

Analysis of Benefits from Information Technology as a Creative Marketing Strategies

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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.

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<http://dp3m.unikom.ac.id/penelitian/view/analysis-of-benefits-from.148.html>