

Innovation and Creativity Marketing Product on Social Media

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Abstract. The purpose this research is to find out the impact of using social media in implementing marketing strategies. The research method used in this research was descriptive qualitative method analysis approach and literature review. This research focuses on social media, consumer patterns, and marketing strategies. The results of this research proved that using social media for business people is very important, besides that social media was considered to be effective and efficient for marketing products.

1. Introduction

Rapid technological developments greatly affect the lifestyle of the wider community. That is due to technological developments affecting the mass communication model in carrying out daily activities. Currently the technology that widely used is the internet. Almost all levels of Indonesian society are now connected to the internet. In 2016, Indonesia has 132.7 million internet users. This total shows an increase of 51.8% compared to the total internet users in 2014 [1]. For business people, the internet is used as a medium or a tool for marketing communication. Marketing through the internet is considered to have an effect on the sales in the 4.0 era. At present, the motivation of internet users is to find information, information sharing, entertainment, and social interactions.

Social media is a set of application based on internet networks that are used to bind people into a collaboration, exchange information, and interact through message content based on Web 2.0 [2]. Web 2.0 is a basic platform for the formation of social media, this platform makes it easy for users to collaborate online and exchange ideas. The presence of Web 2.0 has changed business communication practices and hopes for business people [3]. Social media such as Instagram, Line, Youtube, Facebook and Twitter are widely used to disseminate information, because it is considered effective and efficient. With social media as a marketing tool, it is a strategy marketing that will save marketing costs, because many consumers are using social media will be reached in a short time and get information easily. Marketing through social media impact on the desire or the feeling of customers to buy the products offered. This shows the importance of social media marketing in terms improving customer interest and brand awareness. Using social media as a marketing strategy is a smart way because there are 3 reasons to consider, namely, first, social media is well known in various circles both young and old generations and proven effective as a marketing medium. Second, marketing using social media will reduce costs. Third, using social media as a marketing tool can increase customer and brand equity [4]. Even so, marketing using social media does not work properly without content. Content is message in a media created and sent by the company to customers. Interesting and innovative content can help in increasing purchases and is very important for campaigning or marketing on social media. The definition of content marketing comes from business people who have

conducted research and gained experience in creating marketing content for the respective businesses. Content marketing is a strategic marketing approach that is focused on creating and sharing content that is valuable, relevant, stable, interesting and attracts audiences for benefit [5]. Before making a marketing strategy, businesses must first do marketing research using social media. Marketing research is an objective and systematic process in gathering information that is used to determine a decision related to marketing [6]. The conditions of social media users, especially in Indonesia today, lead to horizontal and social communication which leads to the concept of marketing. There are changes in consumer buying behavior in current industry 4.0. In this industry era, consumers will give much consideration from trusted opinions, reviews, and trends of the product before they buy it. The power of using social media provides opportunities for local and international products for Indonesian market [7].

The purpose of this study aims to determine influence the use of social media in implementing marketing strategies. The method used in this research was a qualitative descriptive approach and literature review.

2. Method

The research method used in this study was descriptive qualitative approach and literature review. This research included collecting data, analyzing data, interpreting data, and formulating a conclusion obtained from data analysis.

3. Results and Discussion

This development in the era of globalization showed that the presence of social media was very influential in marketing, because it was considered more effective and efficient. Social media really helped entrepreneurs or business people in carrying out various marketing activities. With the development of social media, entrepreneurs and business people continued to develop innovations to attract consumers to buy products offered through online. Doing marketing using social media was also proven to increase the number of sales and this had an impact on profits by businesses.

Social media users in Indonesia were growing rapidly, not only entrepreneurs or business people affected by social media, Indonesian people also felt benefited by the presence of the internet and social media. Figure 1 illustrated the development of social media users in Indonesia. Total users of Indonesian social media were 150 million users which meant the use of the internet aimed to socialize through social media. Total social media users had reached 56% of the total population of Indonesia, with its mobile-based users reached 130 million. No wonder if all social media platforms eventually focus on optimizing applications on mobile (Figure 1).



Figure 1. Social Media Users in Indonesia

Youtube, Whatsapp, Facebook and Instagram were often used as social media. For most entrepreneurs or sellers, the advantage of using social media was to communicate with consumer, marketing with advertising, record customer desires, respond to buyers, assist consumers in making decisions and as a discussion forum with consumers. Based on research, the use of social media could increase sales by up to 100%, if the company consistently provided information through social media at anytime.

Sales research was shifting toward the latest technology [8]. Entrepreneurs or sellers needed to make the most of social media, offset by the consistency of updating information at all times, in order to discover the market share and increase product trade (Figure 2).

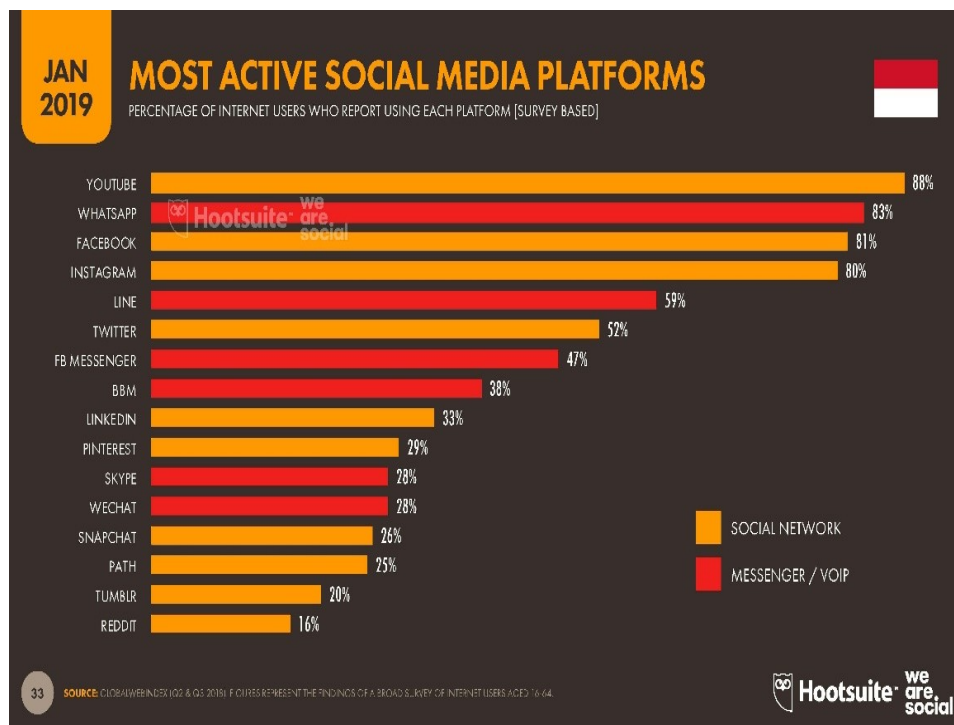


Figure 2. Social Media That Is Widely Used In Indonesia

YouTube was a social media that provides online video content with the largest users in the world. YouTube had become a platform used to disseminate multimedia information [9]. YouTube was ranked first in using social media and widely used in Indonesia. Currently Youtube was considered as the most important and popular social media site in the world. Various television stations, film producing companies, record distributors and other companies used Youtube to promote their products and services. Not only promote products or services, many entrepreneurs or business people used YouTube to benefit, because they published videos in the form of advertisements (Figure 3).

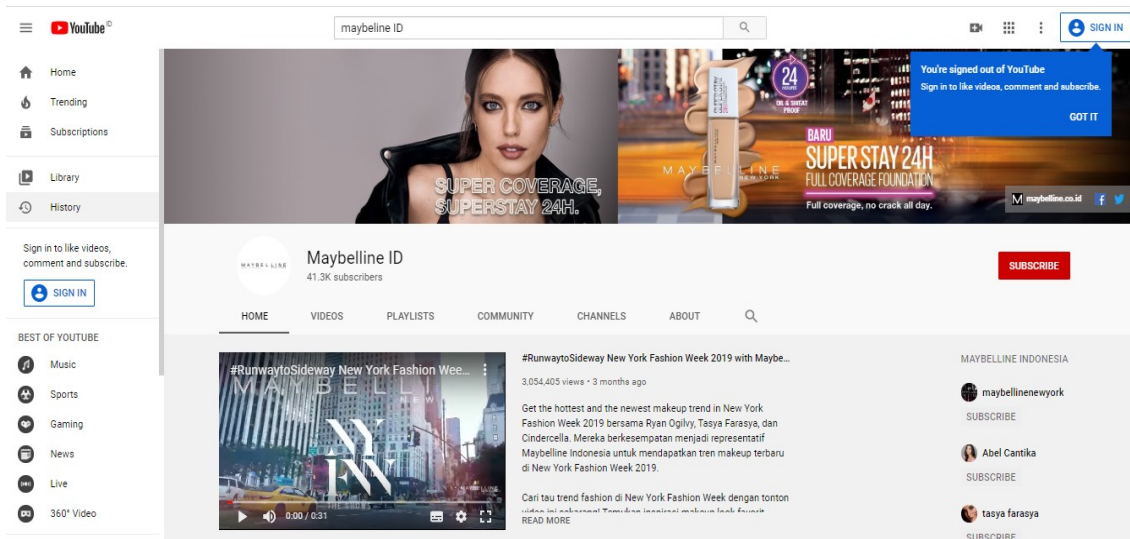


Figure 3. Youtube ranks first in the use of Indonesian social media

In this study it was concluded that the most social media users aged 25-34 years. These ages were working age groups, so this age group had the courage to buy online and already knew the risks of online transactions. Social media users aged 18-24 were the second largest age group. That was because people aged 19-24 had a tendency to try new things, including buying online. By doing this it was considered able to fulfill the curiosity of new things (Figure 4).

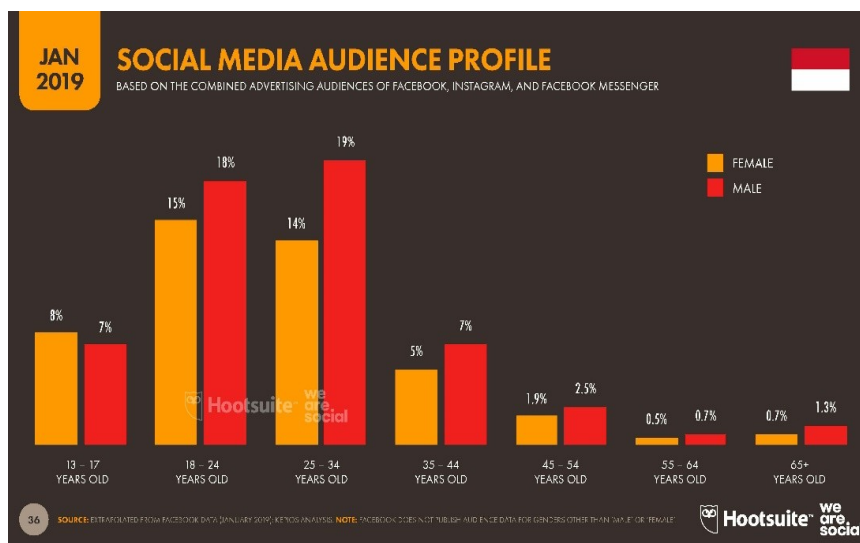


Figure 4. Social Media User Age Group

With the development of social media significantly, customer patterns had also changed in buying goods. The presence of new marketing communications made new challenges and opportunities for business people or business people, because purchasing decisions were strongly influenced by social media interactions [10]. Before, social media developed rapidly 4A customer patterns, namely buying goods requires awareness, seeking information (attitude), then buy the item (act), but 4A was considered too individual. Because, almost all consumers who buy goods now are strongly influenced by external parties. Before buying goods, they first asked the opinions of others, either directly to friends or closest relatives, or through the help of social media. Thus, making the customer path pattern changed become 5A, including Aware, Appeal, Ask, Act, and Advocate or known as the WOW! marketing ... Attitude which was interpreted as limited to someone like it or not,

is now divided into Appeal and Ask. The reason, after consumers know (Aware) a consumer, consumers will not necessarily be interested (Appeal) with the product. Meanwhile, if consumers are interested, consumers will have a sense of curiosity, so trying to find out more about the products they want (Ask).

4. Conclusion

The research concluded that using social media for business people is very important. Besides, social media is considered effective and efficient for marketing products, by way of business people or businesses continuing to provide innovation and creativity in marketing on social media. Social media has a big influence on the sales of the products offered. If a businessman or businesswoman can provide interesting content, it will provide a great opportunity to increase the number of interested parties in buying the products offered. Businessman or business actor must pay attention to the changing consumer patterns in the current 4.0 era, in order to achieve more optimal results in marketing products.

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