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# Driving Success of Youth Creative Business Based on Online Market Using Social Media

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**Abstract.** The purpose of this research is to discover what factors affect the success of creative youth business by utilizing the development of the technological era. This study used descriptive analysis methods to provide an overview of the facts investigated. The object of this research is 'Keripik Maicih' as one of the successful business startups. The results of this study showed that the elements of success in starting a business among the younger generation, especially the use of social media as a channel for promotion and branding. So, with the elements will affect the success of this business because it does not restrict by age. Take advantage of business opportunities by pouring their creative ideas through entrepreneurship in online businesses. The conclusion of this study is that online markets can be made using several social media as a channel for branding. Businessman can achieve success by building the detailed of product images through social media personalization.

## 1. Introduction

Nowadays, the existence of social media changed the way people represent and understand themselves. Internet technology has succeeded in creating a lifestyle that encourages cross-geographical conditions and culture [1]. The use of social media also used by several individuals to develop their commercial businesses. Through the nature of social media, the potential for business communication to consumers is widely open to create their own product image characteristic and make a unique relation to the consumer. Chittithaworn et al analysed the success factors of small businesses in Thailand. Thus, after considering how small factors of small business, the result of their survey turned out to that the main factors are: customer, customer relationship, and how the owner managed the business (i.e. relationships with suppliers) access to resources finance and other types and finally the external environment [1]. In Devece's research stated that the results show entrepreneurship is lacking a during recession, however, they will improve in terms of growth and quality (in terms of size and job creation) if they have certain characteristics. Positive results like that are common in entrepreneurs who is trying to take the advantage from market opportunities because entrepreneurs have extraordinary knowledge about identifying any opportunities [2]. Shane also mentioned that successful nature of the new business is just a beginning, it depends on the readiness of the youth to turn their unique ideas into business [3].

Indonesia as a developing country seeks to create a new business units through various policies. They are succeeded in producing new business units that have developed in big cities. Bandung as one of the biggest city in Indonesia has a very attractive food business unit. This business unit is success in raising



Keripik Maicih as local products, which has growing rapidly from year to year. The phenomenon of spicy Keripik Maicih has shown the success of young entrepreneurs to start larger businesses with minimal capital. Capital in a business venture actually does not need to incur substantial costs. However, the larger costs are used to rent locations or shops, which were not really important. Basically, an online business is only done through social media in any condition. Moreover, capital is not always in the form of money, capital can be in the form of desire, expertise, motivation and supporting things when running a business. In addition, changing a mindset and viewpoint of the general public might be important, it can be done by switching traditional ways into a modern one [5]. Maicih managed to take advantage of one of the promotional channels which usually requires high fees. However, promoting some brands through social media is free, interact with the consumer directly, does not need to spend more funds to advertising the products.

This phenomenon is certainly interesting to study as well as related to the sensitivity and low-cost broad-range marketing mix strategies applied by local entrepreneurs. In the previous study, it is explained that there are four factors that influence success in entrepreneurship, namely having business experience, a high level of education, have a lot of knowledge, and having some skills. It is slightly different from those researches, the factors that influence entrepreneurial success begin within oneself, namely self-confidence, attention to the product or service to be sold also to whom the product will be sold. The purpose of this research is to find out several promotions and branding that influence the success of entrepreneurship by utilizing internet technology. Unlike the previous research, the method used was descriptive method.

## **2. Method**

This research used descriptive analysis method. This research is aiming to provide an overview of the facts investigated using previous research that adheres to what factors can be affecting the success of creative businesses run by a handful of young people in the online business field. Then it can be estimated that business efficacy will be obtained with these factors. In this study, we will take Keripik Maicih as an object of a start-up business that successfully marketing its products by using social media.

## **3. Results and Discussion**

There is no age limit to start entrepreneurship. Otherwise, success also not identical with old age. In this digital era, young people show their ability by producing a new creative idea and spread it to the world. Now is the time for young people to work and produce with the existence of information communication technology, the scope of trade and marketing is increasingly widespread. The scope of trade and marketing are increasingly widespread through the use of technology by using the internet to promote and selling their product. It is more efficient and effective because the buyer does not need to spend money as well as time to go to the store. Therefore, the seller also in beneficial because they are reducing money because they do not need spend more money by removing the cost to rent and find a perfect location. They are reducing additional cost to do [6]. They just need to upload the detailed product including the photo itself in social media. However, in this present day, young people also sell their products through a website which they made by themselves. The beneficial of social media is proven because it is making it easier for the customer and the seller.

Cassava chip is a traditional snack from Indonesia. They are quite popular in Indonesia especially in Bandung. There is an innovative snack product namely Keripik Maicih in 2010. The packaging of the Keripik Maicih are very fascinated, however, Keripik Maicih also a new innovation product that make people curious to try it. Cassava chips are not the only product offered, but the products offered vary widely and are popular within a community, such as crispy fried macaroni, gurilem (Bandung cracker), Basreng, and seblak. Those are spicy food made from original crackers in West Java. This snack also

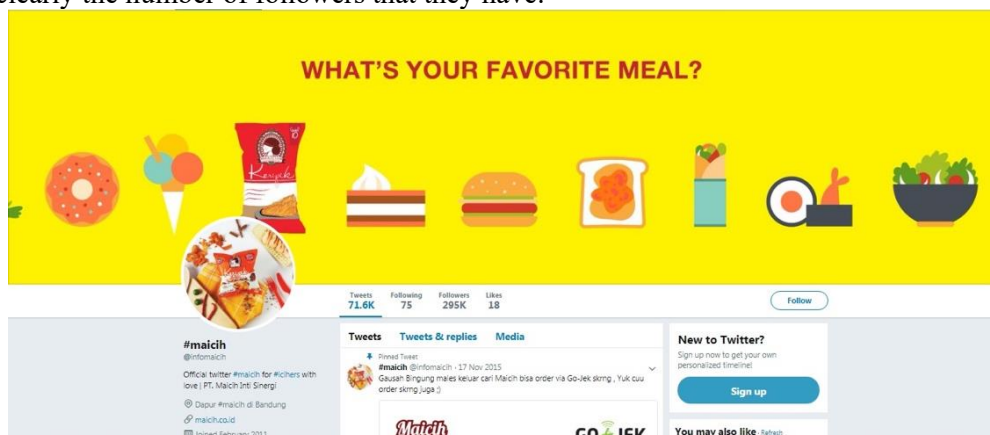
has various stages of spiciness from level 3 to 10. So, the consumer can choose according to their need. Maicih snack products can be seen in Figure 1.



**Figure 1.** Maicih Products.

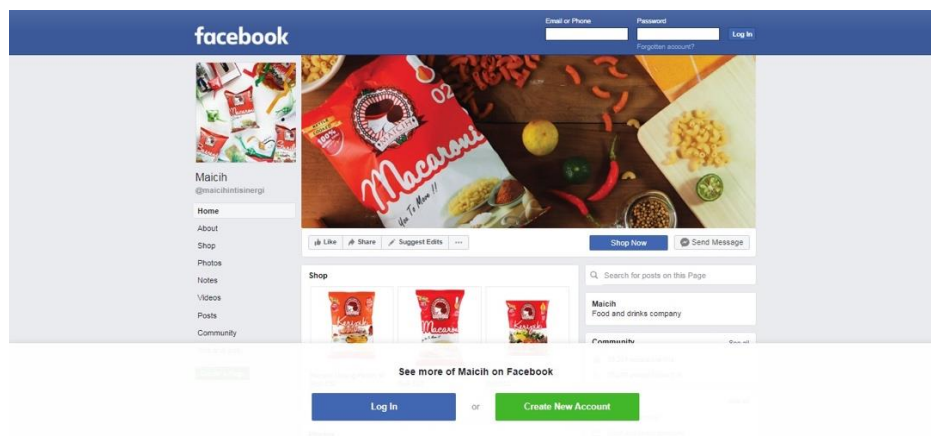
Maicih's first appearance was marketed not from social media, it was done by the recommendation and make people curious about the test of Keripik Maicih. However, in its development, Keripik Maicih began to explore the internet to selling their products. Keripik Maicih used Twitter as social media as a platform. At that time, Twitter is a social media which quite popular and widely used by the public in Indonesia.

They use s persuasive words or even sentences to promote their snacks. The strategy itself is very simple and the result also meet the standard. The use of this marketing was done by looking at the target market where the majority of young people use an informal language in socializing. In Figure 2, it can be seen clearly the number of followers that they have.



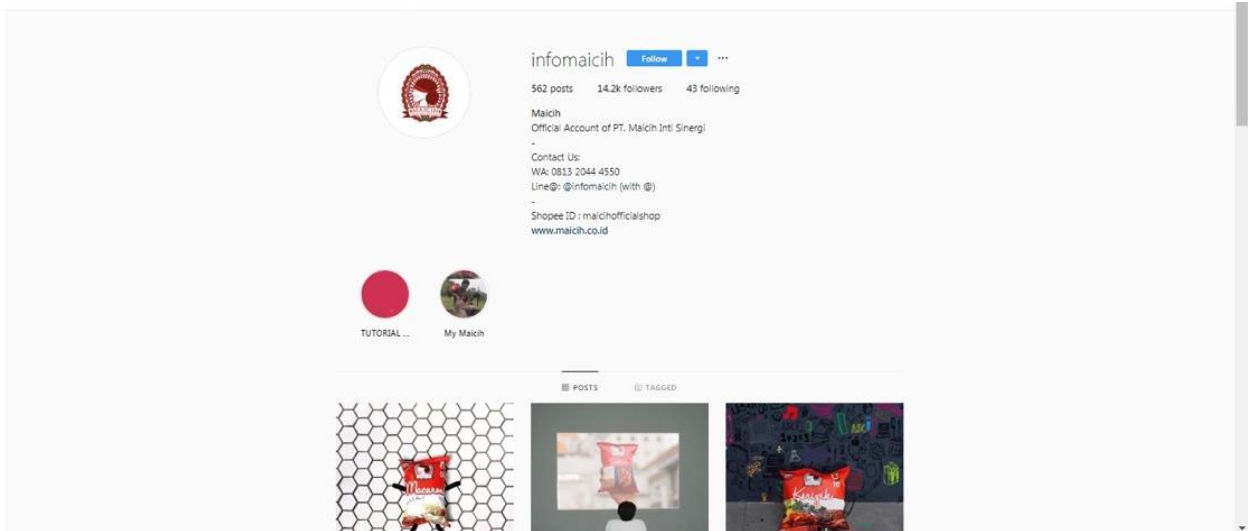
**Figure 2.** Official Twitter Account.

In addition to using Twitter as a promotional channel, Maicih also uses Facebook as a platform. Facebook's social network is not inferior to the target of marketing the Maicih product. Facebook is one of the most popular social media that widely used among young people generation. The more users that take an interest at their product, the more products will be sold. However, unlike the communication strategy applied on Twitter, Maicih uses to upload a photo and video in Facebook. This is supported by Facebook in the form of a personal blog. Uploading images and stories that are more flexible makes it easier to marketing their product. Figure 3 shows Maicih homepage describe their products. It is in line with the research conducted by Yan, he described that Facebook allows to share the status that they already upload and make more users to stay on the site rather than go to the source. It gave the impression of direct engagement: companies could, for instance, communicate directly with their supporters [6].



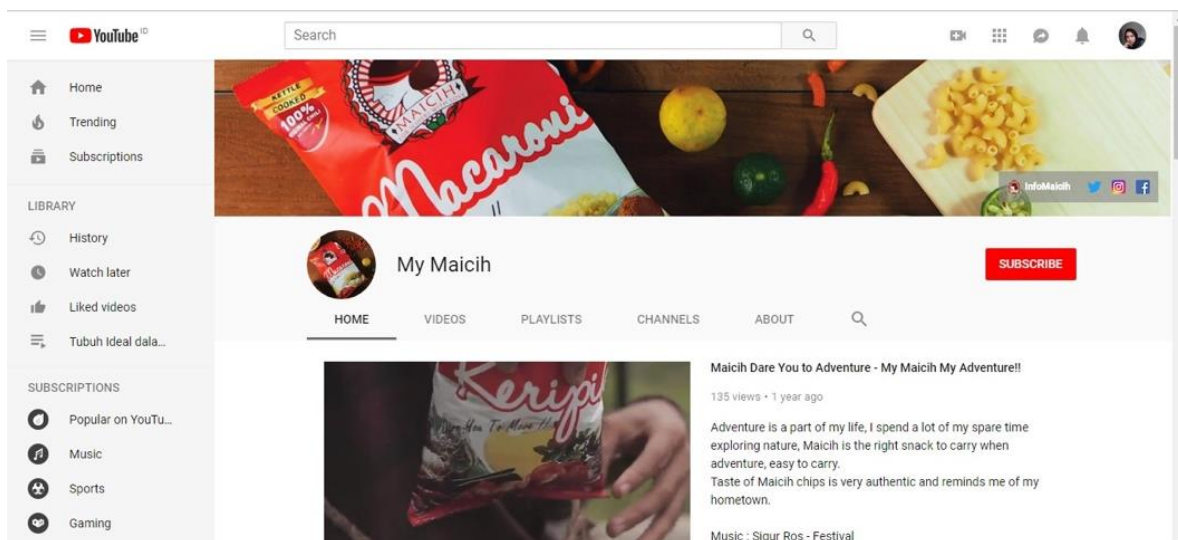
**Figure 3.** Official Facebook Account.

Maicih certainly does not miss Instagram as a place to sell its products. With the large number of social media users, it is easier for Maicih to branding, promote, and sale its products so they can maintain their existence. Instagram is a social media which specifically includes photos and videos. The photo and video need to be interesting to catch the customer's attention because good and interesting photos will invite buyers to buy products offered. On Instagram, Maicih tries make a more personal and passionate communication to their customers. On Figure 4, it can be seen that Maicih provide many photograph products which contained some branding purposes. Their products displayed is a product that can be a perfect addition for costumer through visual of photographic images. Many activities are included with the product as a background, while product photos tend to be more focusing of the photos displayed. This condition has advantages in terms of product branding, products are visualized as sublime in everyday life. Endorsing the product also add the atmosphere of pleasure when including Maicih products. As Kurniawan mentioned in his research on fetishism and the placement of the main objects are in photographs [7].



**Figure 4.** Official Instagram Account.

PT. Maich Inti Sinergi also uses Youtube as a promotional and advertising channel. By creating audio-visual media content, Maich further strengthens their product branding especially young target market. There are various short duration videos that tell the how snacks taste. Product brands are increasingly reinforced by descriptions of daily activities for the younger generation while consuming Keripik Maich. As seen in Figure 5, branding in the target market segment is also reinforced by visual enrichment in videos that use energetic technical perspectives and compositions.

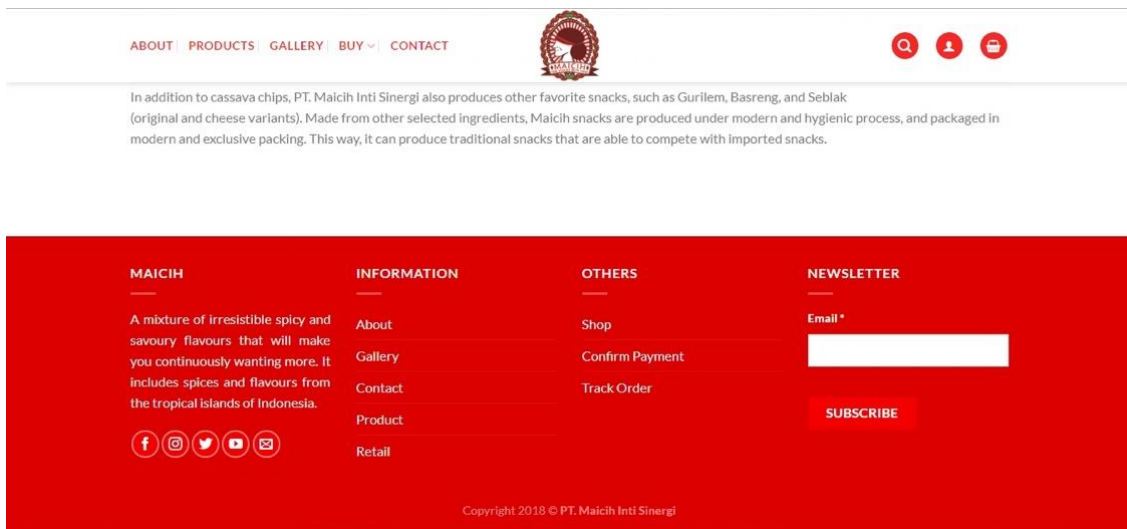


**Figure 5.** Official Youtube Account.

Maich's efforts to expand its online network are not only using social media. Maich also created an official website platform to sell their products. There are many benefits by creating a website. The website will be more flexible in presenting all products and companies related to the product details.



This is different from social media platforms that use rigid layouts and templates. Maicih can better communicate a stronger product image because its flexibility. As shown in Figure 6, other advantages include more detailed product communication, so buyers can easily identify the products Maicih offered. On the other hand, buyers will also be more confident to buy the products offered because the website shows that the information that has been made is clear. This website can also be a link for online companies to go to international markets and will become famous if the visitor increase.



**Figure 6.** *Official Website.*

Maicih represents young people from Bandung who have succeeded in developing an online creative business. Some of the factors driving business success have proven their success in utilizing social media as a channel for promotion and distribution [6]. Social media has provided a mass group of potential buyers and communities to make the branding process cheaper and easier. As a brand-new product, Maicih succeeded in utilizing the social media nature that made it easier for a product to be known [8]. Thus, an internal factor in the entrepreneur. Needs to be considered. Success is not only coming from the availability of capital and technology. It is also referring to the attitude and principles of entrepreneurs. They need to be confidence, maintaining a good attitude, and giving totality to businesses that will or are being started. Cassava chips are one a favourite snack in Indonesia, especially in Bandung. Variations in a product are also very important to increase the diversity in the products sold so that they can explore the curiosity of buyers as well as not make the products to be monotonous. Second, the right marketing goals provide a high sales force. A famous idiom mentions that consumers are kings. They have the right to choose, determine, buy, and use products offered by the manufacturer. When a customer buying a product, they will choose whether the product is a requirement or just a momentary desire. So, determining the right consumer is one of the keys to business success. In this case, Maicih chooses all potential market groups, from adolescents to adults as marketing targets, because the internet users are dominated by teenagers and adults. Third, creating a website is also a suitable strategy for selling on the internet because the existence of a website will increase buyer's confidence about existence of online store.

#### **4. Conclusion**

Through the descriptive analysis method, this research has provided several factors influencing the success that will help young people to start their business through the internet. In fact, the world of

online business is very much needed and very beneficial for many people. The ease of access makes the online market more preferred by sellers and buyers to make a transaction. With the discovery of the driving elements of the success of this business, it does not rule out the possibility for young people to work, take advantage of business opportunities with technology, namely the internet, which referred to an online business. The most important thing said in the results of this study, an entrepreneur must be creative and innovative, diligent, totality in running a business, can maintain an attitude that is always in the goal. Online market can be made using several social media as a channel for branding. Start-up business can achieve success by building product image through social media personalization

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