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Analysis of Benefits from Information Technology as a Creative Marketing Strategies

W A Astuti^{1*}, A P Dewi²

¹Departemen Akuntansi, Universitas Komputer Indonesia, Indonesia

²Departemen Akuntansi, Universitas Komputer Indonesia, Indonesia

Email : wati.aris.astuti@email.unikom.ac.id

Abstract. The purpose of this study is to analyze that communication with technology and information systems has many benefits create modern marketing. Social media have become the main pillar in delivering information. Social media can be used to socialize programs and policies, introduce products and social media can be used to community learning. Collecting data method with questionnaires was distributed randomly to social media users. The results of the analysis show that small and medium entrepreneurs claim to be easier to market products through online media and get more customers from online sites. Likewise consumers prefer to buy products they want through social media, because in this era of globalization people tend to use digital communication, they also assume that shopping through online sites has many advantages such as economical, time-saving and practical prices. Of course this is widely used by entrepreneurs. Therefore, social media can be a creative marketing product in entrepreneurship.

1. Introduction

In the current era of globalization, information technology plays a very important role. By mastering technology and information, we have enough capital to be a winner in global competition. Information is the main capital in developing science and technology which is the main weapon for developing the country. Technology, according to Miarso, it has the understanding of processes to increase added value, the process uses or produces a product, the products produced are not separate from other existing products, and because it becomes part of integral from a system. So, it can be concluded that the Technology era is a time when products are always recycled or sought to meet human needs [1].

Luchman et al explained that the use of social media has been greatly developed over the past decade, with technological innovations and the Internet such as Facebook, Twitter and YouTube have achieved massive adoption in a few years. Social media is increasingly important in everyday life and is a mechanism of social interaction that is very important for young people [2].

While Saravanakumar explained that social media has been widely used by all circles and even companies, regardless of whether it is a small company or a large company, they start using social media to advertise and promote themselves. Social media plays a role in the promotion of promotion. This allows companies to talk with their clients and at the same time allow customers to talk to each other with sellers. Forming a discussion between customers and sellers to ensure they are aligned with goals is the company's best interests [3].



Berthon et al said that social media has always been a function of technology, culture, and state governance or certain contexts, the actions and creative creations of consumers also depend on technology, culture and government [4]. As Manzoor said that social media gives companies innovative ways to market their products and services to their customers. Social media like Facebook provides new ways to reach customers. With the increasing number of people connected to social media various types of businesses can target social media as a new platform to reach their customers and strengthen customer relationships [5].

According to Milović, social networking provides a creative and relatively easy way to increase public awareness of the company and its products, and facilitate the acquisition of feedback and decision making. The success of marketing performance on social networks depends on the readiness and training of the team's own organization [6]. Likewise the results of Rodriguez's research say that the use of social media has a positive relationship with the ability of sales organizations to create opportunities and manage relationships [7]. While research conducted by Maravilhas proves that social media has the benefit of allowing knowledge of competitor movements and analysis of current trends of communication exchanged in individual consumer networks, making it easier for companies to develop solutions in accordance with the wishes of their clients and prospects [8].

Kirtis and Karahan explained that social media allows anyone to become a content producer and social media is recognized as the most powerful tool in business practices so that marketers intensively use social media to realize their strategies in low cost [9]. In addition Prambiyada said that social media is also used by most SMEs to hold personal contacts with consumers, promotion / advertising, record consumer needs and deliver responses to consumers. Social media is an effective communication medium for SMEs, can increase market share and help business decisions. The use of social media can increase sales volume by more than 100% if done consistently and updated information every day [10]. According to Soegoto, business development in technology is largely generated by synergies between owners of creative ideas and capital providers [11]. The purpose of this research is to analyze that communication with technology and information systems has many benefits in developing a modern marketing strategy.

2. Method

Tatang M. Amirin argued that the techniques that could be used to explore data were tests, questionnaires (questionnaires), interviews (interviews), observations (observations), and documents. Furthermore Sutrisno Hadi explained that data collection techniques are divided into three types, namely observation, questionnaires, and interviews. However, in this paper only discussed specifically related to methods of data collection using a questionnaire [12].

According to Nazir, questionnaires or questionnaires are a set of questions that logically relate to research problems, and each question is the answers that have meaning in testing the hypothesis. The list of questions is made quite detailed and complete [13].

According to Suharsimi Arikunto, a questionnaire / questionnaire is a list of questions given to other people who are willing to respond according to the user's request.

Thus the questionnaire / questionnaire is a list of questions prepared by the researcher where each question is related to the research problem. The questionnaire was finally given to the respondent for an answer [14].

This study uses a questionnaire method by distributing questionnaires randomly through Google Forms to social media users who have used online businesses to find out that social media is the most desirable business place and has many advantages, so that the benefits can be analyzed as a creative marketing strategy.

3. Results and Discussion

The results of questionnaires show that if the variables have the opportunity to open a business 30 of 30 respondents chose social media as a promotional tool for their products, the reason being that marketing products through online sites is the easiest way to reach customers than distributing brochures and

making flyers or boards advertisement. Because in this era of globalization, technology and information grow rapidly, one of them is the growing number of social media users from year to year without knowing the age limit or profession. This case have used by business people to market their products through social media Figure 1.

Respondens = 30

Respondens who answer social media is the easiest way to promoting a product is 30 of 30

Percentage = $(30/30) \times 100\% = 100\%$

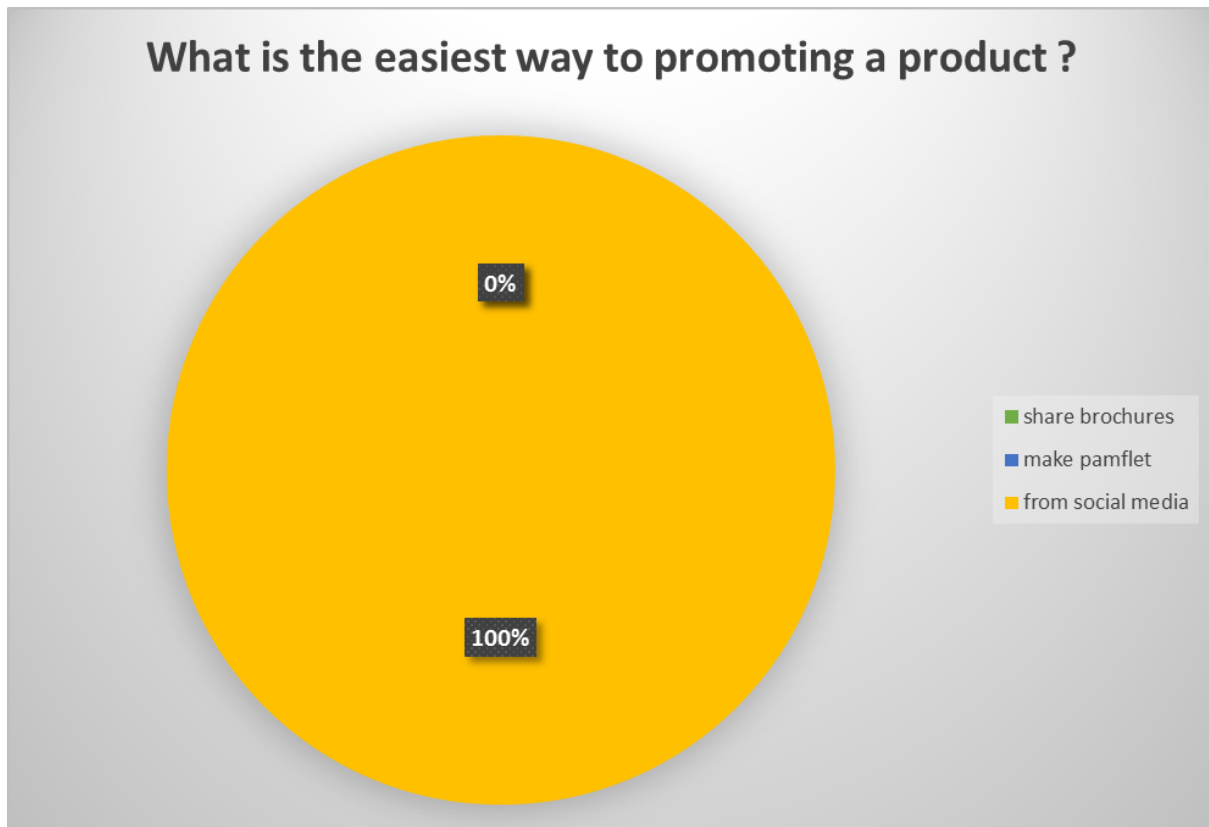


Figure 1. 100% respondens choose social media as the easiest way to promoting sales

In addition, we also asked business people who also opened their business on social media. As a result, they get more consumers through online sites (64%) than offline (12%) and the rest (24%) are uncertain, because of the increasing number of people who are connected to social media causing their products can be more seen, this case also can increase sales volume Figure 2.

Formula = $(\text{Percentage} / 100\%) \times 30(\text{amount of respondents})$

Respondents answer 'Yes' = 64%

Value = $(64\% / 100\%) \times 30 = 19$ people

Respondents answer 'No' = 12%

Value = $(12\% / 100\%) \times 30 = 7$ people

Respondents answer 'Not sure' = 24%

Value = $\{24\% / 100\%\} \times 30 = 4$ people



Figure 2. 64% sellers claim that they get more customers from online sites

From the picture above, respondents said that social media is a creative strategy to market products that they want to sell with various reasons, one of which is that social media users are growing rapidly in this era, shopping through social media is also easier and can save time. While those recognized by small entrepreneurs who have already run online businesses say that through social media they can reach more consumers with advertising costs that are fairly cheap and continue to look for ways to make the product more attractive to customers so that it can continue to build the creativity of online entrepreneurs Figure 3.



Figure 3. Questioners result about the advantage of using social media as marketing strategy

4. Conclusion

Social media as an Integrated Marketing Communication (IMC) is able to offer a competitive advantage for entrepreneurs. Using social media in entrepreneurship is a creative and efficient strategy because there are so many benefits from social media in promoting a product. Besides that the social media benefits can also be felt by small entrepreneurs because they can open a business stall with a capital that is not too large. Social media not only provides benefits to sellers, but also benefits can be felt by consumers.

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