

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.

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<http://dp3m.unikom.ac.id/penelitian/view/driving-success-of-youth.345.html>