Digital Marketing for New Media Business Development

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Abstract. The purpose of this research is to know the development of business in the digital era. Today, around 150 million smartphone users in Indonesia have used internet through the search engine or social media technology to reach any information they need. The method used in this research was the descriptive method to present a complete overview of the situation related to some variable situations which were examined. The result of this research was to identify how far digital marketing could help in developing business. The research was done by discussing the interesting of product look, payment transaction system, reservation system for buying a product, and how far the attraction is between producer and customers in social media. This research can be used as a reference for beginners who want to start a business by utilizing digital marketing as their business development in order to face global competition.

Keyword : Marketing, Digital Marketing, Media Business

1 Introduction

The world of digital media marketing is changing and constantly evolving technologies which also apply to the way people are using them [1]. These are bringing individuals to fill their lifestyle and catch all the information they need in efficient ways. The growing up of technology gets people to do everything with simplicity and not needing physical activity to get what they need. Today, social media is not only used to socialize but also used to advertise media [2]. It helps the development of business to grow up; many people get benefit from marketing in social media. Everyone loves everything easier, smartphone, and applications of social media such as Instagram that so far changes the behavior of people's lifestyle. Now people search for any information on the internet; they look for what they need on the social media platform; they change behavior by relying on the development of technology. Nowadays, people do not have to do transactions by making time to go shopping in a department store or do transactions by face to face. They could save their time with all e-business transactions which are performed electronically by using computer and communication networks [3]. All we know, everything we could take with the development of technology, we can buy and sell goods or service on digital media as social media such as Instagram, Facebook, and so on. We can offer innovations to the public, and do the communication with the customer directly. Internet facilitates us to be connected. Either we can handle complaints and track the orders effectively. Although we cannot face the customer directly, our responses could help them to fill up the

information they need. It is not impossible if, at this time, we need the role of Public Relations online to develop the business. In 2007, the Chartered Institute of Public Relations in the UK defined online PR as: 'Communicating over the web and using new technology to effectively communicate with stakeholders.' [4]. For that, in the world of online shopping, the role of public relations could help to handle all perspectives of digital marketing, including raising the profile and branding of the product and also manage the conversations between company and customer. They can solve the issues and problems that present unexpectedly. We cannot think only how to sell up the product, but the image of the product is very important too. Customers will give the first score for the product only by seeing them in the first time they look on our page, so how the product looks like is very important and should be a priority. People will search what they need first; then they will look how it looked and the detail of information about the product. Also they see how many people use that product, they compare by the testimony and look how far the service is. The customer has so many products to compare to before they decide to buy one of our products. So all we need are to make sure that our product and the appearance of our page are interesting and get good credibility from a customer who visits our page on website or Instagram. The technology helps in implementing machine interactivity in online shopping environments [5]. It has the potential of facilitating consumers to locate and compare product offerings. As more consumers look for what they need in online shopping, there will be more competitors. That is why the role of digital marketing could defend the good image of its company. People need a product that is real and has a guarantee. For people who are partaking in online shopping for the first time, they will be more insecure and have many questions for the company. So it is the one of responsibility to give them trust and make sure that the worst of what they thought would not happen. Questions include estimated time of arrival and the safety of their bank account details. The credibility obtained from customers is the priority in digital marketing value because customers will trust what they see. Here we should build up the creativity of selling up the product by having an interesting concept and giving the greatest value for it.

Shopping on the Internet is an individual behavior that can be explained by behavioral theories such as the theory of reasoned action (TRA) which is proposed by Fishbein and Ajzen [6]. However, people nowadays could not ignore the progress of technology that makes people easier to get primary or secondary things. Smartphone and social media have already included things in the category of lifestyle. Everyone lives in the virtual world; they spend much of their time in social media to look for what they like and what they need. Moreover, from this, we get opportunities to spread the marketing strategy to get a wider range of customers. Some of the most popular media to do marketing are websites and Instagram. Generally, they are connected in one line. Website and Instagram has an opportunity to be a marketplace to do digital marketing; all the product can be shown with any kind of interesting idea to catch the customers attention. Some authors responded to this necessity and provided new conceptual frameworks for marketing communication on the Web [7]. In traditional media, we are more likely to get the credibility of one brand or store; we can see how many people are in it, how good their product is, and how the attitude of the service is. However, in electronic media, consumers are making it clear that their need for control and protection is intense [8]. With the rapid global growth in electronic commerce (e-commerce), businesses are attempting to gain a competitive advantage by using e-commerce to interact with customers [9]. That is why we need to prove the credibility and ability of the company by showing a good appearance, good service, and give detailed information to our customers. By keeping their privacy and responding to all their queries, it will help to push the development of the business. The result of Szymanski and Hise research (2000) points out that the design of the website and physical stores give a positive

effect to consumers to shop [10]. It showed that a pretty website or a page of Instagram could be a strengthener to build a quality image of the product and company. The completeness of information is also an important thing to get the credibility of customers. This is also reinforced by this statement [11].

This research aims to know the development of business in the digital era. Today, around 150 million smartphone users in Indonesia have used internet through a search engine or social media technology to reach any information they need. The method used in this research was the descriptive method, to present a complete overview of the situation related to some variable situations examined.

2 Material and Method

This research used the descriptive method to find out the related variables of digital marketing and used previous research related to the development of digital marketing and online business. So, it can analyze how big the influence of digital marketing technology in business development is.

3 Results and Discussion

From the observation of the digital platform, one of the online businesses called Adorable Project found the results that the influence of digital marketing on business development is very significant. With information disseminated on various digital platforms, it is easier for businesses to reach their consumers. Customers can then access additional links through social media such as Instagram. It is considered to be highly contributive to gain the attention of prospective consumers. **Figure 1** is the main menu of the Adorable Projects Website.

Fig 1. Official Website Adorable Project. The figure was adopted from adorableproject.com was taken on Oct 10, 2018.

Followers of an Instagram account are very influential in the assessment and initial trust of consumers to the relevant business actor. This is one of the supporting credibility that can increase the value and trust of consumers in the products offered. For this reason, the digital marketing of a company needs to pay attention to the number of followers on social media accounts that are used to attract new potential customers. **Figure 2** shows the total of followers Adorable Project Instagram account.
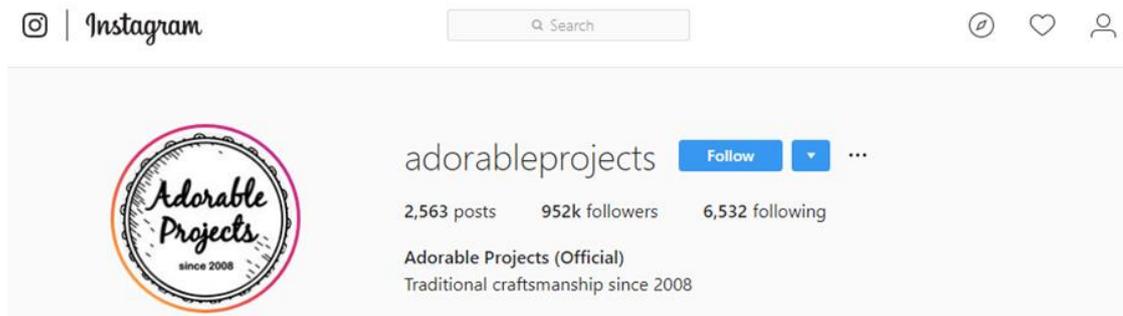

Fig 2. The Total of Followers Adorable Project Instagram Account.
The figure was adopted from Instagram.com was taken on Dec 5, 2018

Next is attractive content. By displaying clear, structured, and High Definition images, a social media account of a service or product provider will be very attractive to the public. This is the consideration of a consumer to choose and consider the service providers that are needed and have good credibility (**Figure 3**).
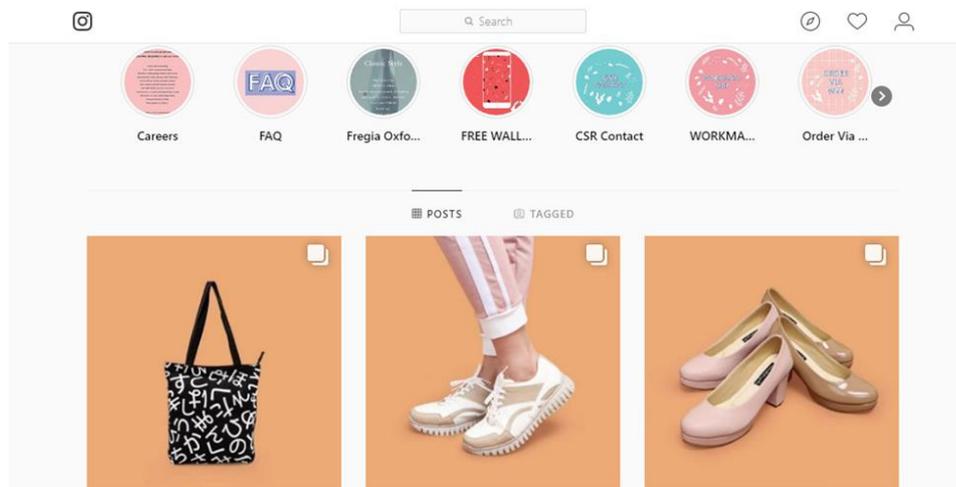

Fig 3. Product Menu.

Interactive media also supports the success of digital marketing. With the availability of comment columns on Instagram, it facilitates communication patterns between consumers and service providers. Here is the place to exchange information and become the next promotional

media to be developed through responses by commentators on the Instagram account, follow to (**Figure 4**).
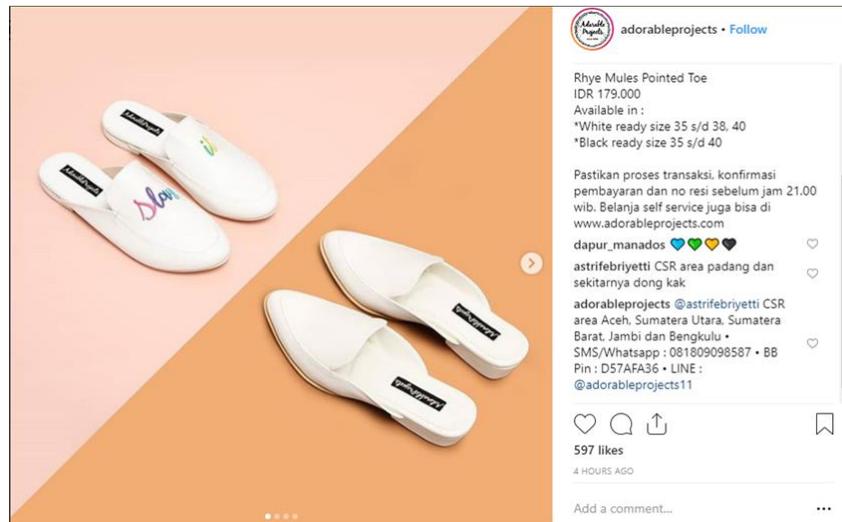

Fig 4. Interactive Column.
The figure was adopted from Instagram.com was taken on Dec 5, 2018.

The next important thing to do is the update schedule that must be considered, a business actor that focuses on digital marketing processing must have enough material to upload as a sales reference. By choosing an attractive image and adjusting the appropriate color composition, it will add more value of service professionalism (**Figure 5**).
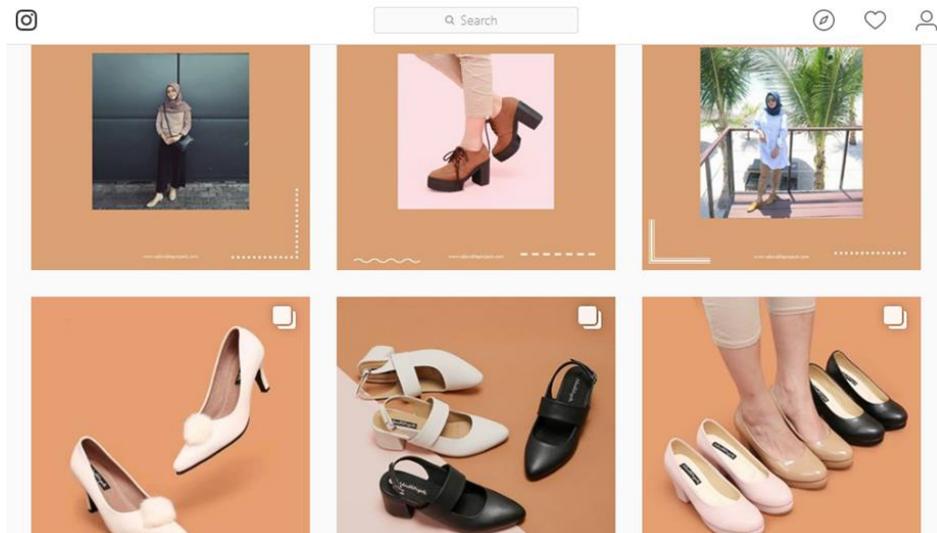

Fig 5. Adorable Concepts.
The figure was adopted from Instagram.com was taken on Dec 5, 2018.

Furthermore, the important thing to support credibility is showing the professional teams involved. That way, the users will be sure and will be more trusting to use the service. Follow to figure 6 for the viewer of Adorable Project Website (**Figure 6**).

Fig 6. Official Website Adorable Project.
The figure was adopted from Instagram.com was taken on Dec 5, 2018.

As a business engaged in the product, an attractive portfolio and having many references are supporting pillars in the business development process which is done to attract as many potential customers as possible, this is what is currently being done by business people who use the social media as a promising business development platform (**Figure 7**).
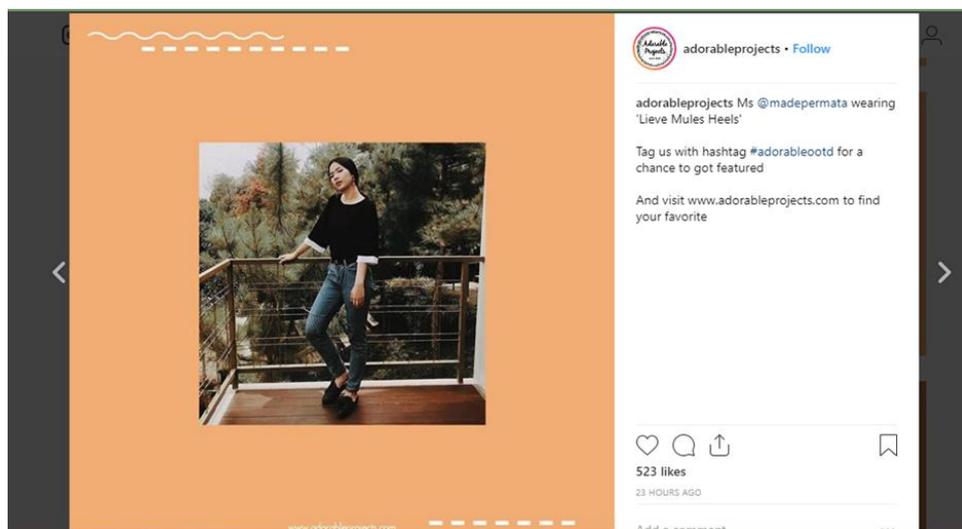

Fig 7. Consumers Responses.
The figure was adopted from Instagram.com was taken on Dec 5, 2018.

4 Conclusion

Development of technology changes the way to market products. Based on the research, it can be concluded that digital marketing creates opportunities for the market product using digital media which is more effective and efficient. Attractive content, clear and update information, and credibility is important to build a digital success marketing. Impact of this research is to show digital marketing as an alternative way to reach the customer, to promote the product to the customer, and to make the business closer to the customer rather than using an old way to promote a product.

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