

Development of New Media in Marketing Field

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Ketua : ANDRIAS DARMAYADI S.IP, M.Si, Ph.D.

Anggota : A J Rizkiawan

Departemen of International Relation, Universitas Komputer Indonesia, Indonesia

Departemen of Communications Science, Universitas Komputer Indonesia, Indonesia

Email : andrias.darmayadi@email.unikom.ac.id

Abstract. Social media is currently almost owned by everyone. This study aimed to discuss the development of new media in the marketing field. The method of this study used qualitative methods. The media has advantages in terms of exchanging information without knowing distance and time. Even social media is used by many institutions to market goods and services to the public. So that the public can get to know the marketed products. The result of this study is the development of social media which is very helpful for entrepreneurs in terms of promotion because in terms of cost is low and effective in marketing.

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