

## Expand Target Market in Business

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**Abstract.** This study aims to explain the extend target market of product by using a website. With the development of technology, it certainly has an impact on users of the website. This study used descriptive method with qualitative approach. It is to determine the efficiency of the information website. The result of this study is that technology has an important role in expand the target market. Evidently, with information technology, every activity that is usually done manually can now be done anywhere without being limited by distance and time. The conclusions of this research are many advantages and benefits of accessing a website, many of them information that we need and can be easily obtained. With the use of the website, all requirements regarding information facilities are now very easy for users.

### 1. Introduction

Information is one of the most important things in the field of education or company. Nowadays, the information system is already equipped with a form that consists of pages display and a variety of information in the form of text and picture. The website can be a form to promote their products. The support of science and technology help information system to have a wider range and certainly not limited [1]. Most people may behave a lack of willingness to read, however, with a web-based information system now people no longer read-only the text, but can see images and moving images; it can improve the reading quality. In improving the quality of reading, it needs public knowledge into a broader course [2].

We can see a lot of submission information namely in school, company, or government agency, in which, in order to deliver the information, it must include the background information, services, contact information, and brief announcements or news. In doing the activity, it still requires the information in more detail to be widely known. The information also needs to make the reader comprehend the meaning well, clear, and detailed. Therefore, in order to deliver information in public, we still use advertisements and banners. However, when we are doing this, it does not always successful due to limited access to it.

The website now has a critically important role in delivering the information, especially in the field of services to facilitate customers in making access to the information-based website [3]. Along with the advanced development of technology, the website now has the competence to master the event and information technology tools. As an effective way of delivering information to the public and make them comfortable in accessing the information. The website also needs to provide information fastly and up to date by using the Internet [4]. The information system is an application that is structured and organized to achieve one of their goals. The use of an information system is a tool that has an important role to process the data management organization with the capacity to coverage. One of the

advantages of this information system is when you need to process the data processing is accurate and provides a comfortability feeling in searching the data. The speed of data processing is very beneficial for all users of the internet network, as well as for private agencies and institutions [5].

The growths of technology affect the development of the information system, making it become one of the important aspects of doing the activity. Therefore, many researchers are conducting experiments to improve the information system so it can provide a lot more. With the computer network, management information also works better. The development of technology makes it easier to spread information through the internet all over the world [6].

The development of technology makes people use the facility of the internet, be it from a mobile phone and computer. The internet that we use is equipped with many beneficial features, such as making it easier to access the website anywhere. A website is a place where we can gather the information that we need all around the world. Moreover, with the growth of technology, people are using the website as a place to promote their products, get the information that they need, as well as looking for a job vacancy. Also, the website could be a place as a tool to minimize the risk of losing data [7].

This study aims to explain the extend target market of product by using a website. This study used descriptive method with qualitative approach. It is to determine the efficiency of the information website. The result of this study is that technology has an important role in this society. The development of web-based information gets a positive response from society. It is because the website is easy to access on the internet. However, private institutions and governments also use the website as a place to get information. Other than that, they also use the website as a media campaign for people who need the information related to them. Therefore, from the rapid growth of technology, people could explore anything in social media [8].

## **2. Method**

The method used in this research was the descriptive method with a qualitative approach to collect the data. This method was used to determine the important role of a website, as well as the benefit of it.

## **3. Results and Discussion**

Many people already use the internet. However, to get the information needed, they need to connect their gadgets to the internet. The reason why most people use the internet is that it is convenience for users to explore everything. Therefore, the internet has an important role in today's society [9].

The website has an important role to gather all information into one place. It is because the website has provided all the information that we need. Besides, many people also prefer to use something instant and not difficult to get information. Therefore, the website is one of the ways to get information easily. One of the characteristics that technology has grown is the emergence of the website as a place to gather information [10]. Before, we use paper to deliver the information within people. Therefore, in a company, it costs a lot of money to deliver the information because they use paper in their activity, but with the development, we could reduce the use of paper. The other advantage of using the website is that it reduces the use of paper and money. The other advantage of this website is that a lot of communities reduce the use of paper; which could damage the ecosystem. When you are reducing the use of paper, it means that you are protecting the environment as well as this earth.

In delivering the information on the website, you only need the internet and your gadgets. Therefore, after you connect the gadget to the internet, you can explore the website according to your needs. Also, a website helps us to study and do the homework. All we need is to access the website. Other than a place to get information, the website also has the other advantages, such as a place for the company to promote its products. If the company provides trustworthy information about the product that they sell, they will get the customer's trust [11]. Therefore, to expand their target market, we can also use the website to increase the sale of products. One of the advantages of using a website to promote the product, the company could provide a place to critic the product. Therefore, the company

will know how to improve their quality. When a company already has a website to promote their products, they could easily expand their market. It is different for the company that does not have the website as one of their tools to promote their products. The website is very important for the company to interact with its customers.

The website can also be interpreted as a collection of pages that contain information such as text data, image data that is stationary or moving, there is also an animation or cartoons, video to a mix of music with a variety of information to make it more attractive to users. The design showed the website also has a variety of interesting thus making the customer is more comfortable to read in the contents of the message. However, to have an attractive design requires a capable of creating website-based applications and the use of the programming language or commonly referred to as a web developer. His role is so important that is to link resources on a website, ranging from databases, dynamic web pages, as well as regulate how customers interact with elements of the website. Then there are web designers who are working on the visual elements on a page or a web site that people can create a front-page display looks so interesting and not monotonous. They used to do the visual components such as images, multimedia into web pages to complement the content of the pages. Understanding of others as well as HTML, CSS and image manipulation and animation into compelling video content to lure visitors [12]. There is a webmaster who is a combination of the two professions are described above, which has to keep and maintain a website that is used, which is where the duty to be a responsible dab marketing website. Webmasters are also used to be a manager of the project, organize work to web developers and web designers.

Static if the contents of the website information remains, rarely changed, and the contents of the information in the same direction only from the website owner. If the contents are dynamic website information is always changing, and two-way interactive information content derived from the owners and users of the website. The website can translate into a set of a page in which there is information in the form of text, images, animation, a video, to music with a variety of views to make it more attractive to all users. The website as well as an information window is static and also dynamic and in which form a series of the building (link) that are related to one another. Websites can be said to be static if the information within the website is fixed, there is rarely changes, and the contents of all of the information only in one direction from the owner of the website only. and can be said to be dynamic if the website content can vary, which is used in the E-Commerce website with all the information that comes from the two-way interactive users of the website, as well as dynamic website maintenance easier from having to use a static website. For static websites whose content is not able to change, only once made on the internet [13]. Generally, the website cannot be changed but can be changed manually via programming languages on the website. Static websites usually have a less attractive appearance, has limited interaction with website visitors it can be said it can be used as an online brochure, and also does not use a database.

There are the flaws in workmanship website get if that is not so maximal such, although the credibility of the website is to provide criticism and suggestions on services and products, still, it will be difficult to gain the trust of the customer if there is no direct eye contact in particular. Then with a website can achieve the target of the broad market, but the number of competitors web on the internet, too much, to get the best ranking in Google would be difficult because so many other competitors who use the web site, using a web domain that is paid or professional can raise the ranking in the Google search engine, the difference with the free for your web tiers away from being paid. The web also provides a free domain and has a validity period of 1 year and after expiration, the owners were asked to pay as usual [14]. There is a risk that is quite disturbing when a company or someone trying to open a business in a free website or unprofessional is SPAM and various kinds of advertising that is quite disturbing when a visitor enters the website, should few times to close the ad so as not to deter visitors when reading content page on the web, even visitors will also be less interested in the website are made up and they do not believe because it is not the official website.

#### **4. Conclusion**

The importance of the internet today for the community as one of access to information and communication technologies to acquire new knowledge as well as stalls to get a website-based business opportunity. Many advantages and benefits of accessing the website, many of them the information that we need and can get easily. With the use of the website, all the requirements concerning the means of information are now very easy for the user.

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