

Advertisement in Business through Social Media

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Abstract. This study aims to determine the benefits of social media as a supporter of advertising activity in a business. This study used descriptive qualitative method with literature study by collecting a variety of data related to what is researched, then analyze and summarize so that researchers can explain what are the benefits of social media that can support the advertising activities. Results from this study is the social media provides many benefits to the business world and can be made in one of the media that support the advertising activities for a business. Nowadays anyone can do a business and expand global business network by simply using social media.

1. Introduction

Social media is part of the rapid development of technology that dramatically prompted some major changes around the world, including the business world. An entrepreneur should understand the business system, being able to exploit business potential, able to adapt to the business environment, able to cope with business dynamics, expertly manage resources, flexible, has the best business strategy and is ready to win business competition [1]. Rapid development of mobile phone technology made increasingly rapid growth of social media. By using a smartphone, social media can be accessed anywhere and anytime. Social media has indirectly provided many benefits that can help a wide range of business affairs at a small cost. with the rapid growth of social media, it began to replace the conventional mass media role in supporting the activities of advertising in business [2]. The number of social media that have the facility to advertise would be beneficial if used to support business activities, most of the world community has already created their social media. Users who have used the social media have the advantage to start their own online stores [3].

Social media as a marketing tool is influential on consumer decisions. Through social media, sellers can promote their merchandise more broadly, can reach further consumers from various places. Aside from being a communication and promotion, social media can also be used as a learning tool. The closeness of students to social media technology today can be used as a place to teach and learn so that it can then improve students' motivation and learning outcomes [4-6].

Researchers conducted observations by conducting interviews to businesses that utilize social media as a means of supporting its business. The purpose of this study researchers write so that more people know the benefits of social media, especially in advertising activities of a product or service that supports the processes in the business.

2. Method

This research used descriptive qualitative method by literature studies. The author uses this method in order to obtain data related to this study which then be analyzed and be concluded which became the results of this study.

3. Results and Discussion

The rapid development of internet and mobile phone technology is instrumental in encouraging the advancement of social media where social media is used as a communication tool and source of information. Of course, social media is now has many benefits, among them are the benefits to the business world[7]. Social media can be used as a medium to promote good business can even be used as a medium for selling and buying products / services online [8]. Social media is has many benefits to businessmen in the growth of their business. By using social media, buyers and sellers can communicate remotely thereby saving time and costs [9]. This makes businessmen conduct their business more easily and more flexible.

All social media is helpful in business activities, one of which social media Instagram. Instagram is a social media focus as a platform to share photos and videos, Instagram users ranged from children to old people, as well as from students to businessman. Ads in Instagram also has features that support promotional activities, this is a useful feature to support business activities [10]. In just a few easy stages, businessman can run ads on Instagram and reach its targets appropriately. Here are some steps before starting to advertise on instagram:

1. *Creating a Facebook page & Change Profile Instagram into Business profile*

Figure 1 shows that the first stage, the customer must have a Facebook account and a Facebook page in advance at <https://www.facebook.com/business/pages/set-up-in> order to run ads, and customers must create a business profile on Instagram or change the existing Instagram account into a business account

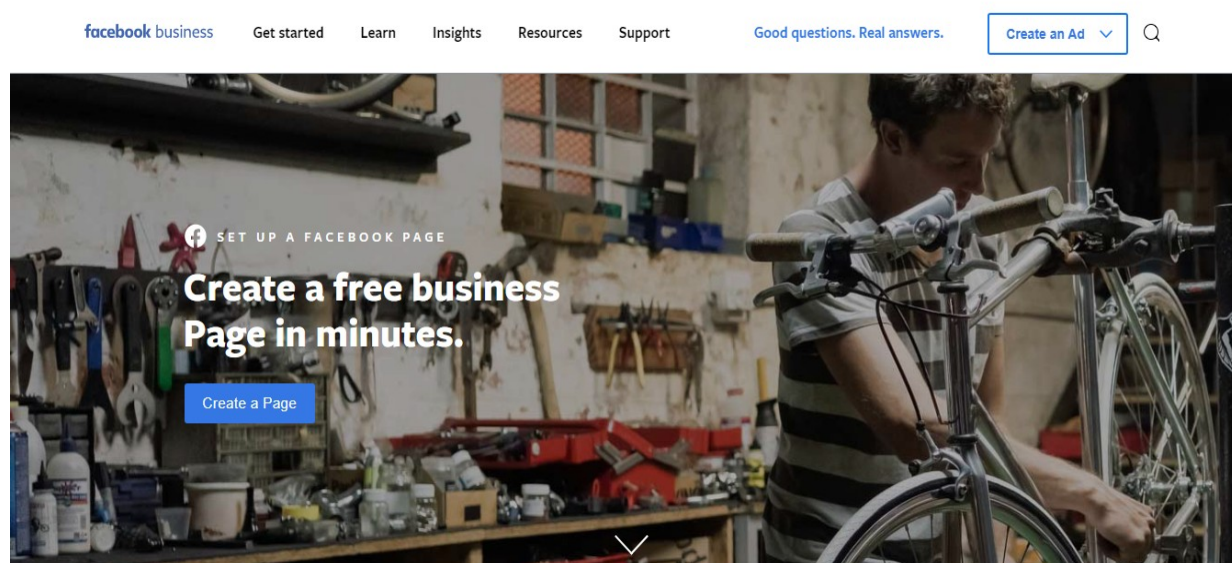


Figure 1. Web Page Facebook Business.

2. *Preparing Ads*

Figure 1 shows that the second phase, the customer must choose a destination ad and Figure 3 shows the target of the ad, at the election of the ad's destination there are three options on the target and there are two options.

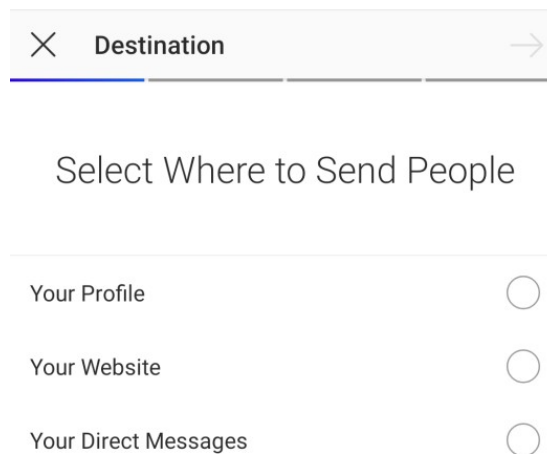


Figure 2. Ad Management page section advertising objectives.

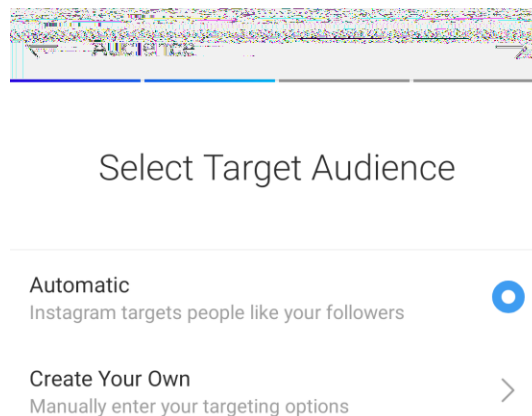


Figure 3. Ad Management page section Target targets.

3. *Determining the budget and payment methods*

Figure 4 shows that phase three, the customer must determine how much budget who want customers to spend and how long the ad will run. Figure 5 is shown once the customer is required to select a payment method ad which will be aired.

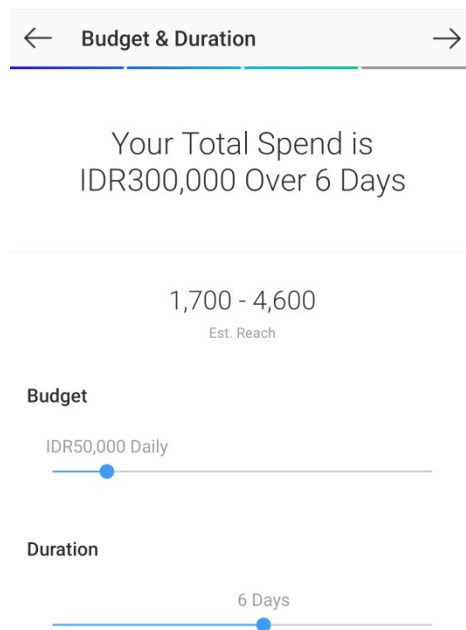


Figure 4. Ad Management page of the Budget section.

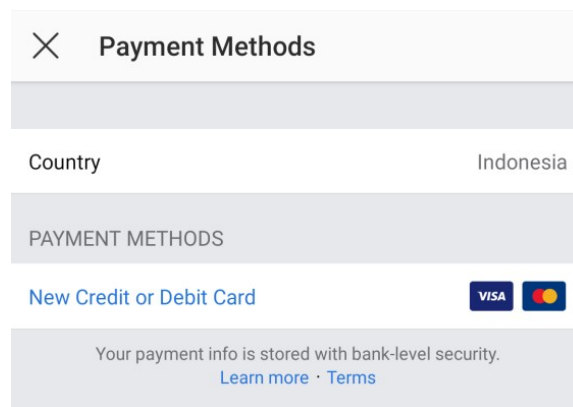


Figure 5. Ad Management page Payment Methods section.

4. Publishes Ad

After passing through this process, the ad is ready to be published. Customers will be notified when an ad is approved and ready to run.

Figure 1 shows Instagram offers many other types of ads are photo ads (see Figure 6), video ads, story ads, carousel advertisements, a collection of ads, and roaming advertising. Each ads has its own advantages, for example rent photo has the advantages when users are looking at photographs of his friend or someone he contested on the homepage, video ads have the advantage that the ads have visual move that could attract potential buyers, story advertising has the advantages when users are viewing Instagram story or feature story. Carousel advertising has advantages that are suitable for the vendor product because it has an interesting visual and usually in one ad that include a number of photos or videos. Rent collection is similar to the carousel ad but the ad is usually used to offer services. Roaming advertising has the advantages when the user is looking at pictures on the page cruising. Ads that have been published can be monitored, how many people click their ads only by clicking the "View Insight". It is easy for the businessman to know how many people are interested in

the advertised product or service. It is one of the benefits of social media to support business activities and development of the business environment so that business can continue to run.

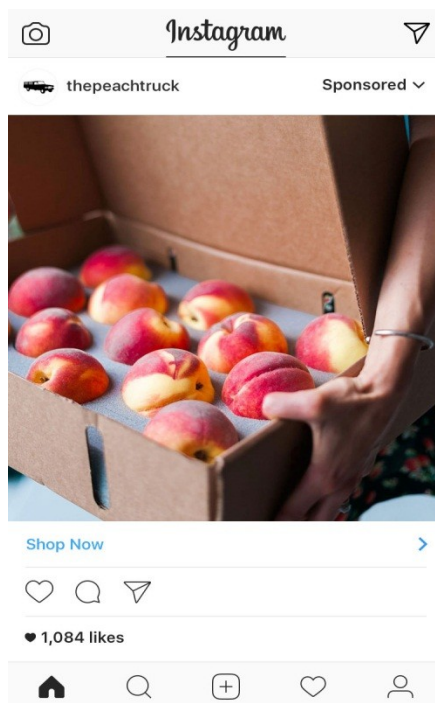


Figure 6. Example of ad photos on Instagram.

4. Conclusion

From the discussion above regarding the benefits of social media Instagram in advertising activities, conclusions that can be drawn is that social media provides many benefits to the business world and can be made in one of the media that support the advertising activities for business. Every social media, one of which Instagram, has provided facilities for the businessman who wants to reach their business targets easily, efficiently, and targeted. Therefore, social media can be utilized to support the business activities of one advertising activities.

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