

Marketing Platform as Promotion Tool in Business

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Abstract. This research aims to describe, analyze, and determine the role of social media in marketing strategies. This research used a survey method that is focused on people who are in a business that is in direct contact with social media so that it can be reviewed directly on the role of social media in marketing strategies. The implementation of social media in marketing strategies has been implemented by several companies or other business entities to market their products. Various content and network contacts are the principles behind social media. The utilization of social media itself has been done for various purposes, one of which is to do business. Businessman utilizes social media because it is considered more efficient in time and cost. Moreover, almost all people in various parts of the world use social media to support daily activities such as communicating and exchanging information. The results of this research show that social media has a significant role in marketing strategies for small- and large-scale businesses. That condition because of the ease of disseminating information and also greater efficiency in marketing activities.

1. Introduction

As technology advances, the marketing system is also growing. The human mind is developing, likewise the way people deal with problems [1]. People nowadays marketed their products by word of mouth until they expanded their business to become bigger and needed a large target audience. It also influences the communication between other people in a country. The speed of information or communication flow, the exchange of facts, and visualization data of a country's poverty will be stimulation for each country to improve its level of progress [2]. This is where we think about how we can find ways to market products in an easier, cheaper and more efficient way. In the current era of globalization, technological developments are developing rapidly. Information Technology (IT) helps companies to develop and will experience rapid growth from year to year [3]. The company or agency will choose an easier way by relying on information technology in the form of social media to help them market their products because this method is considered to reduce costs and energy so that it is more efficient because this media is developing rapidly to disseminate information, interest all people, and their use also easy [4]. Some businesses have also spread their sellers through online because of the ease of technology available nowadays, people are starting to peddle their sales through images that they share on certain applications or websites. They advertise or market them through the media social media that are popular such as Twitter, Facebook, Instagram, and even chat applications such as WhatsApp and Line [5]. With the story or status feature that will disappear in 24 hours, opening up opportunities for people who want to promote through an influencer to market the product. Influencers

themselves are people who have a talent in influencing or attracting other people to like and buy the things that they use. This marketing method is called endorse [6]. The businessman markets what they sell by sending certain items to certain influencers and pay them so that the influencer reviews their goods and posts the goods so that more people are interested in buying the item. As technology develops, the number of followers of a person on social media can be tricked [7]. Regarding this, social media also develops by complementing social media with engagement features. That is to measure how actively followers of social media accounts interact with the postings of the account owner. This increases the value of the owner of the social media account. In this way, the businessman can find out if they can trust a certain person to market their sales and the level of the price they will pay for the influencer to market their sales [8].

The purpose of this study is to describe and analyze the effectiveness and efficiency level from the use of Information Technology (IT) towards the use of social media in marketing strategy. This research used a survey method that is focused on people who are in a business that is in direct contact with social media so that it can be reviewed directly on the role of social media in marketing strategies. Therefore, this research explains the information contained in several social media and some of the interacting processes between some of social media influencers' posts and their followers.

2. Method

This study used a survey method and directly interviewed 10 small business people around Universitas Komputer Indonesia. Questions asked about the use of social media related to their business, their response to the development of information technology (IT) as a marketing strategy, how they deal with it, how much their share in implementing the use of social media in their own business, and other values related to their use of social media.

3. Results and Discussion

The needs of society in the use of social media nowadays are very large. Currently, the business started using it as a place to promote their products to the market [10]. To reduce marketing costs and efficiency in the market, they prefer to use social media rather than hiring others to work as sales. Businessmen tend to use information technology (IT) that exists nowadays such as social media because it is considered more convenient and efficient [10, 11].

- *Marketing in Instagram*

The following is an example of the marketing of Tone Up Cream product through the posting of one of Indonesia's influencers (see Figure 1).



Figure 1. Instagram Post

Figure 1 displays an Instagram post as a media promotion by one of Indonesian influencer to offer and market products.

- *Marketing in Instagram Story*

Another way to market products on Instagram is not only through Instagram posts but there are also Instagram stories that will disappear within 24 hours. The following is an example of marketing a product through Instagram stories (see Figure 2).

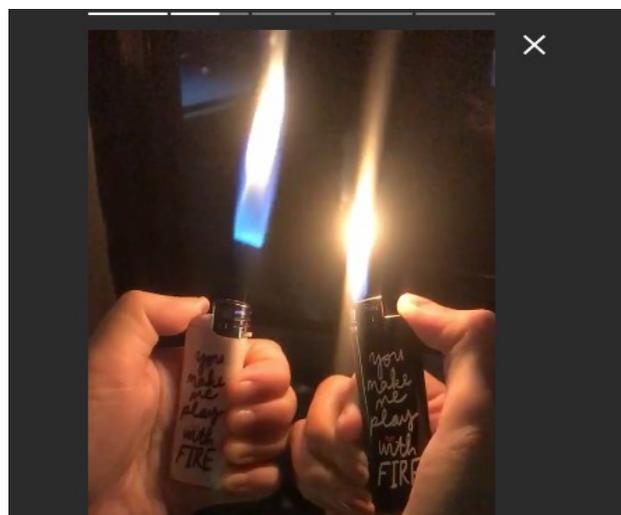


Figure 2. Instagram Stories

Figure 2 shows that for celebrities and influencers as well as companies, this Instagram story feature used to promote something or make announcements without damaging the aesthetically arranged Instagram feeds.

- *Marketing in Twitter*

The use of Twitter as a marketing medium is still in demand by many people. As in the following figure (see Figure 3).



Figure 3. Twitter Posts

Figure 3 explains that Twitter is a free social network is currently used by business people to carry out online marketing actions. Not only small companies that use the Twitter account as a promotional tool but currently various big companies in the world also use Twitter as their way to market their products.

- *Marketing in Facebook*

Moreover, people will not miss the opportunity to advertise their products on the largest social media platform in the world, Facebook. From the beginning of its emergence now has formed several communities including a community of buying and selling goods where people can market new or used products or also other services (see Figure 4).



Figure 4. Sales Menu

Figure 5 shows that through the Facebook application, you can easily introduce the brand to the public. By sharing pages or information about your product or company, you will increase your product's branding in the community. Especially if you use the page as your activity. By using the page, the number of "likes" can be more than the Facebook account friend-list limit.

- *Marketing in Line*

LINE is not only a chat application that is known for its unique stickers, but also as a multifunctional application. People can update their status and also read news through LINE Today. Many people carry out various activities on this platform including marketing and advertising products. The following is an example of three different official accounts that market and advertise their products in their own way (see Figure 5).

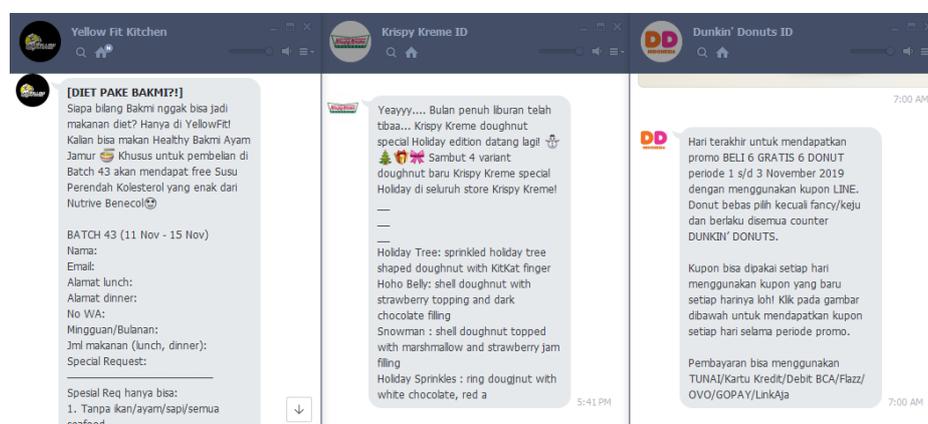


Figure 5. Line Chat

Figure 5 shows that LINE application combines the messenger platform, social media, and online stores.

- *Marketing in WhatsApp*

The last one is the WhatsApp application. Currently, WhatsApp is not just a chat application. After WhatsApp and Instagram were bought by Mark Zuckerberg, who is one of the biggest social media platforms in the world nowadays, stories feature on Instagram was also added to Facebook and WhatsApp, making WhatsApp no longer just a chat application but also currently used as social media where you can share statuses that can disappear for 24 hours too (see Figure 6).



Figure 6. WhatsApp Chat

Figure 6 shows that WhatsApp can be used to market your business. Your prospects can use it to expand the reach of your content.

4. Conclusion

The use of social media is needed in marketing and advertising needs. As technology develops and human needs become more diverse, the presence of social media is a means that facilitates the needs of us all from communicating, exchanging information, and other economic needs such as buying and selling as well as marketing the products themselves. On the other hand, conventional and digital marketing is currently more profitable using digital marketing through social media because besides being easier, it is also more efficient. Therefore, it can be concluded that marketing your product on social media is the right choice.

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