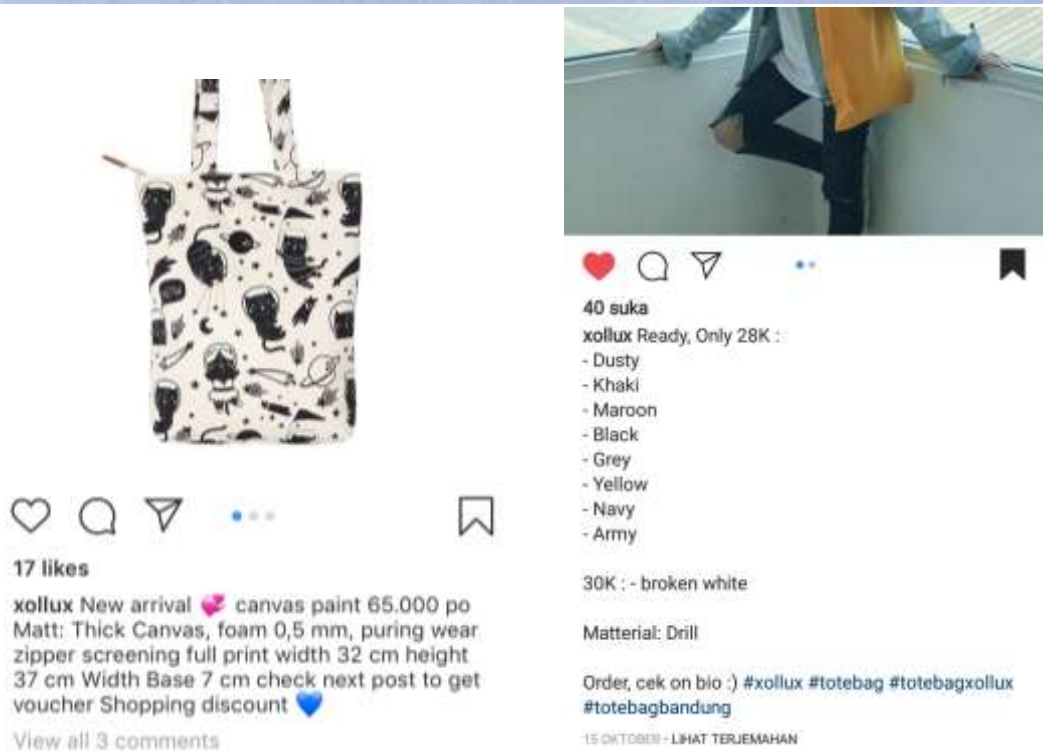


Figure 3. Prices and materials used.

Each motif has a different price and specifications for each photo uploaded by Xollux there is a price tag of the bag as well as the details of the material used (See figure 4).

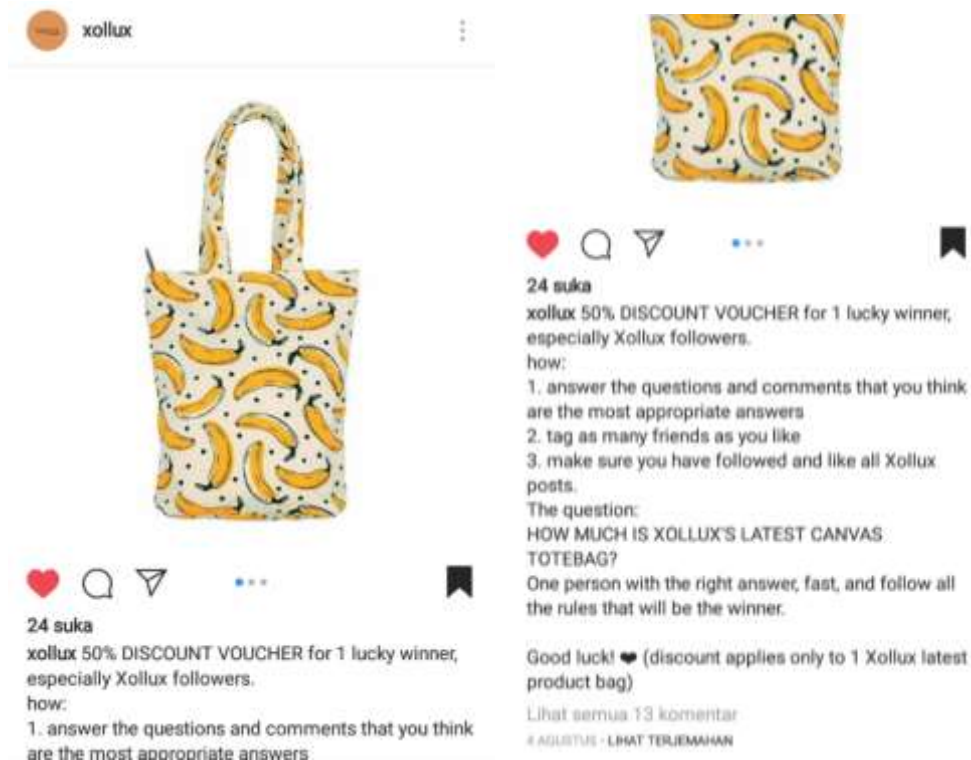




Figure 4. Promos and discounts.

In order to further increase consumer interest to buy the products offered, it can be done by giving a discount [12], Therefore every each issue of a new bag motif Xollux provides a promotion to attract consumers. One of them is by distributing a voucher 50% discount by guessing the price of the bag to be issued. The winner will pay the new product with only 50% of the price offered. Consumers just comment by guessing and marking as many friends as possible.

In addition to providing discounted prices to increase consumer interest, this can be done by asking consumers to provide testimonials or shopping experiences [13]. So what is done by Xollux, consumers are asked to follow Xollux's Instagram account. For the October promo, Xollux provides a promo in the form of "buy 5 get 1 free" at a normal price and also a promo for a maximum of 3 purchases to get a discount of 25,000 if you promote and follow Xollux's Instagram on intragram stories for 24 hours. (See figure 4).

4. Conclusion

Social media provides practical and effective solutions to meet the needs of SMEs, to promote or conduct marketing activities with small capital. Through social media, SMEs can minimise costs and utilise applications that exist on social media, one of them is Instagram. It is hoped that by using a combination of adequate business strategy and social media as a tool to market and a practical promotion platform, SMEs can improve quality and expand all social media users to the corners of the world. Social media is also able to be used to introduce SME products so that it is known by the general public, especially young people who are the number one social media consumers.

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