



Social media optimization as an advertising tool for business development

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ABSTRACT

Having a business requires the ability to manage and develop it and the way is from advertising. Interesting and popular advertising today is to optimize new media, that is social media. My Rise as a small fashion business in Salatiga city, initiated by young people who know the importance of social media and can manage and utilize social media, brought My Rise can survive until this day. Through a qualitative descriptive approach, research data obtained from interviews and observations on My Rise's social media were analyzed to get the answer of research questions about social media optimization as an advertising tool for business development at My Rise. The result shows that My Rise uses social media including Facebook, Instagram and TikTok where the advertising content displayed is in audio, video, and photos while using the features offered and adjusting the audience's character. In the other way, My Rise continues to manage its offline store and participate in weekly traditional market events as personal branding. Social media optimization as an advertising tool has positively impacted My Rise, namely increasing the number of customers and income.

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1. INTRODUCTION

The number of business people in Indonesia has been increasing until now, both in big cities and small cities. Most small entrepreneurs in Indonesia have reasons to do business because of business opportunities and a safe and large market share (Tambunan, 2021). This opportunity was also captured by business people in one of the cities in Indonesia, namely Salatiga, a small city where many businesses were built and initiated by young people who are aware of the importance of doing business with the ability to manage digital media. The capabilities in the current digitalization era are the main provision to developing business.

However, technology has not only changed how to communicate in business and interact with stakeholders and shareholders, by using digital marketing media to promote and sell their products. Especially now, most people have daily access to the internet via personal computers, laptops, or smartphones (Tambunan, 2021). Thus, internet or digital media utilization is the right choice for business people to develop their business because

utilizing media in the 4.0 era towards the 5.0 era cannot be avoided, it's even time to optimize and increase its effectiveness (Suryani et al., 2022).

One of the digital marketing media/channels that are widely used is new media where the popular one among young people is social media which refers to requests for access to content (content or information) anytime, anywhere, on any digital device (Romli, 2018). The many social media benefits are the reason for choosing the right media to disseminate information for personal or business interests. One of the social media's benefits for business interests is as an advertising tool for promoting business products. This is like what small businesses in Salatiga have done, namely "My Rise" which focuses on the fashion business. The business focus on fashion, especially clothing, which is part of the industrial and trade sectors, has an important role in earning foreign exchange through the apparel business (garment), handicraft items including furniture and services for tourists (Hasanah et al., 2020).

My Rise is a small business initiated by young people who know the importance of social media. My Rise is a small business initiated by young people who know the importance of social media. Initially, My Rise was marketed only with personal communication media as BlackBerry Messenger (BBM) and WhatsApp. Then, My Rise began to open an offline store and sell the products at traditional weekly market events. When social media began to develop and changed shopping habits using new media, My Rise began to consistently advertise its products through social media. Social media is considered to be quite effective as a tool in promoting products to a wide audience because one of the goals of promotion is to advertise so that it can also be called that social media is an advertising tool. The optimization of social media is in accordance with the segmentation of My Rise, namely young people who like to spend time exploring social media.

Previous research has been conducted regarding the use of social media marketing as a tool for business development, especially in discussing opportunities and threats. Branding in online networks like Instagram seen that Instagram has all the more simple channels and prominence and can pick up the correct group of unlookers for their item or administration (Elangovan, 2019). On the data analysis point, the 3 higher number of respondents in classification based on most preferred social media platform for business are whatsapp in the first place, Facebook in the second and Instagram with linkedin in the third place. The conclusion tells social media marketing is an effective tool for business development (Elangovan, 2019).

The other research before with title setting the future of digital and social media marketing research: perspectives and research propositions, and brings outcomes that the effects of digital and social media marketing can result in a number of positive and negative outcomes for organizations. The research highlights that if marketing is not developed and managed properly, it fails to provide benefits, destructs value, increases transaction costs, coordination costs, loss of non-contractible value and negative impact on long-term benefits (Dwivedi et al., 2021).

Based on the two previous research described above, both of them have not explicitly discussed the use of social media in advertising terms. For this reason, this research is making to review the optimization of social media by My Rise as an advertising tool in promoting products by keeping up with the times. The use of social media by My Rise as an advertising tool describes the selection of media types, the content of the media, and the impact that My Rise gets as a business that uses social media to develop its business. The research aim is to provide understanding to other business people about the importance of utilizing and optimizing social media as an advertising tool for marketing products amid competition in this digital era while still paying attention to advertising principles in using social media.

2. RESEARCH METHOD

The object of this research is a small fashion business, namely My Rise, which uses social media as an advertising tool to develop and maintain its business today. The research was conducted using qualitative research methods with a descriptive approach in order to be able to explain the findings in more detail and depth. The data needed for this research was collected through interviews with My Rise owners and employees as primary data and supported by secondary data obtained by observing and analyzing My Rise social media content. This research focuses on the perspective of business owners in capturing and analyzing reality which ultimately becomes the basis for selecting, utilizing, and optimizing the type of social media to advertise their products where this is a limitation in collecting research data.

3. RESULTS AND DISCUSSIONS

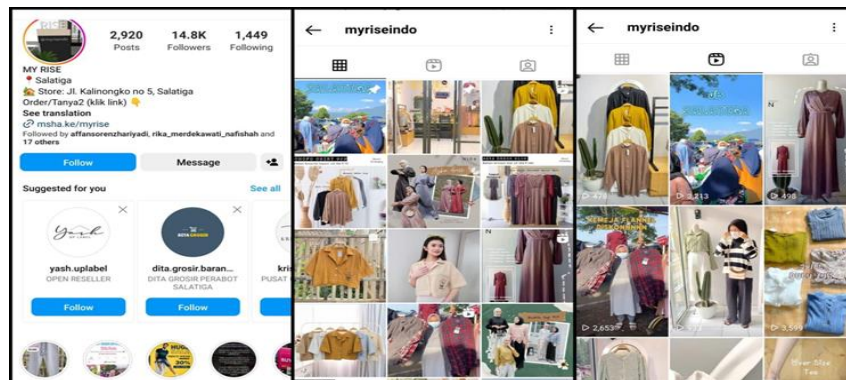
3.1 Respondent Profile

My Rise is a business in the fashion sector, especially in Muslim clothing designs such as robes, headscarves, long-sleeved shirts, dresses and trousers. In developing its business, My Rise expands its fashion collection to be used by all groups with a general appearance model. The owner of My Rise is a young woman who initiated the offering of her products through personal communication media, then opened an offline store in 2014 and has participated in traditional weekly market events until now as a more personal way of branding My Rise. Awareness of the role of social media which is starting to be in demand by many young people, the owner of My Rise is developing advertising his products by utilizing social media to disseminate information about his products in a more detailed, interesting and complete manner in the form of videos, photos and audio.

3.2 Social Media Optimization

My Rise's social media is always share about introducing a new product, product stock, color's variation and product detail review. In uploading content on social media, the owner also considers the segmentation of each media. Each media's characteristics and features are also considered for uploading content on certain media. Owners and staff become content creators in promoting My Rise products on social media. They give each other input on product content ideas, talk about it and realize the concept of the content. Not infrequently, My Rise also uses the services of models to introduce their products during direct use. Content that has been produced then enters the editing stage which can be done anywhere, even just by using a mobile phone. Content on My Rise social media is in the form of videos and photos. Videos are usually made for content about product details to activities about My Rise's involvement in an event. While photos are used to provide an explanation of the color variant of a product.

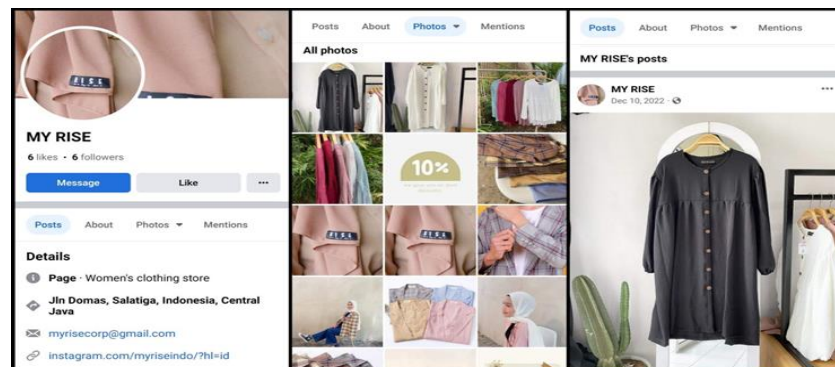
The types of social media that My Rise uses and optimizes to advertise its products are: 1) Facebook, 2) Instagram, and 3) TikTok where the three social media are regularly actively used to update information about the products being marketed. The first social media used is Instagram, as can be seen in Picture 1 below:



Picture 1. My Rise's Instagram Account

My Rise started maximizing Instagram because many young people started using Instagram in their daily lives as a source of information. Another reason is that Instagram has more features for producing more attractive advertising products. Instagram's updates such as the filters offered and the feature for embedding songs, are considered effective in attracting people's interest in listening to accounts and products in these accounts. On Instagram My Rise, most of the content uploaded is in the form of photos that inform about product details and color variants. In the caption, information is poured about detailed product sizes and prices and promos. After the reels feature is available, the video also becomes content that can be shared as additional information on Instagram.

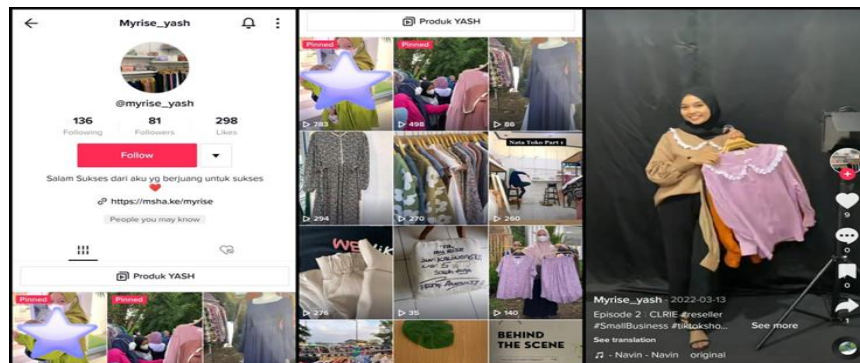
In its development, where Instagram offers an advertising platform that is managed directly, namely Instagram ads, and requires data synchronization to Facebook, the owner uses Facebook too. My Rise Facebook account can be seen in Picture 2 below:



Picture 2. My Rise's Facebook Account

Facebook is specifically used to synchronize data from Instagram to be able to place ads on Instagram ads. Therefore, not much content is displayed on Facebook because the intended segmentation is irrelevant. Even so, My Rise continues to convey information about products, especially about new products, which are still displayed on Facebook as well as information related to product promos.

With the development of time, a new trend emerged on social media, namely TikTok, which provides a platform to display videos with long duration so it can better provide a more detailed picture to potential customers. My Rise does not miss this opportunity to produce advertising works using social media as an intermediary in conveying messages to the public. The TikTok My Rise account is shown in Picture 3 below:



Picture 3. My Rise's TikTok Account

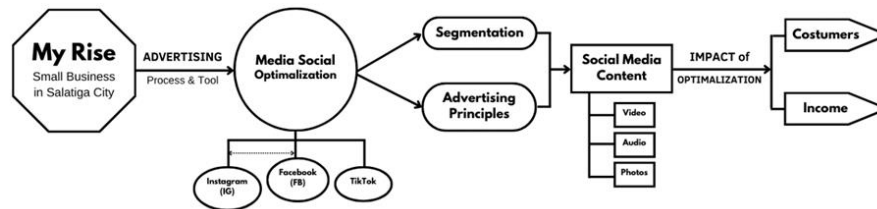
The features provided by TikTok where you can specifically choose things you like and are interested in with it and give a song as the back sound of a video which can make the video viral. This can be viral not only domestically but also to all TikTok users abroad, making the owner of My Rise choose TikTok to provide a lot of product information in the form of videos. It's not uncommon for TikTok to be used to edit a video by adding text and animations to the video to make it more interesting. Videos that are uploaded as content on TikTok are also often the same for uploading on Instagram and vice versa because the display of the two frames is the same, but it's just that the time duration provided is different where TikTok can be longer.

3.3 Social Media Optimization Impact

My Rise's specialty is that an owner is a young man who understands and uses social media, which has been operating for personal gain since the beginning, so owners can get updated information about current booming things. One is that social media is very effective in conveying information about products and really helps business development. The owner then uses this understanding to optimize the use of social media as a means of business development in addition to consistently running an offline store and participating in traditional weekly market events. Social media allows My Rise to be more efficient in marketing its products, at least it provides a lot of convenience in reaching a wider target market, more efficient in terms of time, effort, and also costs in advertising its products. Catching the high chance of success and the target audience's interest in social media, My Rise takes advantage of this by always explaining in detail each product in every content created because both the owner and staff know that social media can provide a good and complete visualization starting from audio, videos, visuals, and even provide opportunities for the public to interact with admins in discussing products without having to meet face to face. In introducing its products, My Rise is consistent with displaying content containing new products, color variants to product details that can be made in the form of videos, and photos involving live models and supported by voice-over. With this consistency, My Rise can also feel the impact of optimizing new media in terms of increasing followers on social media, bringing in new customers, generating loyal customers and increasing income.

3.4 Discussion

According to the research results obtained and discussed above, statements can be made that need to be discussed based on the findings and previous research to find new findings. In order to make understanding easier, the discussion results are presented in Graphic 1 below:



Graphic 1. My Rise's Social Media Optimization as Advertising Tool

For My Rise, optimally utilizing social media is the same as advertising elegantly through audio, video, and photos which also have artistic value so that advertisements can be well and comprehensively received by the target audience, namely young people. This is in line with the results of previous research which stated that social networks have special advertising mechanisms whose purpose is to attract a target audience by its precise determination (Popkova & Ostrovskaya, 2019).

Following the 6 (six) basic advertising principles, My Rise applies these matters in producing content uploaded on social media, namely messages, communicators, non-personal audiences, paying, and feedback (Widyatama, 2007). Every social media content created by My Rise contains messages conveyed both audio and visual. The messages conveyed include new products, product stock, color variants to product details that can be made in the form of videos, photos involving direct models and supported by voice-over. In voice-over, explanations can also be given in text form and My Rise is a communicator who is also called a sender as a messenger to the public as a potential customer (Saputra, 2020).

My Rise advertising content that is produced and distributed is also public and commercial in nature and has been published on social media, meaning that it can be seen and reached by anyone who also uses it. The intended audience as the target recipient of the message is the community of potential customers, especially young women who spend their time scrolling through new media. This audience can be referred to as the communicant, the message's recipient. Even though it uses social media where the manager is the owner himself, optimizing My Rise social media still requires funds to pay credit for uploading content and being ready anytime to serve the best for customers and used to pay for Instagram ads. The last principle My Rise implements is feedback, which is relatively easy and quick to receive when conveying information via social media. Like on Instagram, some customers can send some words in the comment column or by direct message. Some people click the link on social media to contact privately in WhatsApp that is informed.

Regarding the impact felt by My Rise after optimizing new media, what is significant is the increase in sales turnover. This is similar to the results of research in Jombang, East Java, Indonesia, which has been recorded and states that social media is very effective in supporting promotional activities in the Jombang District. The difference in turnover rates before and after using social media is clear there is an increase after using social media (Rahmawati et al., 2020).

In another research, the social media landscape is rich, highly varied, and complex (Voorveld, 2019). This is also experienced by My Rise, which has had a lot of impact because of the good potential social media offers and provides after optimizing its social media. Another impact is increasing followers, bringing in new customers, bringing up loyal customers and increasing income. This is corroborated by the results of previous research about the impact of Social media on Small Businesses that benefit from the use of social media sites, include an increase in awareness and inquiries, enhanced relationships with customers, an increase in the number of new customers, enhanced ability to reach customers on a global scale, and co-promotion of local businesses that enhance the image of small businesses in the region (Jones et al., 2015).

4. CONCLUSION

My Rise started its business in 2014 in a conventional way. Now, My Rise has been optimizing social media as an advertising tool to develop its business because social media are fundamentally changing the way we communicate, collaborate, consume, and create (Aral et al., 2013). My Rise continues to use social media for advertising while still paying attention to and carrying out advertising principles, namely ensuring messages, communicators, non-personal, audiences, paying, and feedback (Widyatama, 2007). On the other hand, My Rise continues to run an offline store and participate in weekly traditional market events in Salatiga as a more personal way of branding. Social media optimization is carried out by creating audio, video, and photos on content and also adding text and songs to social media content using the features provided by social media. The content is adapted to the character of each social media and utilizes the media with their respective goals, namely focusing on My Rise target audience segmentation.

As a business, optimizing social media has a positive impact on business people because social media advertising is one of the effective ways of attracting potential customers, retaining the attention of current customers, and influencing them through persuasive content (Nasir et al., 2021). The impact obtained by My Rise shows good progress. My Rise increases followers on social media, brings in new customers, raises loyal customers, and gets increased income for business people because it's come from self-transcendent emotions as elicited from inspiring social media mediated these relationships (Janicke Bowles et al., 2018).

Social media optimization as an advertising tool is a business development that leads to progress. Creativity in creating social media content needs to be followed by business analysis skills for knowing social media characteristics, using and utilizing social media appropriately, and understanding the features provided. Social media has a good impact for business people to increase customers and income. When business people succeed in optimizing social media that answer the community's needs, a relationship can be established between sellers and social media users and potentially impact the better business development going forward.

This research has not discussed the negative impacts of social media optimization as an advertising tool and the effectiveness of using conventional media as personal branding in today's online business development. Both of these can be the topics of discussion as a prospect of the development of research results and application prospects of further studies into the next.

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