



Information Technology in the Social Media Application

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Abstract:

The purpose of this study is to describe and analyze the impact of information technology on social media. It focuses on the use of social media for business. This study used the descriptive qualitative method. Data collection techniques such as interviews, observation of non-participation, and internet searching. This study shows that information technology (IT), mainly social media, influences consumers who want to do a transaction and buy a product. Currently, technology is overgrowing, encouraging a person to use social media to conduct transactions and buy a product because it can facilitate entrepreneurs in developing their business

Keyword: ICT, Social Media, Application

INTRODUCTION

In this globalization era, the development of Information Technology (IT) is growing very fast. IT helps companies to grow and will experience rapid growth from year to year. Managers of the company chose to use IT to interact efficiently. Some of the advantages of using IT in business are IT makes firms closer to the consumer, helps reduce costs, and makes business more flexible (Soegoto & Utomo, 2019). Social media is a cost-effective method for marketing activities (Soegoto & Huda, 2019). Rodriguez et al., whose research explains the application and utilization of social media technology for business, explained that the implementation and use of social media are essential for the company because of its links to sales and sales performance (Rodriguez, et.al, 2012). The use of social media can help to do business. According to the journal presented by Aral et al. stated social media is fundamentally changing the way we communicate, collaborate, consume, and create. They represent one of the most transformative impacts of information technology on business, both within and outside the company's boundaries (Aral, et.al. 2013). Miller et al., whose research explains business people must use the approach and relationship marketing principles and techniques to use social media (Miller & Lammas, 2010) effectively. Dwivedi et al. explained that social media are greatly

facilitating participatory interactions such as business (Dwivedi, et.al, 2015).

The use of technology frameworks such as computers, smartphones, or tablets has increased very rapidly. This is also directly proportional to the need for internet networks. The users have seen the functions and various features that are presented on social media. However, there are other benefits that you need to know and can also explore more intensely to get multiple advantages in using social media (Pentina & Koh, 2012). Social media can also be used for commercial, business, and profits, not only for communication, blogs, forums, or other activities. Social media are utilized as a means of communication regardless of time and place (Agnihotri, et.al, 2016). It is often used to boost sales performance and to increase profits for a business, one of which is Facebook. Facebook is one of the most frequently used social media in Indonesia. The features on Facebook are easy to use. Therefore, many people are interested in using it (Saravanan Kumar & Suganthalakshmi, 2012). Business people can sell their products using social media; thus, the effects can reach the local and the international market (Tiago & Verissimo, 2014). There is also a feature to fill in the product, commonly referred to as the marketplace platform. Register your account and products through the marketplace provided on Facebook so that you can carry out online buying and selling transactions smoothly and systematically.

This study aims to describe and analyze the impact of information technology on social media applications. This research explains the information contained in social media applications that can be used for business. From interviews with one of the informants, they give some opinions that applying social media and using it as a tool to socialize and as a place to do business. It can help business people get started and expand their business in products, services, and others.

RESEARCH METHOD

This study used a qualitative descriptive method to describe the effect of Information Technology (IT) on social media use. This study used data collection techniques such as interviews.

RESEARCH RESULTS AND DISCUSSION

The development of information technology is overgrowing. Various activities are small to large businesses utilize this development to run their business. The number of competitors into consideration for entrepreneurs to enter the competition is very tight. Marketing strategy and the suitable media used to reach the target market, increase sales volume and profit. Digital Marketing is currently much in demand by the public, especially in Indonesia, to endorse a wide range of activities. They gradually began to abandon the conventional marketing model of traditional/modern marketing is switched to digital marketing. With digital marketing, communications and transactions can be done at any time / real-time and can be global or worldwide. The number of social media users includes many chat-based and increasingly growing opportunities for a company to grow its business by using social media. Researchers took a few observations on the social media platform Facebook. Facebook has potential as a new marketing medium. The businessman can use all its services to promote something, with many relying on the site's socialization aspect, including many applications for sponsored groups and pages to join.

Facebook is a social network whose presence is increasingly being maximized as a medium for doing business online. The existence of Facebook provides its own role for online business actors who use Facebook as a business medium, Facebook as a promotional medium which is considered effective by sellers; Facebook acts as a medium of communication between actors. Business with increasing sales of their business. Social media Facebook is included in the most popular social media throughout 2019 because Facebook is in great demand for users and to take advantage of a businessman to sell and promote sales (see Figure 1).

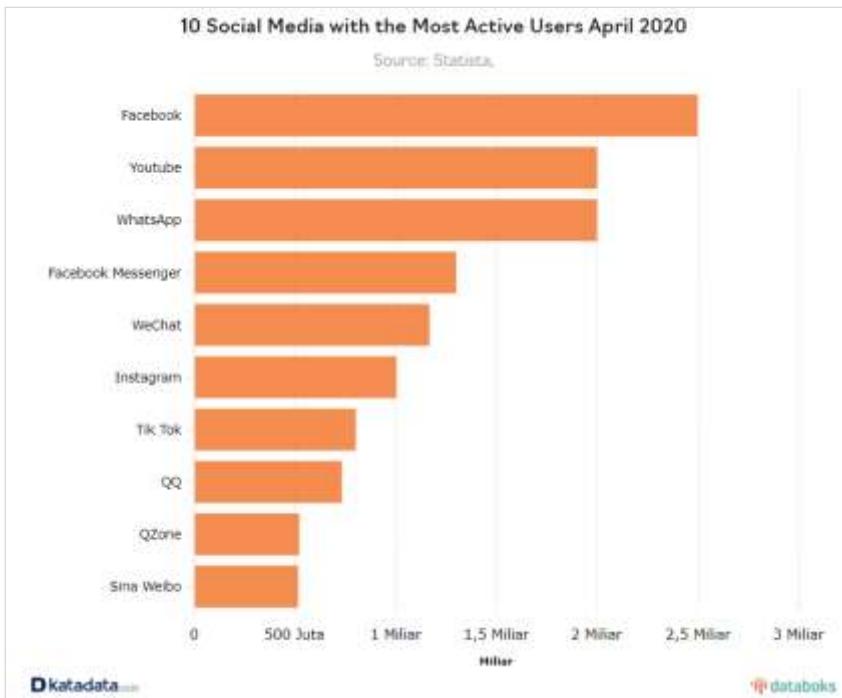


Figure 1. Number of active social media users April 2020

Facebook has become a social media that is most popularly used in the world. Statista noted that the number of active users in the first quarter of 2019 reached 2.38 billion. Facebook explained that there are about 2.7 billion users who access Facebook every month. This figure is the number of Monthly Active Users (MAU) Globally. The figure was slightly above the predictions of analysts who had predicted 2.63 billion. This number also increased from the first quarter (Q1) 2020. At the end of March, 2.6 billion active users were using Facebook every month. More specifically, daily active Facebook users in North America rose from 195 million in Q1 2020 to 198 million in Q2 2020. Meanwhile, in Europe, the number of users is still stagnant at 305 million. The number of users in the Asia Pacific also edged up from 678 million in Q1 2020 to 699 million in Q2 2020. Zuckerberg also boasted that the growth in the number of Facebook users is starting to be constant. The number of daily active Facebook users was recorded at 1.79 billion at the end of Q2 2020. The number also edged up to 1.73 billion at the end of the first quarter of 2020.

A. Home

If a user manages to get into social media platforms Facebook, Facebook users will immediately be automatically entered in the home page; there are several menu options in the left corner of the home page. Users select the menu marketplace to join the business services on Facebook or rather a place to conduct transactions and purchase (See Figure 2).

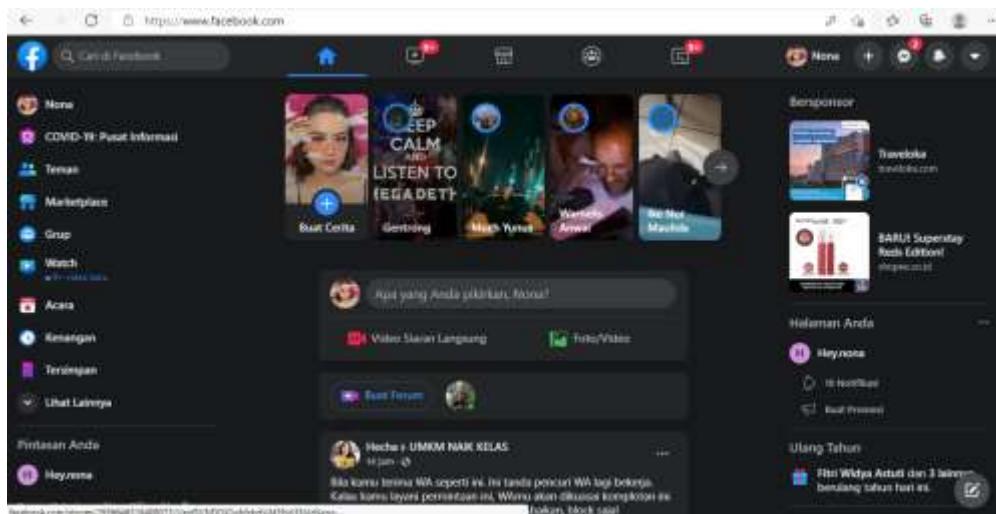


Figure 2. Home

B. Marketplace

The marketplace is a service owned by Facebook that serves users who want to sell products in the market. We can start our business by promoting any product such as vehicles, electronics, and much more on the marketplace services. Not just selling the product, but we also can buy products from other Facebook users (see Figures 3 and 4).

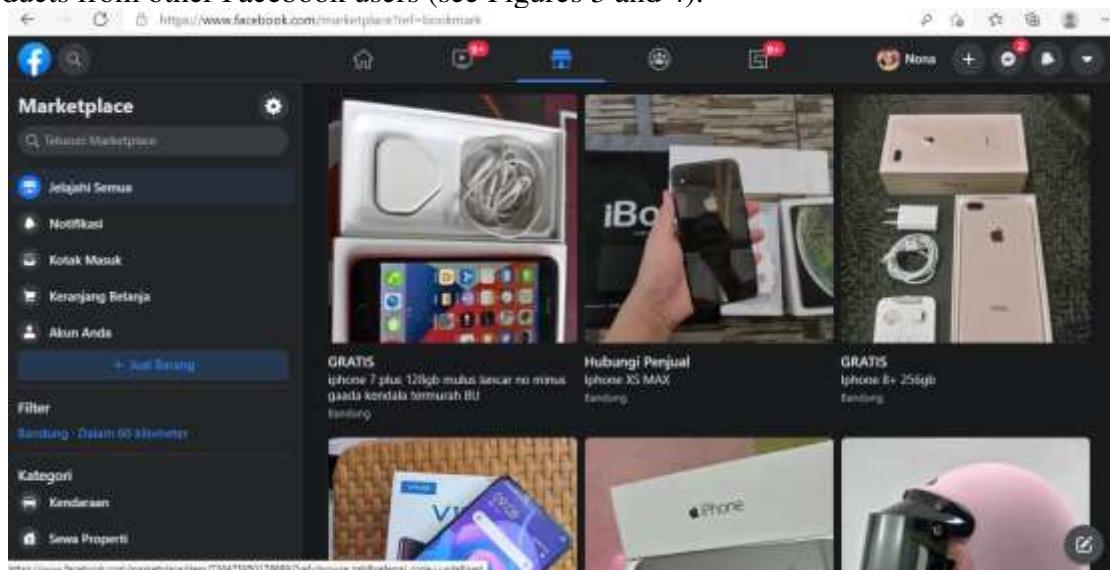


Figure 3. Marketplace

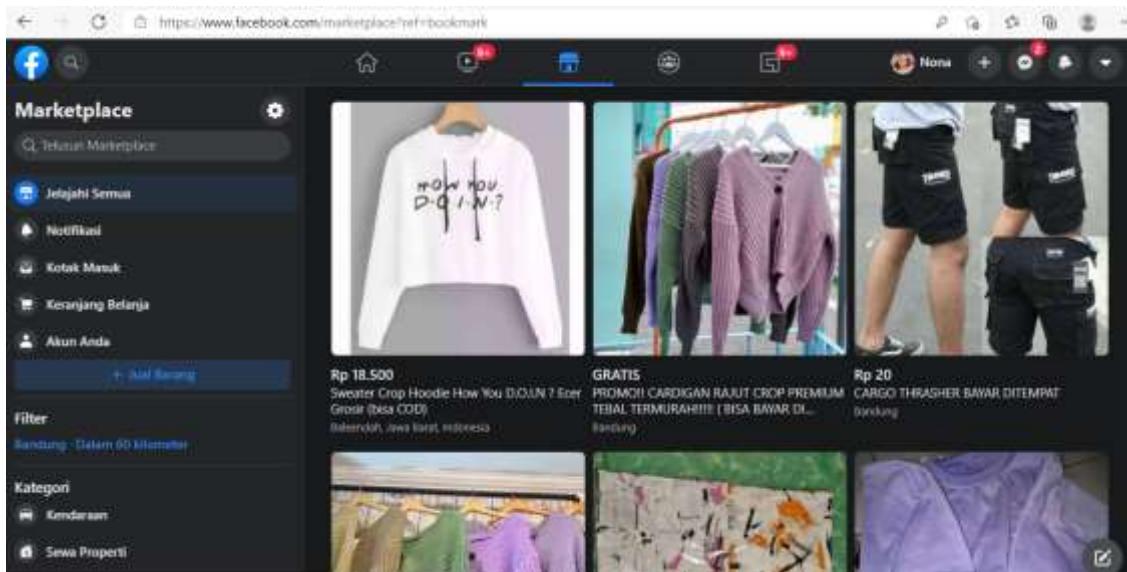


Figure 4. Marketplace

CONCLUSION

The use of social media is essential for business people. Facebook helps business people start a business quickly as well as grow it. The existence of a marketplace service makes it easy for business people to sell and buy products. The Facebook social media platform that provides marketplace services is very beneficial for business people and Facebook users who use the service to purchase products.

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