

Comparative Study of Business Promotion

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Abstract. The purpose of this research is to find out the influence and the benefits of the website in business promotion. In this study, we used a comparative research method about the advantages of business promotion using a web site compared to business promotion using conventional media. The comparison between promotion through the website and conventional media methods are done in terms of cost, speed of information updating, area of information distribution, and detailed information. The results showed the advantages of promotion using website media compared to conventional media in terms of cost, speed of updating information, the breadth of information distribution, and detailed information. In conclusion, it can be used for business people to determine the marketing strategy.

1. Introduction

Traditional business patterns are now entering the internet era where traditional patterns are gradually changing towards a system that uses sophisticated technology. This process can be referred to as business evolution [1]. Promotion is defined as the process of communicating with customers to offer a product. The promotion has a key role in determining market success [2]. The rise of internet use in the world has caused a transformation in the way of communication. People start to communicate and get information about the company or the products they produce through the website [3]. To market products through the website, an appropriate marketing strategy is needed [4].

There are several marketing strategies through the website, companies can use web analytics, which offers a company metric system to measure digital marketing performance [5]. Marketing has high-quality promotional content and chooses the right way to promote [6]. The latest media information by the company is a website because it is considered as the most intermediate point by customers when searching for product information so that it is more detailed and considered more effective by using print media promotions [7,8]. Comparative Qualitative Analysis (QCA) interprets the data qualitatively and look at the causation between variables. This stage of the approach will study causation itself, has the first qualitative stage, and systematically used it. QCA is a type of mixed-methods approach to conducting research. This analysis is handling the data using simple qualitative data tables and the matrix itself consists of rows and columns. QCA is the most suitable for small to medium case study projects with many cases [9]. This comparative analysis is one of the old modes of research, this is widely used in many fields scientific inquiry as a strategy method that used important parts in a variety of humanities and social sciences, which can be traced back to antiquity but more fashionable and evolving [10].

This study aims to determine the effect and the benefits of the website in business promotion. We used a comparative research method about the advantages of business promotion using a website compared to business promotion using conventional media. Comparative analysis between the two

promotion methods is carried out in terms of cost, speed of information updating, information distribution, and detailed information.

2. Method

This research used a comparative research method about the advantages of business promotion using a web site compared to business promotion using conventional media. Comparison between promotion through website and promotion through conventional media methods are done in terms of cost, speed of information updating, area of information distribution, and detailed information.

3. Results and Discussion

The growth of technology will provide opportunities for many entrepreneurs to find many ways to offer their products toward consumers. The internet can help entrepreneurs to introduce their products widely to consumers using websites through the Internet. With the website, the scope of the promotion is at the worldwide level because everyone who has a website can access the website from anywhere and at any time. Promotions using conventional media, such as brochures, have a low level of scope of promotion.

Entrepreneurs have to pay attention to customers' satisfaction. Customers' satisfaction from the website is the ease of getting information and the convenience of transactions. Consumers want to easily find out product details and stock. By fulfilling the desires of consumers, the profits will grow higher compared to conventional ones.

With the use of a website, it can reduce operational costs compared to conventional ones because everything is just the data in cloud storage on the Internet. Therefore, business people can easily find partner relationships as well because the website includes personal company information that can be accessed with other business people who open the "About Us" menu at the end of the page. Other entrepreneurs can easily see the potential of the company itself, which can lead to becoming a partner with our business.

Figure 1 shows an example of an online promotion that is accessible to everyone who visits the URL. The main menu can be displayed on the website as shown in Figure 2.



Figure 1. Halloween event



Figure 2. Main menu

In the Main Menu view there are several sub-menus. Each sub-menu has a detailed explanation. For example, the sub-menu “Store” is shown in Figure 3. This sub-menu explains that the website provides consumer needs through promotions contained in the Store sub-menu.

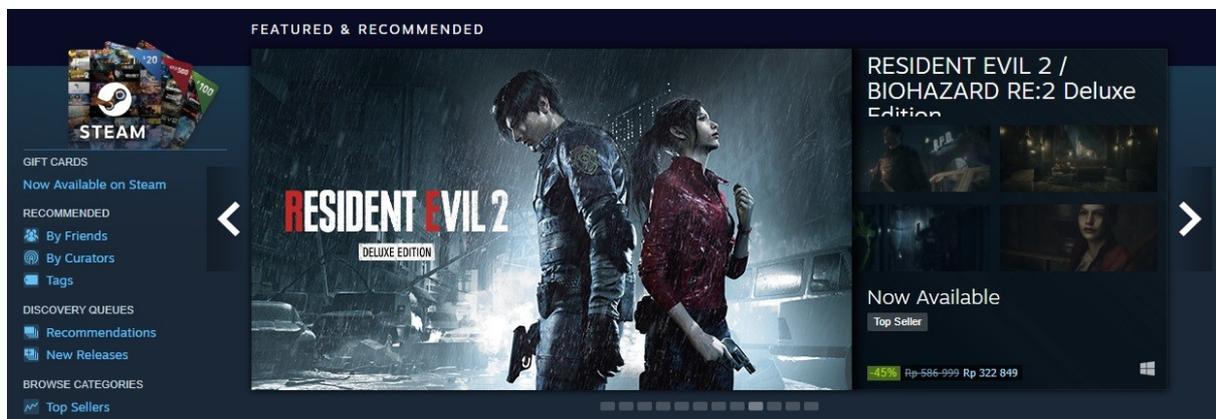


Figure 3. store

Figure 4 shows the display of Community features. The company offers the need for articles about some current information, so as not to miss information. Figure 5 explains the website, the product development contained on the website, and explains some of the functions of the website.

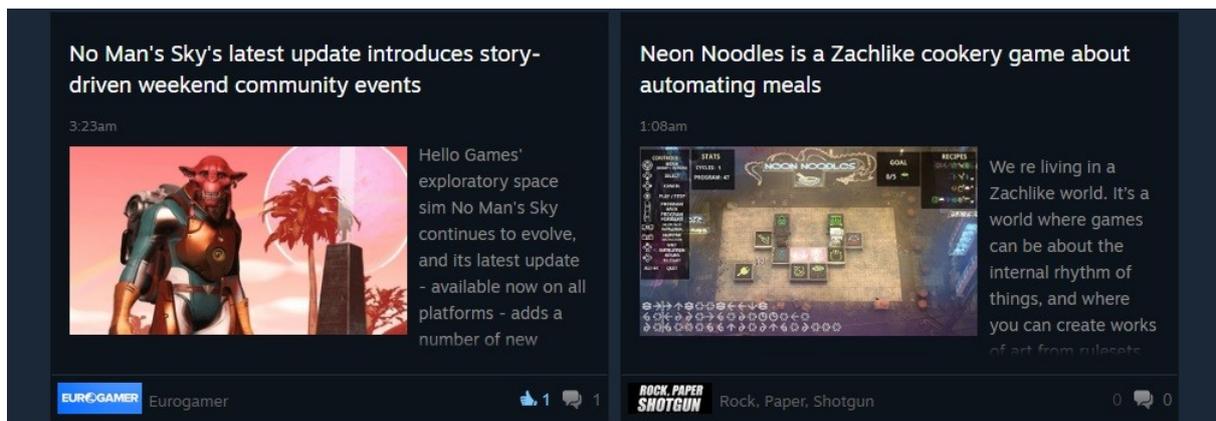


Figure 4. The articles

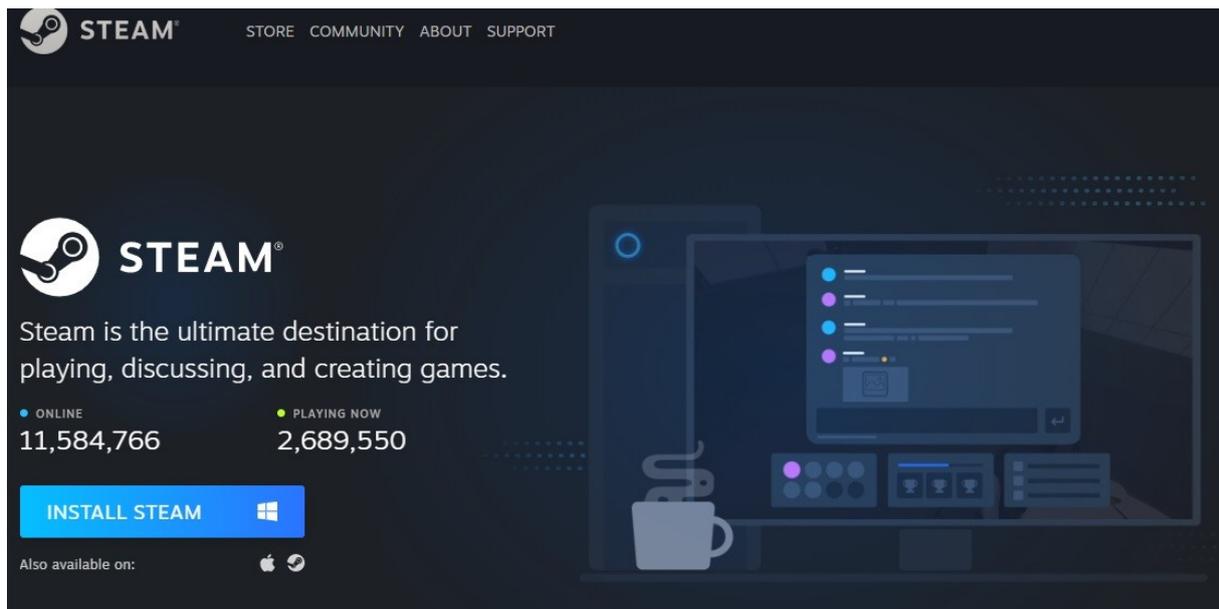


Figure 5. Display

Figure 6 is a display of the offers services to consumers. This feature describes services and assistance regarding consumer needs. This website offers assistance such as login assistance, forget the password feature, and purchase transactions.

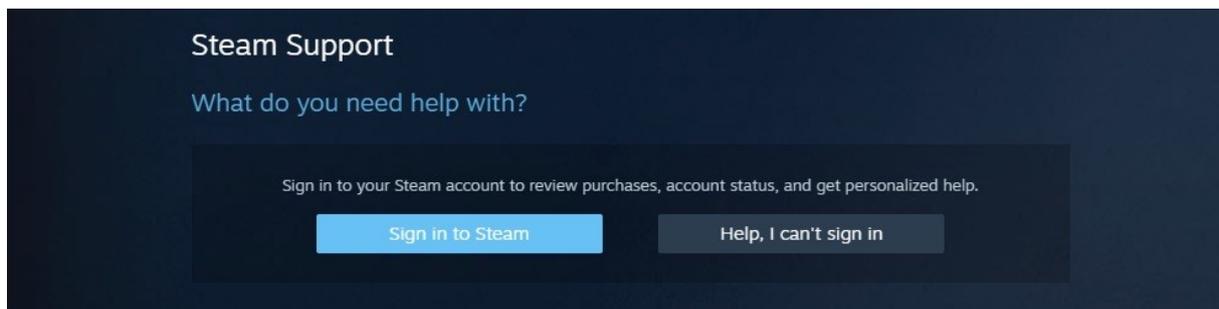


Figure 6. Steam Support

Table 1 presents a comparison between promotions using website media and promotions using conventional media. The comparisons are made in terms of cost, information update speed, breadth of promotional reach, and detailed information that can be presented.

Tabel 1. Comparison of Promotions Using Website Media With Promotions Using Conventional Media.

	Website Promotion	Promoting Using Conventional Media
Cost	1. The cost is far more economical if compared to promotions using brochure / newspaper media with promotion using the website generally only costs under Rp.700,000 per month.	1. For the cost of making brochures / newspapers is relatively cheap, but if done repeatedly it will obviously harm the company
Speed	2. Always connect with customers by always updating new products or special promotions or new services provided.	2. Promotion using brochures / newspapers from the beginning of the making requires a long time to arrive in the hands of consumers
Scope	3. Can reach a wider target market because anyone can access the website while connected to the internet network.	3. The reach of marketing using brochures is not too broad, only limited to a region or 1 city
Information	4. With promotions using online websites / catalogues can provide more information about the product or service being promoted.	4. With the promotion of using brochures, it is usually reviewed to be more simple, directly focused on the point that is promoted so that consumers can immediately understand the intended purpose, but remain in limited explanation

As we can see from Table 1, promoting products using website is more effective compared to the conventional one. With the website promotion, we can reduce the cost, provide new update of the product faster, reach a wider target marketing, and give a detailed information about our product.

4. Conclusion

In conclusion, promotional costs are conventionally higher than using a website. In terms of speed, promotion methods using the website will always be connected with consumers because the product or service can be updated at any time. The scope of promotion for using a website is "all over the world" because anyone who has the internet can access the website. Besides, promoting through a website can describe products in more detail because there are no restrictions when compared to conventional promotional methods. In conventional media, information must be made as simple as possible to obtain lower costs.

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