

Supporting Entrepreneurship through Social Media

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Abstract. The purpose of this study is to look at the effects of social media feeds that are used to support business. To support the research, the author used a descriptive method by examining several Instagram accounts in the business of photo and video documentation viewed from their Instagram feeds. The results of the study showed that a good, interesting and creative Instagram feed would give its own branding to the Instagram account or business, and it could also attract potential new customers. From these results, the authors found that an interesting and creative Instagram feed would provide branding and had its own character, while also being able to persuade consumers. This was because manufacturing interesting and creative feeds could make consumers more interested in the services we offer. Evidently, this was very influential on the development of the business that we make.

1. Introduction

Technological advances are undeniably evolving and affecting in our every day's life namely smartphone. It has many features and it is used not only for communication tool, but also to fulfil other needs for entertainment, business, and education. Social media as part of the technological advances is now used as promotional tool for business so that it will be widely known by many people. Besides, promotional activities on social media can also be used as a portfolio. Therefore, while social media can be accessed for free, it is important that we are aware of the opportunities to advance the business we are in [1].

The uses of social media provide a competitive advantage for SMEs (Small and Medium Enterprises). SMEs can communicate to existing customers and attract new potential customers. Previous research explained about the role and the use of social media in public health [2]. It shows social media is used in different kinds of field. Communication in social media becomes more complex where interpersonal communication blends with mass communication. When people upload something on social media, interaction, interpersonal communication, and mass communication will occur at the same time, because the postings can be widely enjoyed and seen by many audiences [3]. In this research, a new marketing strategy is implemented through social media so that service is immediately felt by customers [4]. This research contains the development of social media in 2016 and the age segment of its users. Instagram social media is commonly used as a marketing medium for online shops. Promotion through social media such as Instagram has a positive influence on sellers. Items promoted on Instagram make it easy for sellers to expand their trading area [5-7]. Instagram users can choose various categories such as food, place, building, and selfies. This study focused on photo categories. Currently, social media is very common and becomes our habits [8-10].

The purpose of this research is to find out the influence of social media feeds have on business development. The method used in this study was descriptive method where the authors examined the contents of several social media business accounts.

2. Method

This research used descriptive method by examining social media business accounts focused on its activities and feeds to see the influence on entrepreneurship. Interviews with several informants related to the social media account attractiveness.

3. Results and Discussion

To support this research, the author analyzed several social media business accounts that offer photo and video documentation on Instagram. Instagram was a photo and video sharing application that allowed users to take photos and videos and share them with friends. Service in photo and video documentation was chosen because of the business potential and its popularity on the potential customers.

Instagram feed meant precisely taken photos and videos that were uploaded to the account. The feeds were well-arranged so that the content quality (photos and texts) was interesting. The following is home page of Instagram (See Figure 1).



Figure 1. Home Page of Instagram

On this page, Instagram feeds appeared from the various followed accounts. The first social media account examined was the *@aliencophoto*. They offered service in photos and videos documentation for prewedding and wedding. Their feeds were interesting because they were aware of the importance of using location tags on the photos and videos. The layout was arranged in specific order to attract new customers. It was arranged in accordance with the theme of one particular wedding photos and videos documentation. The purposes of this strategy was to engage with the customers preference which resulted in hiring this service (See Figure 2).

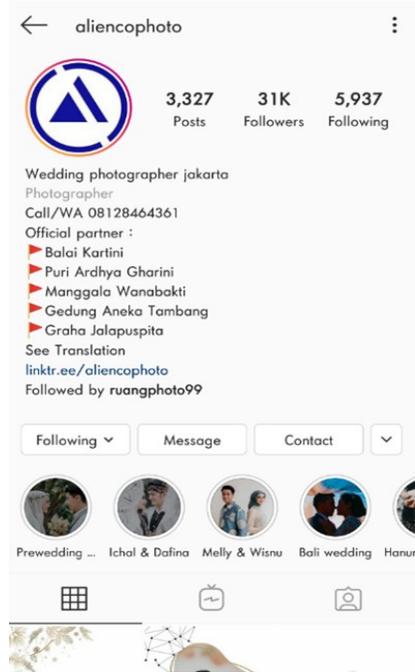


Figure 2. @aliencophoto Instagram Account

In addition, this account showed their branding in order to be stand out among their competitors. There were 12 feeds consisted of photos and videos of the same particular wedding concept. The concept shown in Figure 3 illustrated the wedding atmosphere in formal occasion and traditional occasion (See Figure 3).

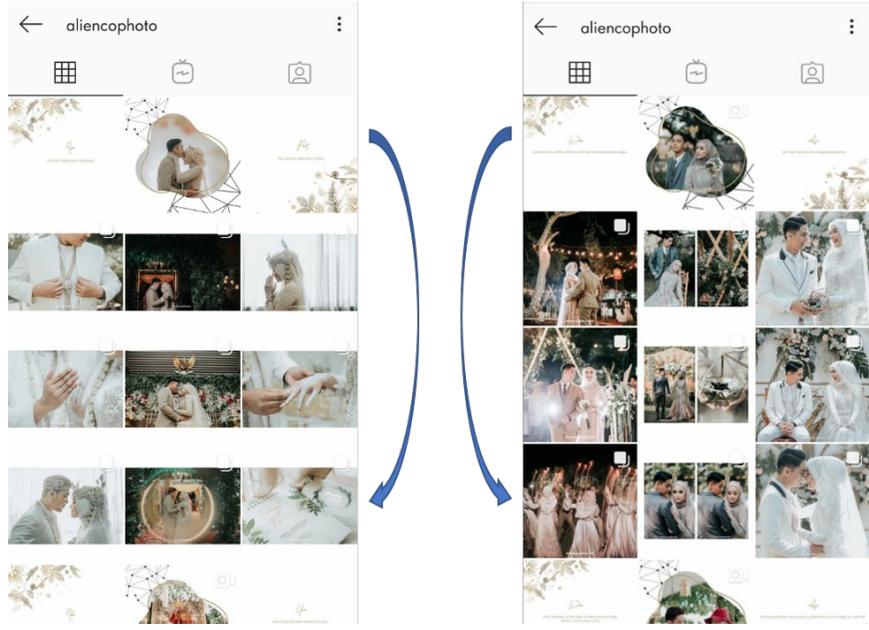


Figure 3. Wedding Photo Collection

By making use of their account very well, they stood out in the business. Moreover, Instagram was a free platform, so companies did not need to spend a lot of money on large-scale.

The second social media business account was @ruangphoto99. They offered service in prewedding and wedding photos and videos documentation. Their concept was quite different with the previous one. The documentation concepts were adjusted with the brand characteristics in terms of color composition. Most of the feeds were prewedding documentation which they had mastered in in terms of photoshoot properties, locations, and color compositions. Unlike @aliencophoto, @ruangphoto99 did not put their feeds in particular pattern in accordance with the event theme. They only put nine particular photos documentation (See Figure 4).

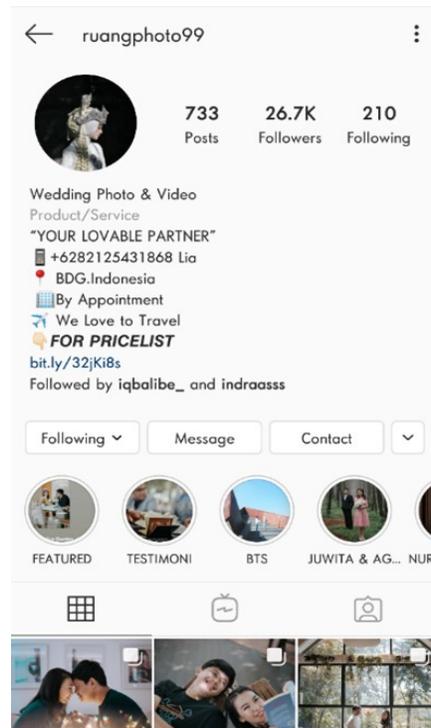


Figure 4. Couple Photo Collection

Both of these two accounts used Instagram feeds as their promotional media. Not only for their businesses, but these accounts were also for their portfolios.

4. Conclusion

The conclusion of this research is the use of technology can be a supporting factor for our business. With social media Instagram, we can promote the products or services that we sell since it is free platform. We can cut cost and use it for other necessities. Utilization of Instagram feeds clearly gives a good influence to support entrepreneurship, with creative and attractive Instagram feeds proven to be able to attract potential new customers.

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