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Marketing Services in the Field of Photography and Videography Using Information Technology

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Abstract. The purpose of this study is to find out how the internet can help photography and videography in attracting consumer attention. This research used a descriptive method. The results of this study state that it turns out that the field of photography and videography has a large influence in attracting the attention of consumers. Therefore, it is hoped that every business must be able to use the internet or platform as a form of business development, not only in the field of photography and videography but also other business fields. It can be concluded that the internet can be very helpful in the promotion of products or services that we have.

1. Introduction

Photography can be one of the public media in communicating, supported by the presence of social media such as social media that allows communication between personas without having to face to face. But as a Muslim, there are *adab* / rules regarding photography and communication. So, this study aims to describe how do people aged 18-25 years understand photography, how do people aged 18-25 years communicate between persona through photos on Instagram, and how is the rules\adab in Islam related to making a photo and *adab* / rules for communicating on social media. Researchers used a qualitative approach, the object of this research is one of the social media that contains a lot of photos, namely social media [1].

Mathews said, all the Internet is very strategic to promote to be very important, because giving new knowledge and strategies is very effective and efficient in marketing the company's products and is much more efficient, and can expand the business [2]. Internet Marketing is a way to show that marketing using the internet can positively help export company products, service activities from developed markets, because Internet marketing capabilities can have a positive effect on the availability of export information, which in turn affects the development of business linkages and export market growth [3]. It is important to know about internet marketing strategies that Xu supports. All of his research says that with high knowledge and speed of information from various stakeholders in the digital economy, it can help our company to develop strategies by combining the knowledge of both big data and marketing domains. This quote shows that knowledge has great benefits to determine the level of success, a new product cannot run on its own, so it requires an option to get the benefits [4]. Sharma and Lijuan's research on the factors that influence customers to be able to trust systems and adopt electronic - commerce is the performance of electronic sites - commerce. It can increase customer confidence to shop, to increase customer commitment and loyalty in buying products. [5] content on the web is text, images,



graphics, layout, sound, motion and, one day, making the right web content decisions is very important for effective web, Web content has been identified as one of the main factors contributing to repeated visits.

Design is needed while an understanding of marketing strategies that attract visitors to a website has begun to emerge, how to change web visitors to re-visit [6]. The concept of media is a means of communication that is used to facilitate the delivery of information, as well as in the design of media promotion media brands as a means to convey various kinds of information, both about products and other forms related to the brand that are packaged in an attractive manner, in designing media promotion brands here more refers to the form of online dissemination, especially dissemination through social media [7]. An online electronic commercial business is currently showing its existential world due to consumer behavior. the results of the recent forester reset regarding online retail reports, electronic commercials have grown from 28 percent year-on-year in 2012. Given the fact that digital consumers spend US 1.46 billion. Consumers want a multichannel shopping experience that allows them to shop and complete the media transactions they want. To maximize the impact of shopping preferences, retail online businesses see online trends and then implement them in line with e-commerce systems as market demands [8]. strategy by increasing the promotion factor by increasing the intensity of activity on social media and cooperating with more vendors. Reduces the time factor for making videos [9]. New media or new media is one of two media theories after classical media theory developed by several scientists such as Marshall McLuhan and Dennis McQuail. The first name may be the most well-known in drawing attention to its unique ideas about the importance of media as a medium. McLuhan's basic thinking about the media was shocking and received many criticisms from scientists that the electronic media or communication technology that humans use can influence and change their users. This thought is called "media theory". Television affects us, regardless of what we watch. Private media (such as iPods) change people's tastes, regardless of the choice of songs made by users. The virtual world affects society regardless of the sites people visit. [10]. According to RW Belk, RV Kozinets interviews offer a powerful advantage over the more conventional audiotapes or field-noted interviews. As this rich array of topics suggests, the possibilities for marketing and consumer [11].

The purpose of this study is to find out how the internet can help photography and videography in attracting consumer attention. This research used a descriptive method for this study. It can be concluded that the Marketing Services in Photography and Videography through Social Media are very promising.

2. Method

Descriptive method was the method that used for this study, to find out variables related to electronic commerce and online business, and to use previous research related to the development of electronic commerce and online business. So that it can analyze how much influence it has on electronic commerce technology in the business world.

3. Results and Discussion

To attract the interest of Internet users to open or access online pages such as Instagram, web and online media, the owner must highlight the interesting aspects of the photo and video portfolio. Like photos and videos that have values that sell (communicate). This production house is named CS Studio. Of course, this is an innovation for business people to attract customers who are looking to order services or buy works, which is certainly a good and right arrangement and with the uniqueness of the customers will be curious. Instagram is very influential as a promotional platform [12], because as we know that all audiences currently use social media. For customers who want to see the work of CS Studio such as photos and videos they can visit the Instagram CS Studio (see Figure 1).

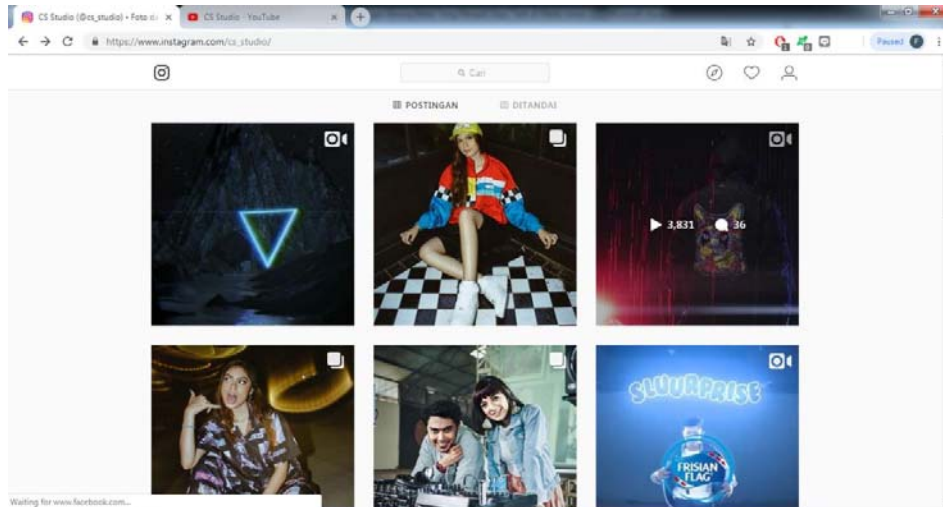


Figure 1. Photos and videos Figure were adopted from www.instagram.com. On Dec 10th, 2018.

In the initial display in the form of photos and videos here the customers can see the work exposed CS_Studio Instagram which is of course interesting and unique. To see examples of photos and videos in CS Studio customers can view photos and videos that have been recommended by Instagram (see Figure 2).



Figure 2. Examples of videos and photos Figure was adopted from www.instagram.com. On Dec 10th, 2018

In the second view here is shown examples of videos and photos presented there complete with the name of the artist which of course makes the customer interested, so when contacting the customer, the owner already knows what to make or order, because it is recommended on Instagram. Besides social media production houses also use online media to carry out promotions (see Figure 3).

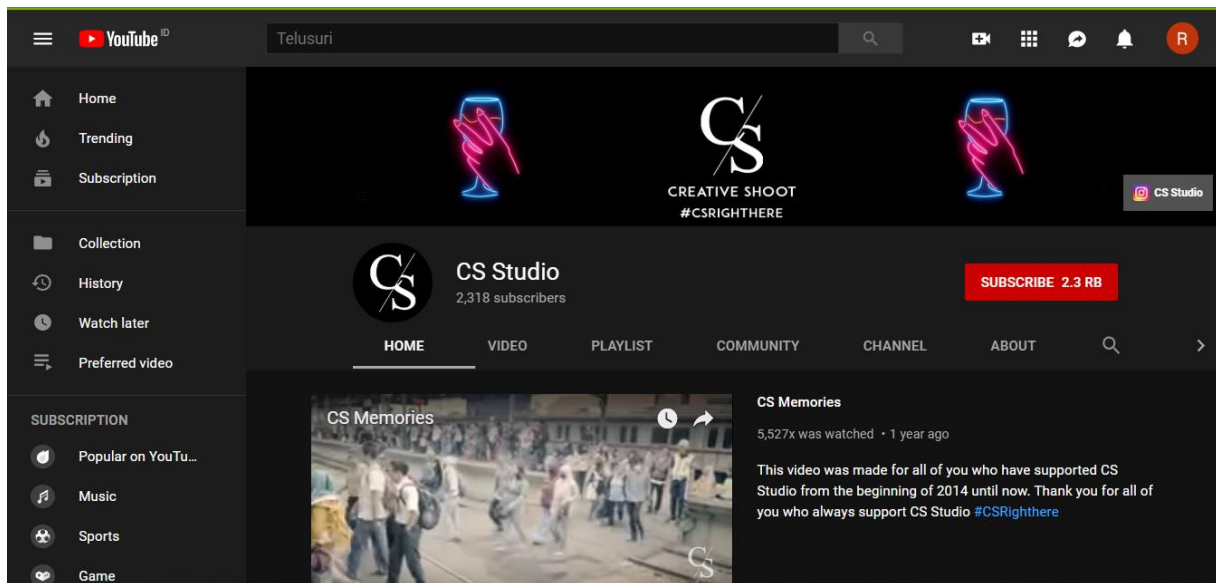


Figure 3. Online media promoting Figure was adopted from www.youtube.com. On Dec 10th, 2018

In addition to social media, online media also promotes the Production house, because according to them, it is cool and unique so it is worth telling to the public. So that it gets multiple profit profits, because this online media is not paid but promoted.

4. Conclusion

In addition to social media, online media also promotes the Production house, because according to them, it is cool and unique so it is worth telling to the public. So that it gets multiple Technological development cannot be denied that it has impacted the ease, accuracy and speed for people, especially in the business field, because they business people can promote the goods or services they sell as much as they like, especially on social media and online media because they are not paid for promotion.

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