

# 4<sup>th</sup> ICITB

## PROMOTION THROUGH SOCIAL MEDIA ON UWAIS COLLECTION IN BANDAR LAMPUNG

Evi Maedasari

University Mitra Indonesia  
evi@umitra.ac.id

---

### ABSTRACT

*The increasing online business in Indonesia is due to the increasingly widespread changes in consumer behavior and the increasing development of the internet. Based on data released by the Ministry of Communication and Informatics the number of internet users in Indonesia in 2017 reached 143.26 million people, equivalent to 54.68% of the total population of Indonesia. This number experienced an increase compared to 2016 of 10.56 million people based on survey results. Promotion through social media is one of the powerful tools used by online shop businesses, because with good, consistent and continuous promotion, the businesses offered to consumers as end users / users will be accepted so that consumers can continue to make transactions through social media. The research conducted is descriptive research that is by using the literature study method. Where library research is carried out by gathering relevant information, the data sources obtained are: observation, documentation, information, interviews, which are related to research. The incessant promotion carried out by Uwais Collection so far has made Uwais Collection increasingly known by the people of Lampung for the use of social networks, especially social media through Facebook and Instagram. because by utilizing social media as a promotional media it will make it easier for buyers to make online transactions where the phenomena that occur at the community level tend to like online purchases without the hassle of spending time such as conducting offline transactions.*

Keywords : Promotion, Social Media, Facebook, Instagram

### INTRODUCTION

The development of internet technology has spurred the emergence of online businesses, with the increasing development of internet facilities in conveying information to users. The increasing online business in Indonesia is due to the increasingly widespread changes in consumer behavior and the increasing development of the internet. The easier it is to access the internet through gadget and wifi devices, making it easier for people to access information about everything, especially regarding the development of a desired product or service, plus the increasing promotion by online shop entrepreneurs, making it easier for us as consumers to shop without spending time. increasingly in demand by consumers as end users / users. Based on data released by the Ministry of Communication and Informatics the number of internet users in Indonesia in 2017 reached 143.26 million people, equivalent to 54.68% of the total population of Indonesia. This number has increased compared to 2016 amounting to 10.56 million people based

on the results of the survey, these things are expected to increase significantly in the coming year (<http://kominfo.go.id>).

Since the development of various social media such as Facebook, Twitter, Instagram, and others, Facebook and Instagram are the fastest growing social networks from time to time. Differences between Facebook and Instagram, on Instagram users / users can find out how many followers, the more followers then consumers can convince themselves to transact that the store is safe, while Facebook has facilities that only display photos and captions from a product offered by the store, consumers do not know how many followers of the store so that consumers have to check more carefully whether it is safe to transact through social media at the store, and the more rapid online business development, the level of online business competition is getting tighter, online shop stores are required to keep customers so every online store must increase the promotion used through social media so that consumers are interested and continue to make transactions as customers.

Uwais Collection is one of the online shop businesses that are engaged in adult Muslim clothing products, and Muslim children's shirts that are always up to date with the latest trends at affordable prices and good quality. The amount of public interest today is more inclined to everything that is practical so that it indirectly increases the growth of online shops to meet market demand, and Uwais Collection sees these opportunities so that from the business initiated only offline, consumers come directly to the store, also penetrate online buying and selling transactions where consumers are made easy to make buying and selling transactions using smartphones / gadgets by utilizing the available feature features.

Promotion through social media is one of the powerful tools used by online shop businesses, because with good, consistent and continuous promotion, the businesses offered to consumers as end users / users will be accepted so that consumers will continue to make transactions through social media.

## **RESEARCH METHOD**

The research conducted is descriptive research that is by using the literature study method. Where library research is carried out by gathering relevant information, the data sources obtained are: observation, documentation, information, interviews, which are related to research. According to Sugiyono (2013: 30), a descriptive research method is a study intended to investigate the circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of research. Is a data collection technique through a survey method that uses questions verbally to the object of research. When asking questions verbally, the researcher speaks directly with the respondent or if it is not possible to do so, it can also be through communication devices, such as telephone sets (according to Sangaji and Sopiah; 2010: 171). Data sources that are generally designed specifically to meet specific research needs, data generally in the form of books, journals (according to Sangaji and Sopiah; 2010: 172)

## **FINDINGS AND DISCUSSION**

Online sales, is one type of buying and selling transactions that use social media by using internet media to conduct these transactions. Today many offline businesses are eyeing making online sales to market products, namely by using the features of the social media. Until now, online sales is one of the most widely used transactions in buying

and selling and in this study, the author focuses more on conducting online sales discussions on social media on Facebook and Instagram.

Facebook is still the most widely used social media and is still a trend center. Facebook is a friend search network site that has complete views with many functions offered to buyers / users. Selling a product using Facebook that is done online makes it easier for the buyer / user to promote the product offered, and as a seller and buyer to make a sale and purchase transaction without having to face to face.

Besides Facebook, social networks that are also widely used for promotion and sales are Instagram. Instagram social networking is a social networking site as a web-based service that allows users to form a general profile in a limited system, and displays other users who are interrelated with each other, and can view and observe the list of connections they have and the list made by other users in the system. One online business that utilizes promotion using social media is Uwais Collection by using social media networks namely Facebook and Instagram in promoting and selling products offered to the people of Lampung in particular and also other provincial communities in Indonesia in general. Facebook social media used by Uwais Collection is as follows :



Figure 1. Group Marketer Uwais Collection



Figure 2. Group Marketer Uwais Collection



**Figure 3. Instagram "Uwais Collection"**

There are so many positive effects that Uwais Collection gets by doing social media promotions, including:

1. More practical, because transactions are carried out indirectly by not passing through the congestion of traffic and transportation
2. Prices offered to consumers are cheaper and varied because as Facebook and Instagram users do not need to pay rent for shops, shop houses, and so on.
3. The broader range of promotion, not only in the city but also outside the city can even reach up to abroad. Moreover, there are so many promotions through social media that offer special websites as a means of transaction both locally, nationally as well as reaching out to the international level.

In addition to positive impacts, promotion through social media also has a negative impact, including:

1. The buyer does not see directly the product to be purchased
2. Products purchased by consumers are often not in accordance with the promotions delivered, so consumers are disappointed
3. Products purchased by consumers are often not appropriate, which can happen because the quality of the camera used is less supportive.
4. The slow delivery can occur because the buyer chooses to ship via expedition at a low price to reduce the cost of shipping so that the product ordered late is received.

The incessant promotion carried out by Uwais Collection so far has made the Uwais Collection increasingly known by the people of Lampung in particular and the people of Indonesia generally who are the use of social networks, especially social media through Facebook and Instagram. Uwais Collection realizes that with the incessant promotion through social media it will have an impact on store turnover, because utilizing social media as a promotional media will make it easier for buyers to make online transactions where the current phenomena of society tend to like online purchases without the hassle bother spending time like transacting offline.

Facebook and Instagram social media have a very wide range of promotions, so when making a sale and purchase transaction will be subject to postage that is charged to the buyer, the farther the reach of the buyer, the more expensive the shipping costs, shipping costs are charged to the buyer depending on the type of expedition and type the shipping package chosen by the buyer to deliver the ordered goods, the faster the shipping, the higher the shipping costs to be incurred by the buyer.

## **CONCLUSION**

Facebook and instagram social media have a positive impact on internet network users, which can be seen from the higher level of the second user of social media who utilize to sell a product. Selling a product using Facebook and Instagram that is done online makes it easier for buyers / users to promote the products offered, and makes it easier for sellers and buyers to make buying and selling transactions without having to face to face. Promotion through social media has a positive impact on the development of the business world in order to increase income and open small and medium business opportunities, with good promotion, the products offered through social media will be more easily accepted by consumers as users.

## **REFERENCES**