

Online Promotion Media

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Abstract. The purpose of this research is to see how the influence of social media in increasing consumer interest through promotion. The method used in this research is the descriptive method, the data collected in the form of words and images. The results showed that social media can increase consumer interest in buying products that have been promoted. And can increase competitiveness with competitors. The conclusion resulting from this research is that social media whose presence will greatly help business activists to increase revenue and its utilization can be maximized as a medium of communication with consumers.

1. Introduction

One business expert states that the technological environment, including product (manufacturing) and business services and technology, is human knowledge, equipment, work method, processing system, electronic equipment, communication equipment, hardware and software used [1]. Provide information to a person or organization with the ageing of inviting the process of buying and selling transactions called promotion [2]. Making an agreement both written and unwritten by using internet media as a medium for exchanges in the form of goods and services agreed by both parties, namely the seller and buyer, by making a payment in advance while the goods will be sent called selling buy through social media [3]. Finding consumers for business people is easy by promoting products with the help of information technology, so that information obtained by consumers becomes more accurate and business opportunities increase. International business competition, the influence of the global economy, as well as the development of information technology are several factors that can influence the development of business through the internet [4].

Small and Medium Enterprises need the right information technology, which can increase the productivity and marketing of the business being run [5]. Social media is a group of internet-based applications that are built on the ideological and technological framework of web 2.0, and allow the creation of an exchange of information content creation from internet users [6]. Social media can function as a means to socialize with other people, the users who use the most social media are teenagers and also adults [7]. Communication that is always connected and can be accessed anywhere become one of the advantages of social media that is not found in other marketing communication media [8]. Instagram is one application that is loved by young people and adults with a growing number of users from time to time, and with the continued improvement of the Instagram application, it makes it easier for businesses to promote their products with the features in it [9]. The researchers came to the conclusion that doing business online can make consumers change their mindset and shape their buying interest [10].

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collected in the form of words and images. The results showed that social media can increase consumer interest in buying products that have been promoted. And can increase competitiveness with competitors.

2. Method

The researcher uses descriptive qualitative research methodology, where the research activities are data collection, data analysis, and the final result is making conclusions based on data analysis. The data obtained in the form of word or sentences, or images that have value. This research was conducted to obtain conclusions from the analysis of certain social phenomena. This research was conducted on an android application that is Instagram.

3. Results and Discussion

In business, it takes several strategies in marketing products, including in promoting the product to be sold to consumers in according to the target market. Researchers are targeting teenagers as a target market to promote the product.

1. Study The Psychology of Consumer Behavior

The most important part of the strategy of studying consumer behaviour is to pay attention to several factors that are owned by consumers themselves, namely: economic factors, and lifestyle factor.

a. Economic Factors

Paying attention to economic factors is one important thing to do before starting to promote an item. Because economic factors will determine the market's purchasing power. Most teenagers today do not have their own income, so this is an important point in promoting products, that teens want to cheap products.

b. Lifestyle Factors

Taking into account the lifestyle factors of a teenager today, they follow the lifestyle of westerners who, in their view, their lifestyle becomes something new that they need to emulate.

2. Creating Valuable Content

By posting valuable content, it can attract consumers to buy the product. One of the strategies used by this Online Shop is to use young people as models in the content. Seeing from the psychology of teenagers consumer behaviour, that teens always pay attention to be clothes they wear, so that it looks more sociable along with the times.

3. Provide clear ordering information

In business, buying and selling transactions become the end of all processes. By providing clear information about how to transact, the buying and selling transaction will proceed (see Figure 1).

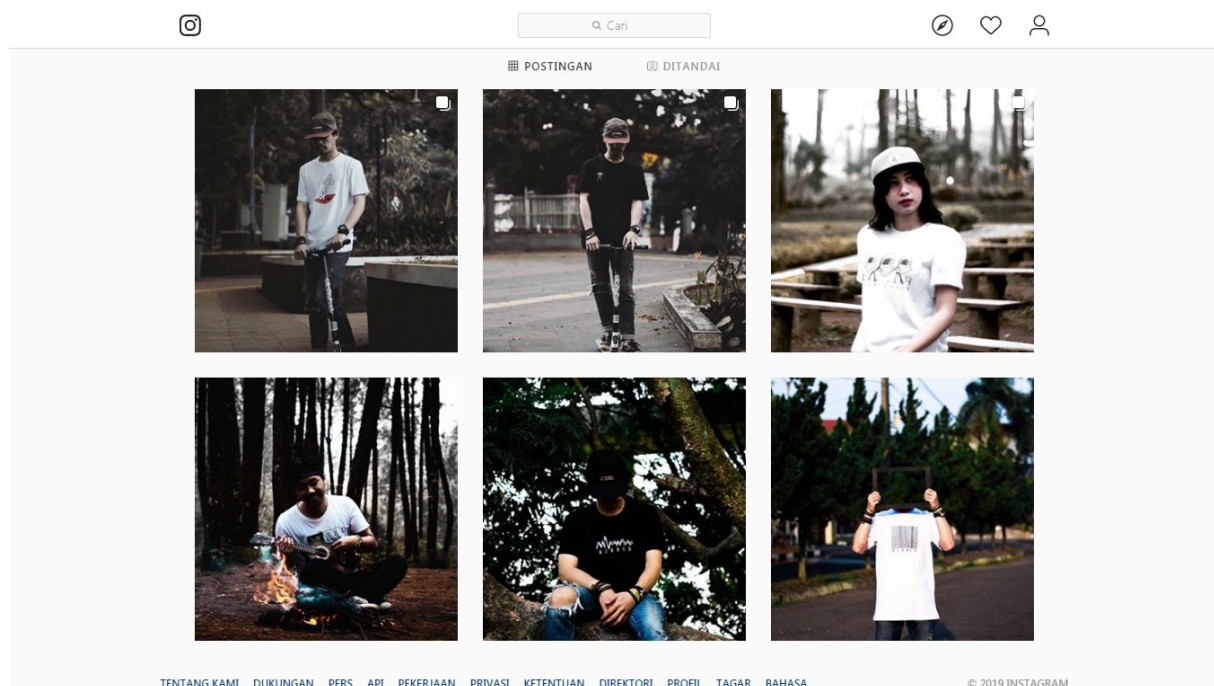


Figure 1. Main Menu

The information presented is quite good and clear, so that it will be easier for consumers to continue in the transaction process. This social account uses the psychological strategy of consumer behaviour in creating content on Instagram (see Figures 2 and 3).

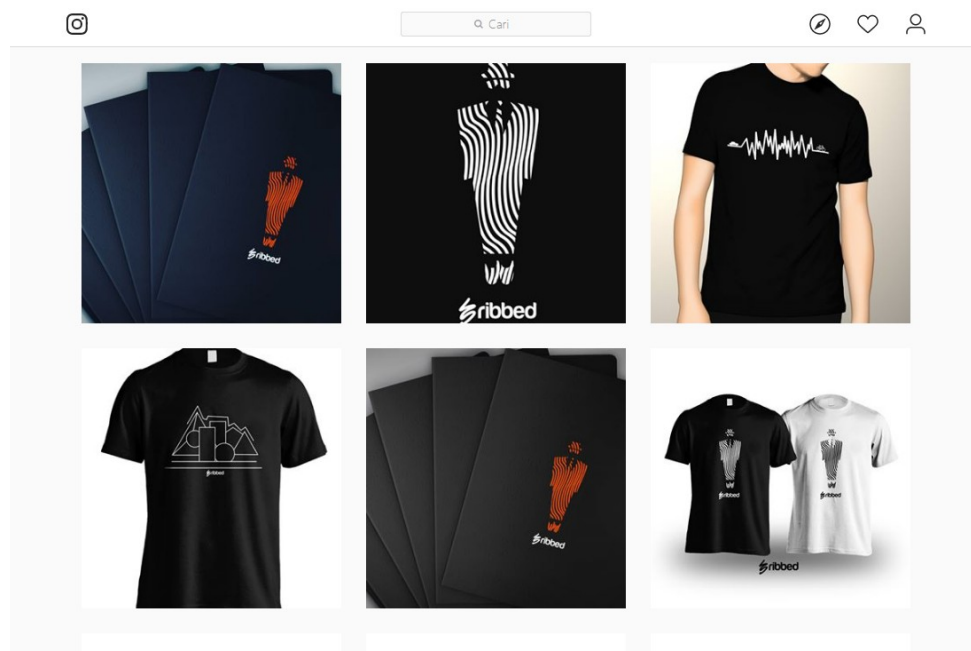


Figure 2. Product Content

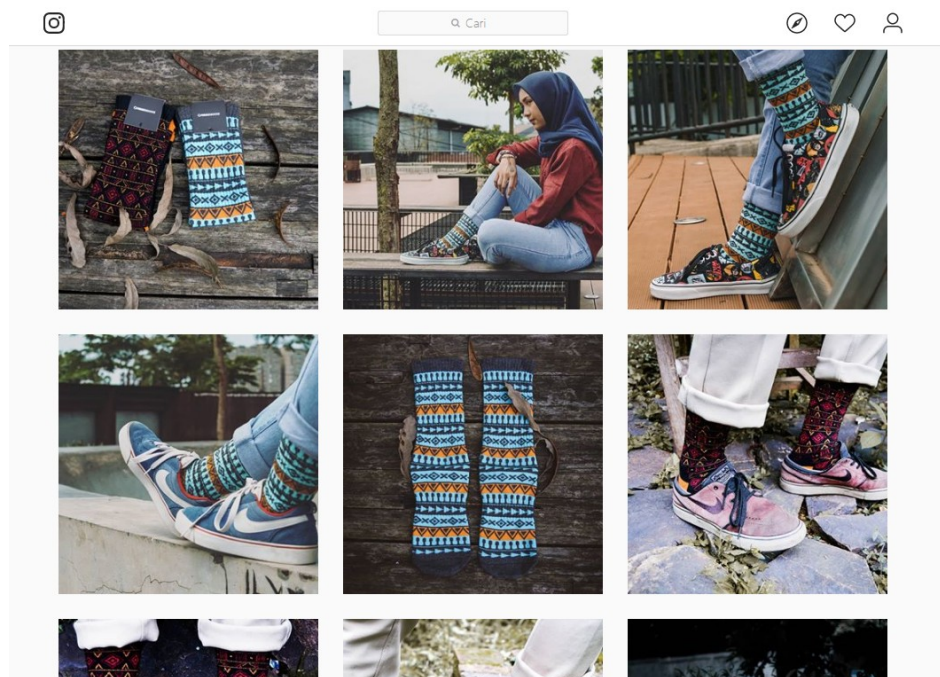


Figure 3. Product Content

The social accounts created by producers contained interesting content by using Instagram media and psychological strategies of consumer behavior with the aim of attracting consumers' attention. This was done to increase sales. These social media account posted fashion products for teenagers (see Figure 4).

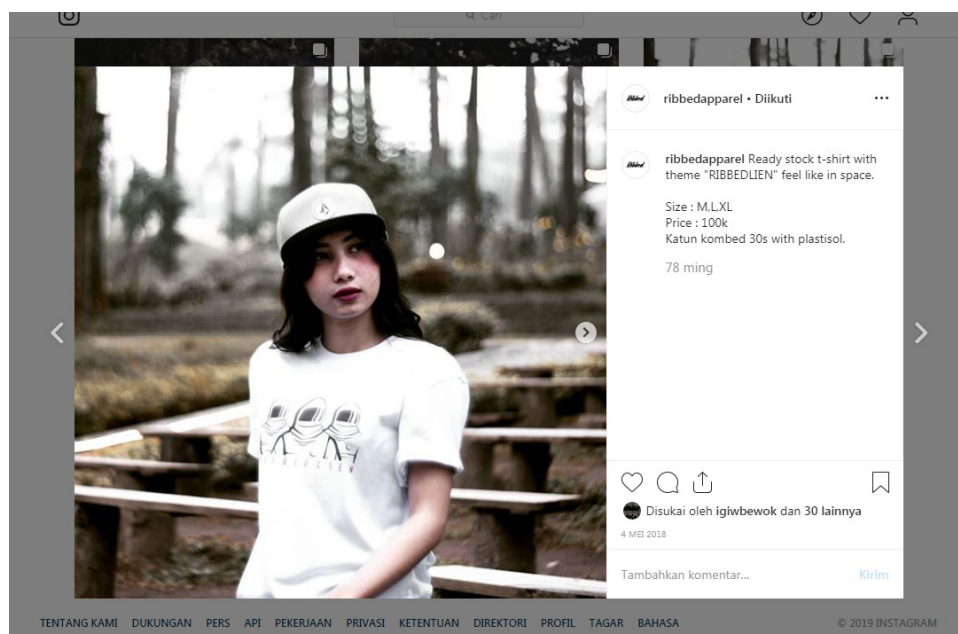


Figure 4. Description

This account posted a lot of fashion products for teenagers. With attractive images, it was expected to increase sales of goods, especially among teenagers. Product descriptions on this social media displayed information in the form of size, price, and materials used in the product (see Figure 5).

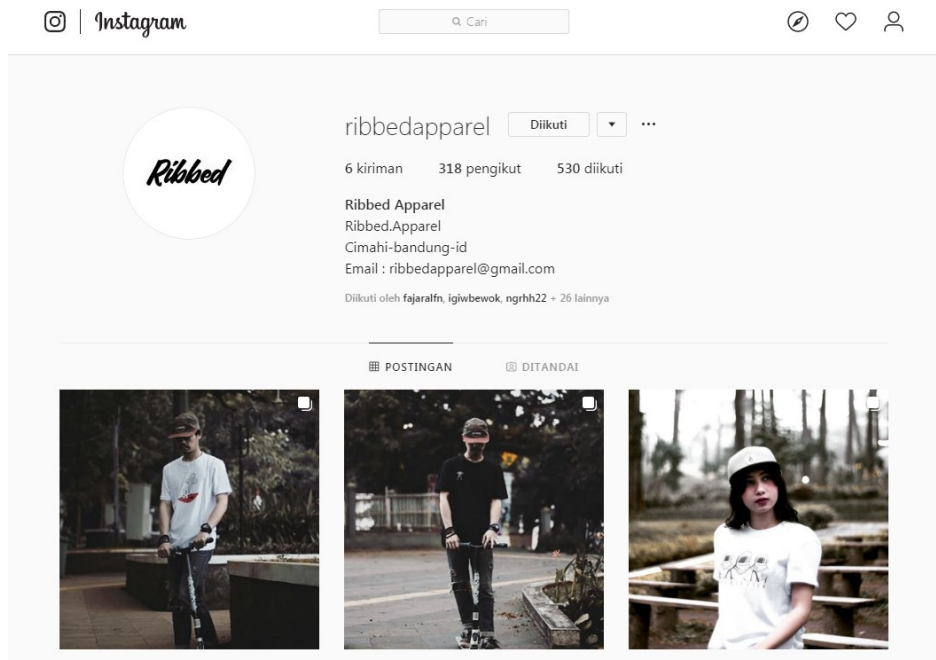


Figure 5. Detail Info

From Figure 5 above, it can be seen that Detailed info on this social media account can be found in Bio Instagram which displays the domicile of the order, email for the order.

4. Conclusion

Over time, technological revolution is very helpful for human work including in changing market culture. With social media, consumers are facilitated efficient transactions process. This also encourages entrepreneurs to continue innovating new strategies in doing business so they can compete with other competitors.

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