E-Business through Social Media

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Abstract. The purpose of this research is to find out how marketing communication strategies are used in online business. The method of this research used a descriptive method. The results of this research show that doing business is not difficult; the seller can open an online business. Through marketing communication strategies that are attracting and right to the segmentation. As a result of the business that the seller organize can develop well.

1. Introduction

Nowadays the marketing has shifted to digital systems, using the internet. Marketing strategy through influencers is one way to strengthen the brand of a product. In the digital era, a company requires to learn the form of a modern marketing strategy. Branding is one of the things that must be prepared wisely. Delivering messages to customers to build a brand is to use an unusual marketing strategy method through social media [1]. Social media is one of the platforms that is often accessed. Therefore the company's marketing strategy must be generational to get the attention of consumers through social media. Marketing through social media involves two-way communication between the customer and the company. Companies give more spending on marketing on social media [2]. This study discusses the development of how consumers interact with influencers. Celebrity communication with the public can increase exponentially. Consumer-influencer interest and focusing on consumer psychological mechanisms that are affected by relationships with influential influencers and effects on consumer decisions. Influencer's popularity is the background of this problem. The development of social media is increasingly influential to someone who is pursuing fame and influencing a broader consumer segment [3]. With the creation of the internet and the rise of social media, celebrities endorse brands in the most different online environments and using the most modern ways to perform their endorsements. The celebrity phenomenon attracted the attention and interest of the academic community, generating a considerable amount of research and consequently, a constant flow of articles on this subject. Over the last 40 years, researchers have investigated various aspects of celebrity endorsement, such as the effects of credibility on consumers. The effects of the *"match-up"* theory or so-called congruence and the *"Meaning Transfer Model"* (MTM) [4].

The purpose of this research is to investigate opportunities for broad marketing strategies with minimal capital in promoting a product or service that will be offered by using social media. The method used in this research was descriptive, were from several products or services that use marketing strategies through social media.

2. Method
This research used a descriptive method. Specifically, by examining several online shops or Indonesian brands that use social media as an advertising medium in marketing their products or services.

3. Results and Discussion
There are several Indonesian local brands regarding the form of promotions through Instagram social media accounts. We take an online shop that is already a successful and good image in the field of business through social media. We will see how the presentation of the contents of the local brand sales accounts to attract consumers. The first is a local brand from CAROUSEL (Figure 1).

Figure 1. CAROUSEL brand logo

With a unique concept, which has a character logo of cute animals. Five animals that make up this icon brand, namely pandas, pigs, bears, cats, and dinosaurs. Moreover, the character of each animal has its name. This idea was made so that every consumer who buys CAROUSEL products has a sense of closeness and ownership of the brand. This brand is trendy among teenagers since the segmentation that wants to be covered are young people. Starting from the concept of the logo, the production of goods was obvious. The products that are sold are T-shirts, sweaters, jackets, hats, shoes, sandals, bags, pins, shirts and watches. Here the appeal that this brand has is because of the attractive product design, for consumers of online consumers are neat feeds account to store and good image quality in showing the products offered. The same company or business rarely owns the logo owned by this brand in fashion. Therefore the CAROUSEL brand is easily recognized by the public because it is different from other products. It can be seen from the presentation of feeds that are in the official CAROUSEL account that makes consumers interested in seeing what products are offered (see Figures 2 and 3).
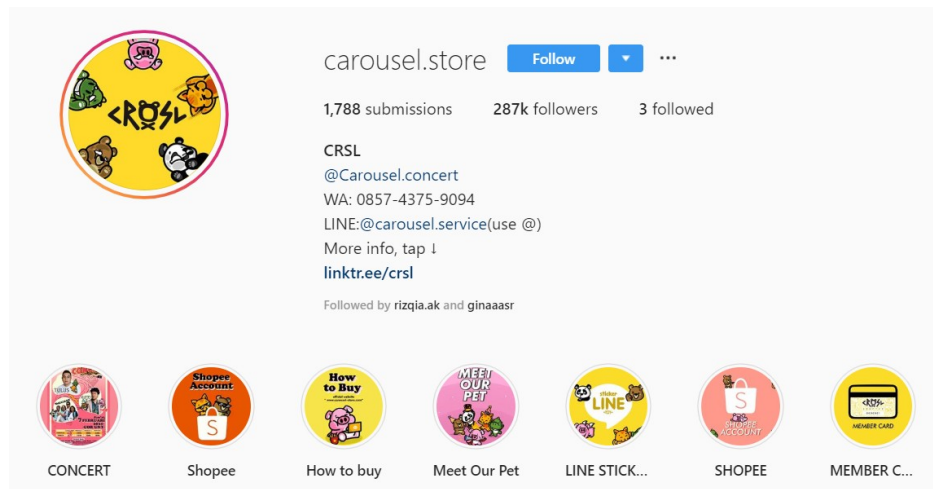
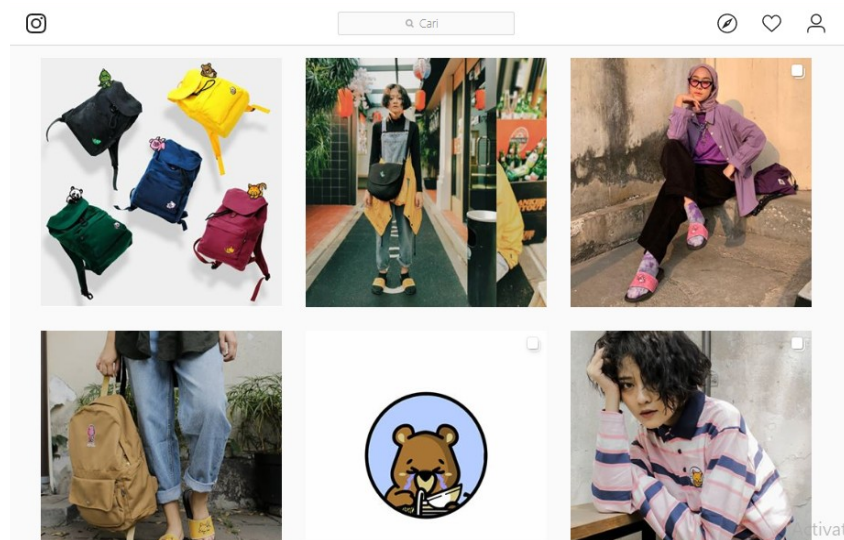**Figure 2.** Profile Instagram CARAOUSEL

Figure 3. Display official home account from CAROUSEL

Media, as well as the occurrence of activities or practitioners buying and selling. The existence of social media platforms makes consumer involvement with existing brands [5]. The first thing consumers see when they visit social media is CAROUSEL. Coloured and attractive for further disc rolling. With a coloured theme consistent with the intended segmentation of teenagers. A cheerful and colourful theme in which the purpose of social media is to win the trust of consumers. The decision to buy and the image of the brand is one of the influences of social media.

The content was designed in colour, full colour. This is one of the strategies made by CAROUSEL. CAROUSEL does not only on Instagram, but it also opens accounts on the online shopping platform to expand purchasing access to consumers. The contents of the official account of CAROUSEL are very influential in shaping the brand image. Opinions from Mangold and Faulds (2009) the Procter & gamble site is a social media service that informs the use of the following two networks:

- Social media provides a company to communicate with consumers.
- They are providing facilities so that communication runs well between the company and consumers.

Consumers can comment on social media. Responding to how the quality of the products produced, the price offered is affordable. Social media is one of the effective media in creating viral marketing today. The following forms an overview of the concept in communicating with consumers: (See Figure 4).
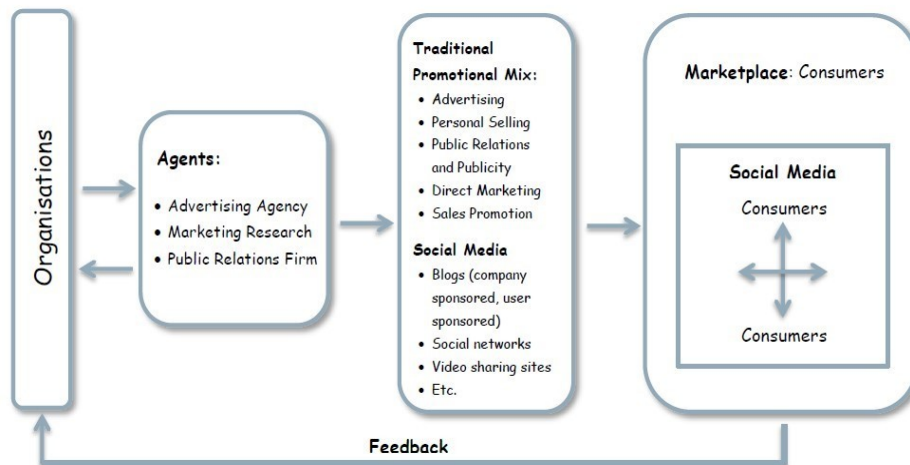

Figure 4. The concept of communication with consumers

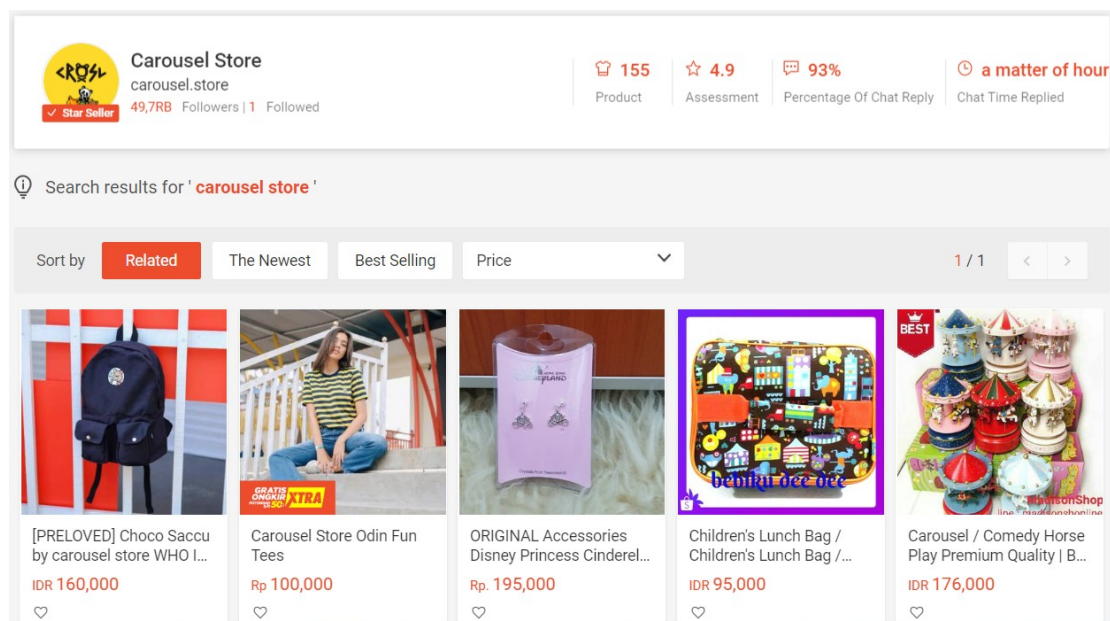CAROUSEL also utilizes an online store platform to open shanties besides on Instagram (Figures 5).

Figure 5. Profile CAROUSEL store in Shopee

The illustration above is CAROUSEL's profile at Shopee. Prices and models offered by CAROUSEL are displayed. We examine the way how a brand focuses on visuals provided on social media. The brand itself describes how the posting style of feeds is formed by visual content [6].

How to do business online by utilizing one's fame. Businessmen or certain shanties also utilize the way to advertise in collaboration with influencers. According to Hambleton, 1987, it is not uncommon for the use of branding that has been identified by previous business experts. In 1890, matters concerning the determination of brand legality in several countries had protected The Economist,

1988. Subsequently, branding has become a significant issue in marketing strategies. Branding is a brand formation in the minds of consumers to give meaning to the product. This branding has a goal which is to maintain loyalty and to attract consumers Marion, 2015 [7]. Conceptual model of branding 6 stages are used when carrying out branding strategies Philip Kotler, 2016 (Figure 6):
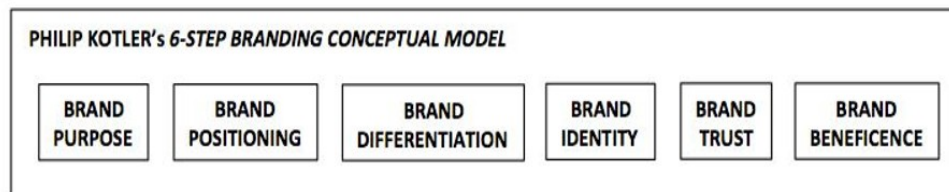

Figure 6. Conceptual model of branding

In this model, the first stage discusses the purpose of the brand. The purpose of the brand can be a functional objective, and this stage answers the achievement of consumers buying the brand. The second stage is called brand positioning. This gives a clear position to the brand in the minds of every consumer. In the third stage, brand differentiation discusses competitors responding to the company, in offering the same product and following the four stages of brand identity, explaining that all brands must have their own identities or characteristics from other brands. So consumers are more attached considering our brand. Fifth brand trusts, a brand must have an attractive and sustainable brand, that is what gives rise to brand trust. The trust of the brand itself is created when a company. Moreover, lastly, there is the brand benefit stage that defined as good service to consumers [8].

With the presence of corporate social media, brands can be more widely spread and marketed into communication strategies. Feedback is given by consumers to brands through social media, from the attitudes and responses of consumers. It is utilizing an interactive interaction of consumers from social media, with a good response. This is getting better and can change the direction of their marketing. Branding in the digital world is significant to build good relationships with online consumers [9] because brands remind things about being cautious in introducing brands on social media. Certain irresponsible elements could have copied copyright about the characteristics and brands that have made. This research is previous research that discusses branding through social media, interactions in the media with consumers [10].

The thing that must be considered is content. Digital content is content that is presented on a digital platform. The digital platform is effective, user-friendly and reaches many people in a short period. Instagram, email, twitter, Facebook, electronic ledgers and spreadsheets are some examples of digital platforms. Computers have created an opportunity to develop and share content, while storage technologies have made it possible to store information that could be used to create new content in the future. Digital content can be adjusted to fit a company's target group. When creating online content, it is crucial to think about the leads and the consumer and not place all the information in the same content. The content needs to be relevant and customized, which will make the content more precise and effective for both the company and the consumer. Internet factors that give us ideas information. Digital content must also be carefully thought out and plan according to the target or target group of the brand [11].

Other things that support also include influencers. To expand brands and sales in market share can use an influencer's fame strategy. The thing that is focused on an influencer is to publish the brand. To select influencers in accordance with the segmentation that has been targeted by the company segmentation because the influence exerted by an influencer is very big for a company's brand.

4. Conclusion

This research concludes that through social media such as Instagram that can communicate the brand, form of communication, and brand perception management, it can help marketing strategies. Several

things must be considered, such as engaging content, a brand that is easily remembered by the general public and has its uniqueness. Through understanding the breadth and nature of the strategy of how to market through social media. The influencers also have a very influential role in a particular brand. The influencers can help a brand to rise in market share. Cooperation between a company with influencers several criteria depends on the company that establishes cooperation. Alternatively, this collaboration creates symbiosis and mutualism for both companies as well as influencers. Influencers get free income and products that can be called honest testimonials. Moreover, companies can get long-term consumer loyalty and income.

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