

THE INFLUENCE OF USING SOCIAL MEDIA AS BUSINESS PLATFORM TO INCREASE GROWTH

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ABSTRACT

The advancement of technology brings about changes towards people's lifestyle, especially with the existence of social media. Social media has taken communication to a whole new level. Now, with a touch of a button people could communicate with anybody anywhere in the world. It is as well providing us with a new and faster way of communication by exchanging pictures, stories, news, blogs, online discussions. In exchange businesses have benefited by a long shot just by the click of a button. With the help of the Internet a company no longer is dependent on a particular customer base to survive because now it can reach out to a worldwide audience within seconds. Instagram is one of the most famous social platforms for business promotion. The popularity of this network is growing steadily especially among young adult whose age range from 18 to 35 years. Users of Instagram show high involvement in interaction with each other and with brands, it also allows the users to publish the visual content that is perceived by others faster. Hence, this paper attempts to study the impact of instagram business profile towards the sales of tangible or intangible goods using Instagram business profile users.

Keywords: Technology, social media, Instagram, sales

ABSTRAK

Kemajuan teknologi membawa perubahan pada gaya hidup masyarakat, terutama dengan adanya media sosial. Media sosial telah membawa komunikasi ke tingkat yang baru. Kini, dengan sentuhan tombol orang bisa berkomunikasi dengan siapapun dimanapun di dunia. Oleh karena itu, komunikasi menjadi lebih cepat. Selain itu, media sosial memungkinkan komunikasi dengan bertukar gambar, cerita, berita, blog, diskusi online. Niscaya, hal tersebut menguntungkan bagi para pengusaha online. Dengan bantuan Internet, perusahaan tidak lagi bergantung pada basis pelanggan tertentu untuk bertahan. Karena, sekarang dapat menjangkau pasar di seluruh dunia dalam hitungan detik. Instagram adalah salah satu media sosial yang sering digunakan untuk promosi bisnis. Popularitas jaringan ini berkembang dengan pesat terutama di kalangan dewasa muda yang usianya berkisar dari 18 sampai 35 tahun. Pengguna Instagram menunjukkan keterlibatan yang tinggi dalam berinteraksi satu sama lain dan dengan merek, hal tersebut memungkinkan pengguna untuk mempublikasikan konten visual yang dapat dilihat oleh orang lain dengan lebih cepat. Oleh karena itu, makalah ini mencoba untuk

mempelajari dampak profil bisnis instagram terhadap penjualan barang atau jasa menggunakan profil bisnis instagram.

Kata kunci: Teknologi, media sosial, instagram, penjualan

I. INTRODUCTION

I.1. BACKGROUND

Technology is one of the greatest invention in this era. This terms becomes most popular around the world. People always trying to create something new with technology and makes everything for daily life more easier than before. Technology also becomes essential things that organization use for get the benefit and increase the revenue. The more advanced technology that company apply, the more beneficial that company get to run their business. In this era, people tend to change from using robots to using any kind of software that create efficiency for their business (Satell, 2013). There are some impact of using technology in business perform such as saving operation cost for using software instead hiring a bookkeeper or accountant, then for human resources hiring people using Internet or online to saving time and reach the potential customer through social media (Faris, 2018).

Social Media has been the popular platform or media that people use to get connect to each other. By having so many features that other social media cannot have, most people around the world has Instagram account. For the first, Instagram account just can be used for taking picture or video and then uploaded it, but for now the businessman or organization can use for selling and promote their products or services through Instagram business account, Instagram generates more sales and consumer response than any other social network. Through social media, the organization can get instant feedback from customer, so they can keep in touch with the stakeholder (Popali, 2017).

In this sophisticated era, almost all offline stores are now making online stores as an alternative to improving their marketing and revenue. The use of online media is considered very effective considering now almost everything is associated with internet and technology. One strategy that can be used is to set up an online store using Instagram social media assistance (Barker, 2017). Using Instagram as the platform to do business is one of the great idea that people can choose. Instagram business account can able to be a bridge for online businesses to introduce their business products through Instagram, with so many Instagram followers from various circles, is expected to increase sales turnover up to many times (Ricko, 2017). Choosing to do business online through Instagram is also very profitable, including cheap capital, the seller will not spend too much money. Probably will only incur optimization costs for followers and likers for increased product purchases, and by only uploading photos of the product and directly the photo is widespread throughout the world (Gebauer, 2016).

Social media is very effective when it comes to convincing consumers to buy, particularly when they see their family and friends have bought a product. It is because they are being influenced by someone they can trust (Market Insights, 2017). Young people are the millennials who are technologically literate, they are the largest demographic group of social media users who are prefer something quick and easy. Given the wide variety of online media platforms that provide all sorts of items needed, it will definitely increase the desire of young people to continue to buy something online (Roesler, 2015). Without the need to go to an offline store, the items ordered online will come to the place where the buyer is located. Due to the 24-hour online shop availability, it makes everyone who not only young people continue to rely on social media in fulfilling their desire to continue buying something.

I.2. RESEARCH PROBLEMS AND QUESTIONS

Based on the background above, there is a research problems, questions and hypotheses in this study:

1. Problem 1: To examine the impact of Instagram business profile usage towards sales growth.

Question 1: How does Instagram business profile impact the sales growth of online businesses?

2. Problem 2: To investigate the Return on Investment (ROI) of Instagram business profile usage.

Question 2: Which Instagram activities provide the most return on investment (ROI) to online businesses?

I.3. RESEARCH PURPOSES & SIGNIFICANCE

Referring to the above research problems and questions, this study attempts to achieve the following purposes:

1. To analyze how the existence of Instagram business profile impact the sales growth of online businesses. This study analyzes how social Instagram can be used to make new sales and generate increasing returns.
2. To scrutinize the Return on Investment (ROI) of using Instagram as social media marketing platform as well as the influencing factors such as celebrity endorsement, competition, and so on.

I.4. THEORITICAL PERSPECTIVES

Some of the theories used in this study as the foundation to analyse the influence of using social media as business platform to increase sales growth.

I.5. SCOPE AND LIMITATION

Due to time constraints and broad aspects related to value creation, the study will focus only on the following aspects:

1. The analysis to be consistent with the existing problem, this study limits the scope of the discussion only to the social media such as Instagram and Facebook.

2. This study only focusing in analyzing how social media can increase the sales growth of the business.

II. LITERATURE REVIEW

II.1. SOCIAL MEDIA

II.1.1. Definition of Social Media

The meaning of social media is a series of websites and applications designed to allow people to share content quickly, efficiently and in real-time. The ability of people to share photos, opinions, events even invitation in real-time has transformed the way people do life and it is also transforming the way people do business. Retailers who use social media as part of their marketing strategy have seen great results for the business performance. But the key to success with social media is to handle social media with the same care, respect and attention to the marketing strategy (Hudson, 2017).

Other definition of social media is a computer-based technology that facilitates the sharing of ideas and information and the building of virtual networks and communities. By design, social media is internet based and offers users easy electronic communication of personal information and other content, such as videos and photos. For individuals, social media is used to keep in touch with friends and extended family, network for career opportunities, find people from all over the globe who share a common interest, share content and more. Those who engage in these activities are part of a virtual social network. For businesses, social media is an indispensable tool for finding and engaging with customers, sales, advertising and promotion, gauging trends and offering customer service. Governments and politicians utilize social media to engage with constituents and voters (Investopedia, 2018). Social media become one of important things in daily life. Nowadays, people cannot life without Internet or using social media. Social media is one of evolution that change people life (Looy, 2015). The internet impacts through social media has given impact in offline relationship and organizations by changing terms “word of mouth” into “world of mouth”.

There are some of examples of social media:

Figure 1: The example of Social Media



Source: (Fredcavazza.net, 2017).

II.2. SALES GROWTH

II.2.1. Definition of Sales Growth

Sales growth is an indicator of demand and competitiveness of firms in an industry. The growth rate of an enterprise will affect the ability to retain profits in marking future opportunities. High sales growth, it will reflect increased revenue so that dividend payouts tend to increase. Due to the growth of sales, the company must have the right strategy in order to win the market by attracting consumers to always choose the product. For that factors that affect the sale must be really pay attention. By knowing these factors the company will be able to set the policy to anticipate conditions so that the company can sell products in large quantities and sales volume will increase as well. With the increase in corporate profits, the profits from investors will increase (Kristanto, 2013). Sales growth needs to consistent and profitable. Sales growth needs to be consistent, because it need to be able to manage the growth of the business. The business will not be around for long if the sales double one year, then halve the next. It will take vast amounts of cash to scale the business quickly when it doubles and take too long to reduce costs when the business halves. Growth needs to be manageable (Big Red Tomato Company, 2015).

According to Mulyadi (2012: 202), sales are activities undertaken by the seller in selling goods or services in the hope of profiting from such transactions and the sale can be interpreted as the transfer or transfer of ownership of the goods or services from the seller to the buyer (Mulyadi, 2012).

The definition of sales growth by Subramanyam (2014: 487) is as follows: "Analysis of trends in sales by segments is useful in assessing profitability. Sales growth is often the result of one or more factors, including (1) price changes, (2) volume changes, (3) acquisitions/divestitures, and (4) changes in exchange rates. A company's Management's Discussion and Analysis section usually offers insights into the causes of sales growth." (Subramanyam, 2014).

Sales Growth Formula (monthly): $((\text{Current month's total sales} - \text{Previous month's total sales}) / \text{Previous month's total sales}) \times 100$. The order of execution is first subtracting current month's total sales from previous month's total sales. Second, divide the result with previous month's total sales then multiply the result with 100 to get the percentage increase or decrease in sales (In4mNation, 2014). The high level of sales growth shows the better a company in running its operations.

II.2.2. Correlation between Social Media and Sales Growth

Sales play a vital role in the growth of any business. The sales process is comprised of different practices, and one of them is getting to know the customers and establishing strong relationships with them. Social media, as known, connects people and can help businesses get more information about their customers. It enables entrepreneurs to find out how their business is perceived by their customers, including what their customers think of their competitors, allowing them to make the necessary changes in their products or services and to initiate conversations to cultivate a prospect or sales lead (Abdullah, 2017).

II.2.3.1. SOCIAL MEDIA

II.2.3.1.1. Instagram

Instagram can be defined as iOS, Android and Windows Phone-based mobile apps where users can shoot, edit and post photos or videos to Instagram's main page and other social networks. Photos or videos that will be shared later will be posted on other users' feeds that are the follower of the account owner. By using Instagram as a media into the marketing system, many things can be done. Things you can do as follows: arouse photos, add captions (to clarify details of items being sold), and add hashtags to group distributed photos, allowing others to find the image when they see the topic, and the last one is shared the photo to the public. Instagram makes sellers and customers feel closer (Hardy, 2015).

II.2.3.1.2. Facebook

As a social media with the most users in the world, Facebook will greatly help you in promoting to increase sales of products / services. Facebook Page (formerly called Facebook Fans page) is a service provided by Facebook for business or commercial purposes. Sellers can quickly promote for free or pay for advertising, the benefits of using Facebook page include: Unlimited number of friends (Facebook profile has a limit of the number of friends as many as 5000 people), Looks more professional (by not mixing the personal account with the account to do business), Easy to update various information, Business reviews and ratings on the Business Page, ratings ranging from "Poor" to "Excellent" level of satisfaction, Easy to monitor business progress made (Facebook Page has Insight in Admin Panel to monitor business

growth Insight provides information on numbers and graphs achievement of views, comments, and shares, on content posted) (Sachiko, 2014).

II.2.3.1.3. Twitter

Twitter is a website owned and operated by Twitter Inc., which offers a microblog social network that enables its users to post and read messages called chirp. One of the benefits of twitter is as a place to do business online. By using twitter you can do business promotion of goods or services that you are interested for free. Moreover twitter users whose numbers continue to grow make the field work about it wide open (Pahompu, 2017).

II.2.3.2. BUSINESS PLATFORM

II.2.3.2.1. B2B

Business to business or B2B are transactions conducted electronically or physically and occur between business entities one to another business. B2B is the sale of products or services provided by the business and is destined for other businesses, not to customers. According to Laudon e-commerce business to business (B2B) involves the sale of inter-company products and services (Umar, Nuryati, & Solihatiningsih, 2016). An example of a B2B business is when two companies conduct on-line buying transactions, as well as payments made available on credit cards such as businessinsider.com, krakatausteel.com and alibaba.com (Kristiadi, 2017).

II.2.3.2.2. B2C

Business to Customer or B2C is a business that performs services or sales of goods or services to individual consumers or groups directly, business to consumer (B2C) involves the sale of products and services at retail to individual buyers, Online shopping, Internet banking and online travel services can be given as examples of the B2C e-commerce model (Huseynov & Yıldırım, 2015).

II.2.3.3. BUSINESS PERFORMANCE

II.2.3.3.1. Sales Growth

Sales growth reflects the investment success of the past period and can serve as a predictor of future growth. Sales growth is an indicator of demand and competitiveness of firms in an industry. High sales growth, it will reflect the company's revenue also increased. The growth rate of an enterprise will affect the ability to maintain profits in marking future opportunities (Hestanto, 2017).

II.2.3.3.2. Consumer Engagement

Customer engagement behaviours are very important. Customer engagement is a higher level of customer loyalty. Customer engagement occurs when there is already a strong emotional attachment between the brand and its customers. Consumers are not just loyal but need the existence of a brand so that they will become a friend even a lover for a brand (So, King, Sparks, & Wang, 2014). The best way to encourage customer engagement, especially social media networks is through a powerful content strategy. Not just a product description, but give something fresh like informative content. Inviting customers to join comments and product reviews can also increase user engagement (Poorrezaei, 2016).

II.2.4. PREVIOUS STUDY

There are several previous study studies that underlie this research. The summary of previous studies is shown in table below:

Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
1. The Impact of Social Media on Firm Performance as a New Marketing Strategy Tool in Iran High-Tech and Fragrance Industry (Vazifedoost & Farzin, 2015).	Social Media <ul style="list-style-type: none"> • Facebook, Twitter New Marketing Strategy Tool	Social media have a supportive role as the tool to make business become competitive.
2. Pengaruh Penggunaan Media Sosial Terhadap Pengembangan Usaha Kecil Menengah (UKM) (Purwidiatoro, S.W, & Hadi, 2016).	Social Media: <ul style="list-style-type: none"> • Facebook • Twitter • Instagram • Pengembangan Usaha Kecil Menengah	The use of social media can increase sales to more than 100% if the company consistently updates information through social media every day.
3. Pengaruh Media Sosial Facebook Dalam Peningkatan Penjualan Bisnis Online (Nugroho & Kastaman, 2014).	Social Media: <ul style="list-style-type: none"> • Facebook Online Bisnis	Social media (Facebook) gives an influence in increasing the sale of online business and also use social media to do the promotion of products / services require a cheap cost.
4. Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook (Lee, Hosanagar, & Nair, 2017).	Social Media: <ul style="list-style-type: none"> • Facebook Company Performance: <ul style="list-style-type: none"> • Consumer Engagement 	Social media can impact on user engagement as measured by Likes, comments, shares, and click-through for messages. As emotional and humorous content, is positively associated with higher engagement.
5. The Impact of Social Media on Business Growth and Performance	Social Media: <ul style="list-style-type: none"> • Business Growth 	Social media has a positive impact on business and its growth and performance. Companies that are at

Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
in India (Singh & Sinha, 2017).		maturity stage in the product lifecycle can adopt social media to extend their business survival.

II.2.5. DIFFERENCES

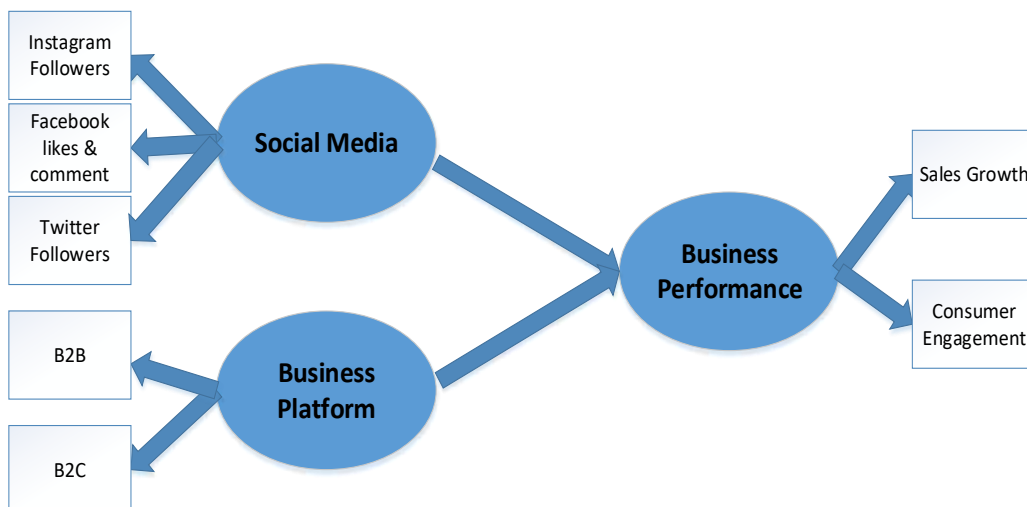
The differences between those previous studies above and this study is on the variables. Our variables Social Media, Business Platform and Company Performance. By combining the three variables that already exist in the previous study and different sub-variables. In the previous study, the authors has been using only two variables. The sub-variable divided into 7 (Instagram followers, Facebook likes and comment, Twitter followers, B2B, B2C, Sales Growth, and Consumer engagement). The analysis of this study is to seek the impact of using social media towards business performance (perspectives from consumer and seller).

II.2.6. HYPOTHESIS

Based on the background, research problem, research purpose, and everything discussed in the previous chapter, it all lead to the formulation of research model and hypotheses in this study. Hypotheses in this study are formulated as follows;

- Hypothesis 0.1: Social media is strongly influence the Business Performance
- Hypothesis 1.1: Social media does not strongly influence the Business Performance
- Hypothesis 0.2: Business Platform is strongly influence the Business Performance
- Hypothesis 1.2: Business Platform does not strongly influence the Business Performance

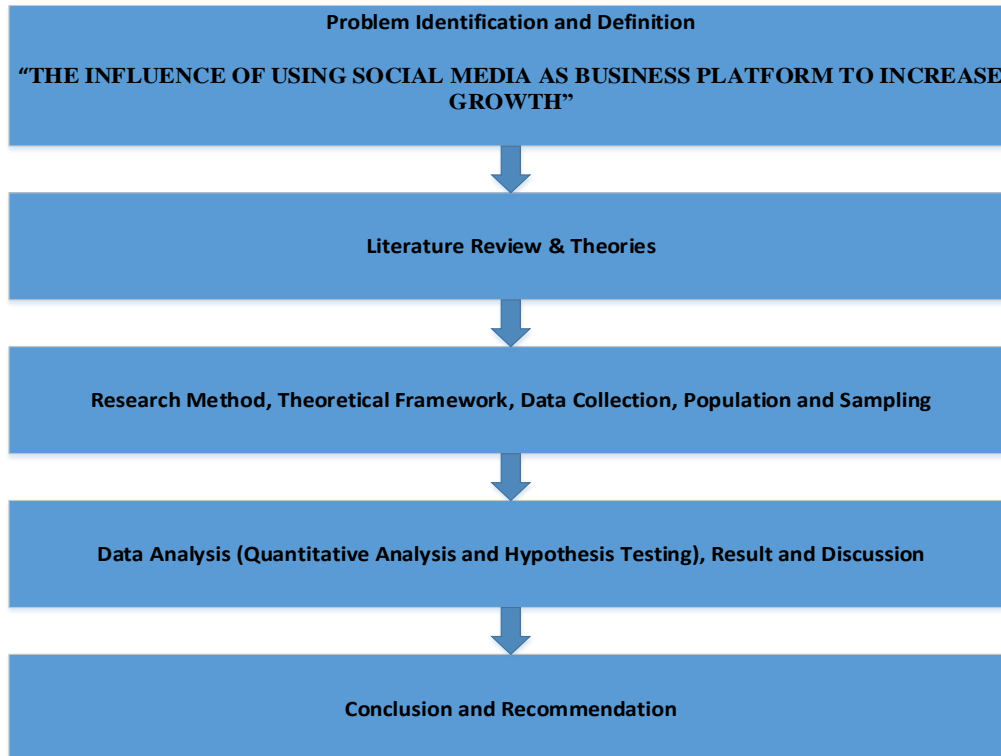
II.2.7. RESEARCH MODEL



III. RESEARCH METHOD

This chapter discussed research process. type of study, type of data, design, and scale and analysis tool.

III.1. RESEARCH PROCESS



Problem identification and definition with the title “The influence of Social Media as business platform to increase growth” has become the main focus, provide some facts, phenomenon and stories to attract the readers. Second is, the literature and theories about the topics, provide the related theories based on the expertise. Third step is when the research methodologies, the framework, how the data will be collect and the population and sampling. Next, is the analysis of the data including using quantitative and test the hypotheses, also the result and the relationship between each variables. The last step, after all the data has been analyzed and discussed, it will be come up to the conclusion and recommendation about the variables and the topic.

III.2. TYPE OF STUDY

The purpose of this research is to analyze how the existence of social media as business platform impact the company performance. The second purpose is to scrutinize the ROI (Return on Investment) of using social media as marketing platform as well as the influencing factors for company performance. The method used in this research is descriptive research method.

III.3. TYPE AND SOURCE OF DATA

There are two types of data used in this research. They are primary data and secondary data. Primary data obtained from the questionnaires distributed to online business owners. For secondary data will be gathering data through literature and website to find out that can support this research. The data collected from quantitative data. Source of data will be

consumers and sellers for using social media. Quantitative data will be collect by distributing questionnaire regarding the effect of using social media.

III.3.1. PRIMARY DATA

Data are observed or collected directly from first hand experience. Researchers obtain the data using questionnaires. Due to the nature of the researched variables, up to date data is preferred.

III.3.2 SECONDARY DATA

Secondary data have already been collected by and readily available from other sources. To back up the research model secondary data from the last five years is needed.

III.4. POPULATION AND SAMPLE

III.4.1. POPULATION

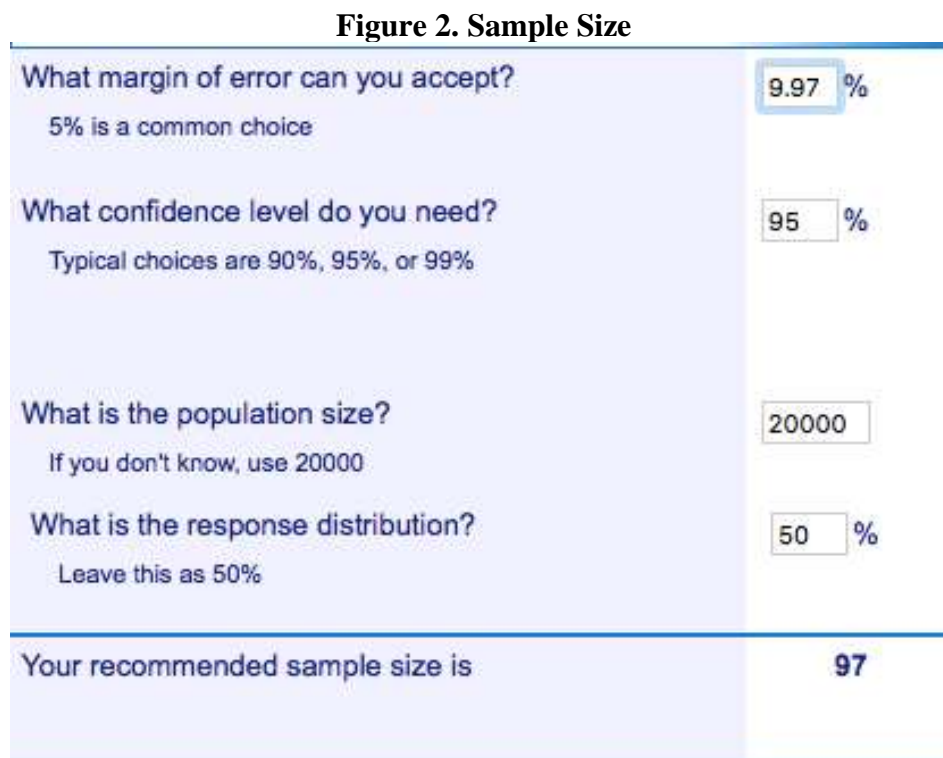
The population for this research are the business online owners within South Tangerang. Specifically, BSD area. 106 people is the total population for this research.

III.4.2 SAMPLE SIZE

Due to time constraint and other limitations, the number of sample deducted to 97 people from the total population. From the total population, the researchers select the sample based on several requirements:

1. Social media users
2. Online business owners
3. Using social media as business platform

In extend to that, here is how we determine our sample size



Source: Raosoft

III.5. RESEARCH INSTRUMENT

Questionnaires for online business owners is to find out the impact of social media as business platform towards sales growth. The questionnaire itself is based on demographic.

Table 1. Question Design

No.	Questions	Answers	
		Ya	Tidak
1.	Apakah anda menggunakan sosial media?		
2.	Apakah anda pengguna aktif media sosial?		
3.	Apakah anda memiliki bisnis online?		
4.	Apakah dengan menggunakan sosial media jumlah calon pembeli meningkat?		
5.	Apakah penjualan anda meningkat dengan menggunakan sosial media?		

III.6. VALIDITY AND RELIABILITY

III.6.1. VALIDITY

Validity test is the extent to which conducted test accurately measures what it is supposed to measure. It indicates the relationship that the research aims to present can be depicted from the gathered data or not. Therefore, valid questionnaire will be determining true results of research quality. Validity can be measured using several methods. On this research, researchers use KMO test in SPSS software. The steps for validity tests are as follows:

1. Run Factor Analysis (Analyze>Dimension Reduction>Factor) and check the box for "KMO".
2. In R: use the command `KMO(r)`.
3. In Stata, use the postestimation command `estat kmo`.

KMO returns values between 0 and 1. A rule of thumb for interpreting the statistic:

1. KMO values between 0.8 and 1 indicate the sampling is adequate.
2. KMO values less than 0.6 indicate the sampling is not adequate and that remedial action should be taken. Some authors put this value at 0.5, so use your own judgment for values between 0.5 and 0.6.
3. KMO Values close to zero means that there are large partial correlations compared to the sum of correlations. In other words, there are widespread correlations which are a large problem for factor analysis (Stephanie, 2016).

III.6.2. RELIABILITY

Reliability refers to the overall consistency of a measure. A measure is claimed to have a high reliability if it produces similar results under consistent conditions. It is the characteristic of a set of test scores that relates to the amount of random error from the measurement process that might be embedded in the scores. Scores that are highly reliable are accurate, reproducible, and consistent from one testing occasion to another. That is, if the

testing process were repeated with a group of test takers, essentially the same results would be obtained. Various kinds of reliability coefficients, with values ranging between 0.00 (much error) and 1.00 (no error), are usually used to indicate the amount of error in the scores. The steps for reliability test are as follows:

1. On the tool bar, click analyze, scroll down to "scale" and click reliability analysis.
2. On the new pop up, make sure that it is set for model "Alpha" and move all variables from the left box to the right.
3. Click on the "Statistic" box and check "Item", "Scale if item deleted", and click continue.
4. Click "OK" and the results will be displayed in the output window.
5. Scroll down to the section with the header "Reliability Statistics". The reliability value is the under "Cronbach Alpha of Standard" items. Value greater than 0.7 is considered as reliable

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