

Information Technology as a Promotion Agent

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Abstract. The purpose of this study is to see how promotions are carried out on social media as a marketing agent at this time. This research used a descriptive method by observing internet user behavior and analyzing the marketing strategy of Instagram as one of the platform social media that effectively as a promotion agent. The results of this paper show that many business people use various social media platforms as a medium to promote the products they offer. It is because, in the current era, social media is a medium that is widely used by large communities in various parts of the world. With various facilities and also minimal costs, making social media widely used by business people with attractive offers and affordable prices.

1. Introduction

Nowadays, social media is a media that is often used by many people, both the middle and upper classes. With the presence of social media, people are changing in the way they consume and contribute to spread the information. Technology nowadays can enable someone to contribute their thoughts, opinions, and work to the internet [1]. The social networking platform enables different and new social interaction event kits. Major changes from the way of interaction and classical communication to virtual societies that cross borders, geographical locations, ethnic diversity, and others. In a network platform environment, each user plays a role as a social actor and is involved in sharing content by presenting ideas on various topics [2]. Successful entrepreneurs must respect and hope that readers will gain broader insights and understand entrepreneurship in the world [3]. The use of social media as promotional media is utilized by entrepreneurs to increase the interest of potential buyers.

Media marketing used social media as a content creator strategies. It is because many types of service from social media implies social marketing efforts and the promotion of the content has a mission to educate small business to used infographics uploaded on social media with the EPIC method (Empathy, Persuasion, Impact, and Communication) [5-10].

The purpose of this study is to look at how business people on the social media platform Instagram as a promotional media on social networks nowadays. It is because we feel a lot of business people use social media as a medium to promote the products they offer. Various ways to market products on social media have also become unique and deemed interesting enough to be examined.

2. Method

This research used a descriptive method, namely by examining how new business people use social media to promote the products they offer to their target consumers on social media.

3. Results and Discussion

Social media is commonly used by many people around the world for various purposes. Statistic of the world shows that the user of the internet reaches 4.388 billion over 7.676 of the total population. Almost everyone in this part of the world is an internet user, including social media. Over 3.484 billion users are active social media users, which is probably they are including consumers, sellers, business motivator or founders of a specific product in the social media field. Overall data can be seen in Figure 1 below.



Figure 1. Use of internet Social Media

In Figure 2 below, we can see that the daily use of mobile internet from various parts of the world. Over 04.35 hours per day Indonesian people spending their time using mobile phone access every site and application they wanted. This data shows that the society is a massive user in using the internet through their mobile phones. Figure 3 below shows that Instagram is the most accessed platform in social media. Instagram is also a social media that is widely used by online businesses to do promotions. It is because they provide attractive pictures, offering messages and value of specific products effectively, and supports interaction with two or more users between consumers and marketers. Social media such as Instagram is used by marketers to make their offerings more personalized and convenient [11].

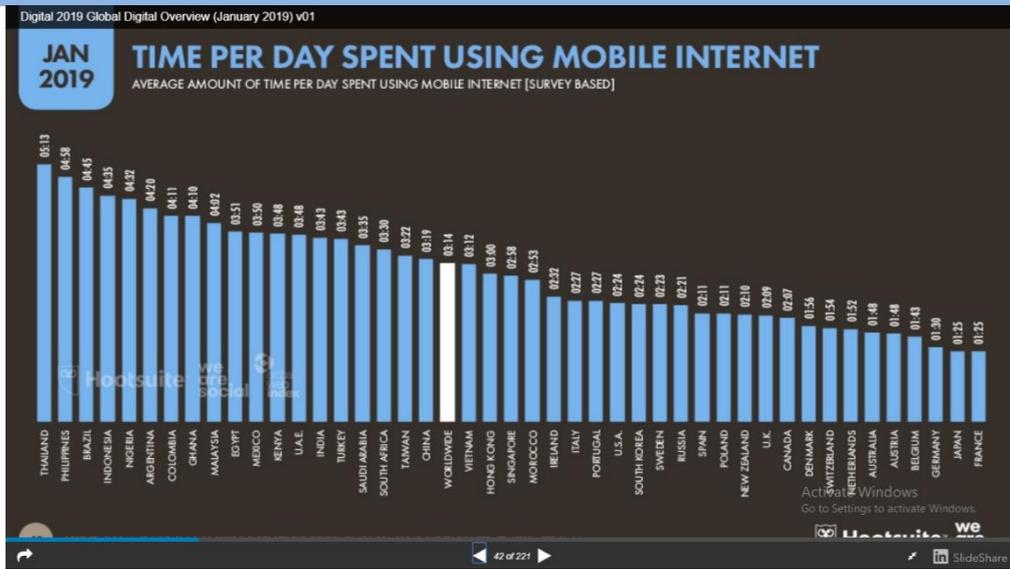


Figure 2. Daily use of Mobile Internet

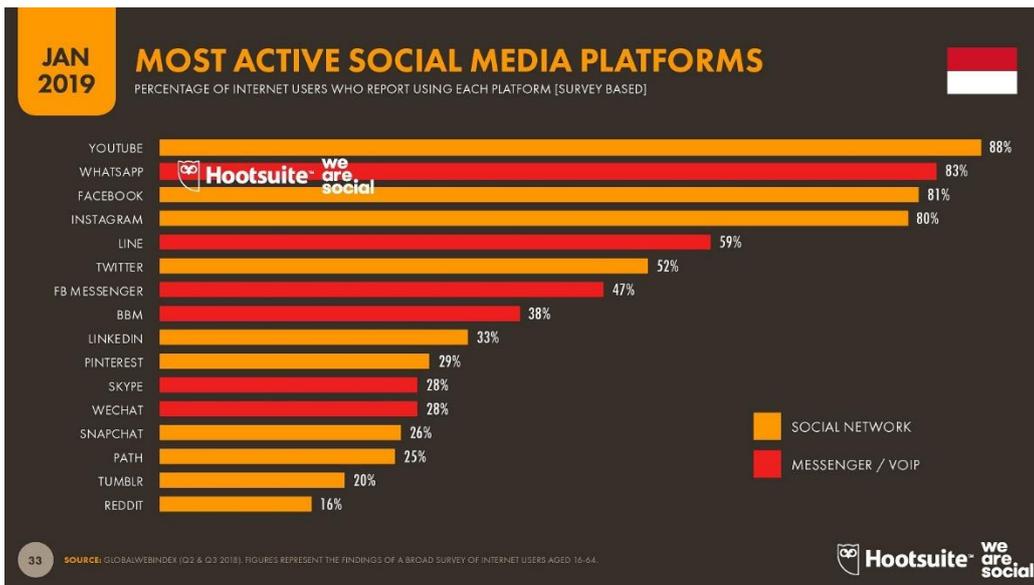


Figure 3. Use of Media Social in Indonesia

After that, we took one example namely from an Instagram account @billionairesproject. The brand is only promoting their product on Instagram (see Figure 4).

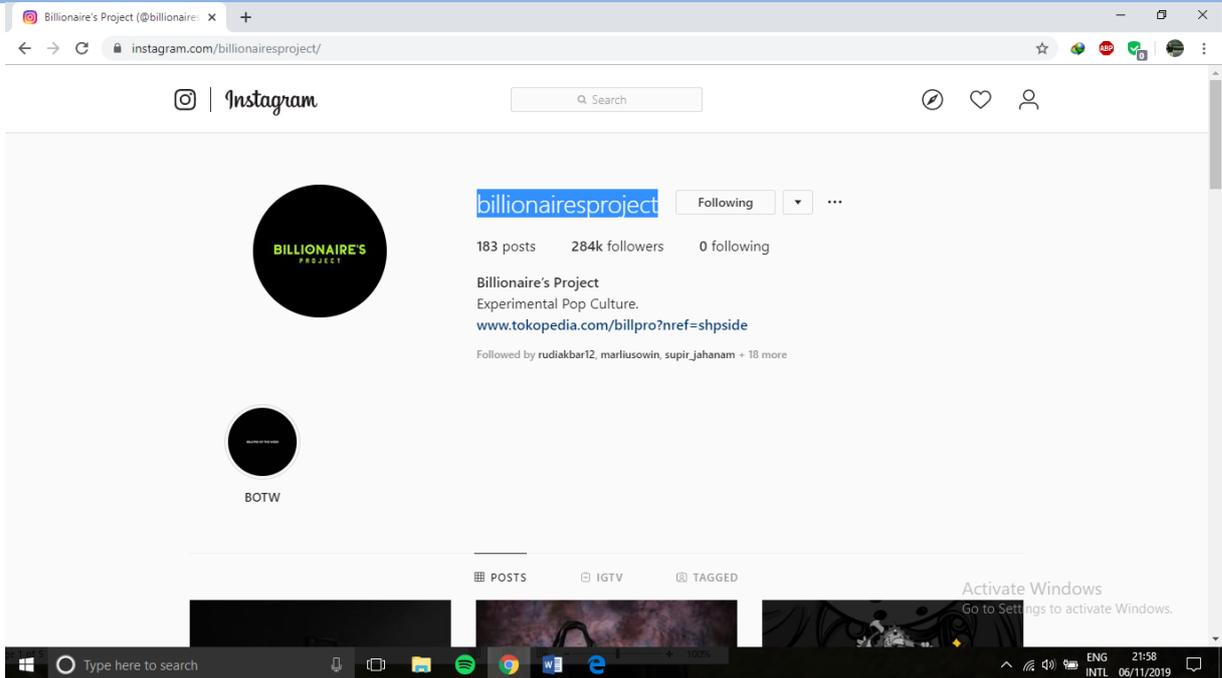


Figure 4. Billionairesproject Instagram account

Figure 4 above is a display from the home page of @billionairesproject, which shows various clothing products that they promote on their Instagram account pages. @billionairesproject also used an influencer named Arief Muhammad to support the promotion to launch their business because of the figure of Arief Muhammad who is admired by the young generation in Indonesia nowadays. @billionairesproject chose him because he has a very good reputation. With a good reputation, the trust of potential buyers has also increased (see Figure 5).

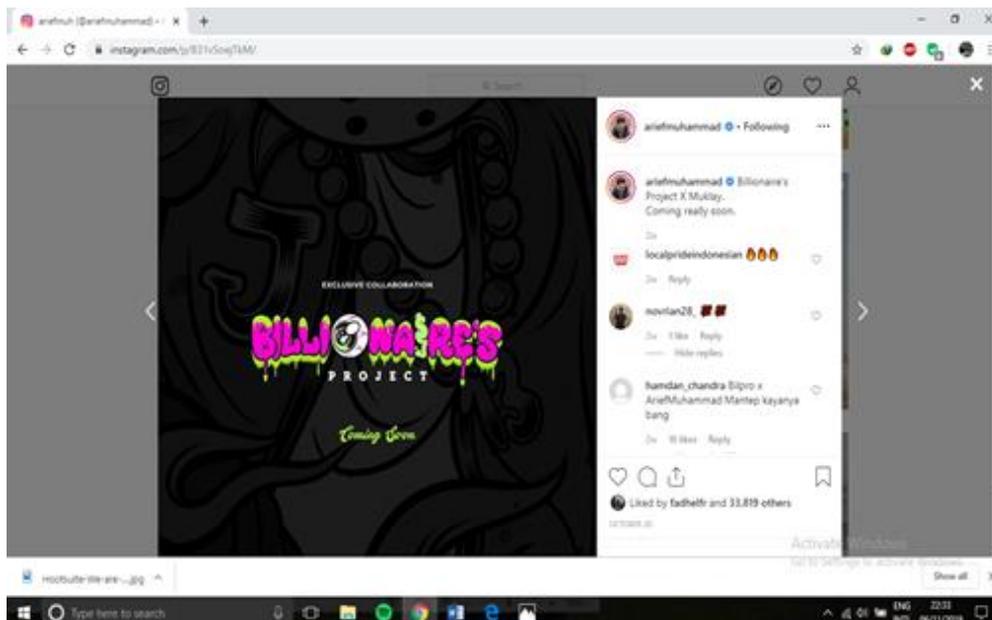


Figure 5. Arief Muhammad instagram account support the promotion carried out by @billionairesproject

Instagram is a platform that is widely used by a lot of people in the world. Indonesia is also one of the most active internet users because Instagram ranks 4th as social media that is often used by Indonesian people.

4. Conclusion

The conclusion obtained from the results above is that social media is a strategic medium for promotion because Instagram is one of the social media that is often used to do business promotion. Social media also has the advantage of being very cheap and easy to do, depending on how we promote the products we offer to Instagram social media users. We can have a public figure with a good reputation to promote our product. Public figures who have a good reputation can influence the trust of prospective buyers.

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