

The Effect of Social Media on Company Marketing in Batam City

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Abstract: This study aims to determine the influence of marketing that occurs on social media. And to find out the differences in marketing a product using offline and online systems. This study uses qualitative research methods, in-depth interviews, and observations of the influence of marketing and social media use. The subjects in this study are the public, this study concludes that producers need to utilize social media optimally and consistently in updating the information every day to develop and improve products or services on the market.

Keywords: Corporate Marketing, social media, and Marketing Strategy

1. Introduction

Marketing through social media is needed by the industry because customers already use social media platforms for socializing, searching for data, and shopping (Andriyansah & Rulinawaty, 2022). As millennials, in the current era, social media is certainly no stranger. Marketing management is the main activity that is tried by the industry to maintain the continuity of the company, to grow, and earn profits. The marketing process begins long before goods are made, and does not end with sales (Priangani, 2013). Marketing itself is important for the industry to survive in a very tight business competition. Industry can talk and deliver value to customers through marketing. Along with the development of the era and technology, the presence of the internet and social media has made the world no longer limited (Pasaribu, 2022).

Social media is one effective way to market products and services widely which can increase sales and grow business. Syastra & Steffi, (2016) stated that "the internet makes it easy for users to access many things. One of them is

social media. The role of social media can be utilized when it starts to switch. Social media is used to function as a medium of communication between people. But now it has turned into a part that is most needed in the business world". It is not surprising that currently many industries practice social media marketing in their business. Not only for sharing data but social media has also become a means of speaking and connecting online to carry out business marketing (Andriyansah, 2019). As an entrepreneur who has just started a business, finding, and finding a target market is one of the most difficult things. But most likely you can achieve it by using social media. Not only that, but social media can also indirectly help improve business.

Febriyani, (2017) Stated: "in the beginning the company chose a large market share, and had a fairly wide marketing area, now the company is required to work more efficiently and effectively to carry out marketing strategies and product development to support business continuity which is more important and responsive in managing the markets they serve. Entering the present

and the future, the very rapid development of science and technology, supported by adequate facilities and infrastructure, has encouraged the development of new, more attractive products."

Transaction media have a considerable impact on ongoing business, technological developments create innovation in transaction processes, one of which is internet technology, as internet technology advances, manufacturers use it as a tool for online shopping (Usman & Kuwat, 2019). Sufian, S. (2017) wrote that one of the potentials that can be exploited is information technology. ("The impact of using social media on the development of small and medium enterprises, 2016). This study aims to find out whether marketing strategies still have an effect using social media and to find out the differences in marketing a product using offline and online systems.

Marketing has the meaning of a social process that enables individuals and groups to obtain what they need and want by developing, offering, and exchanging products and services that are not of value to other parties. Kotler and Keller (2012) argue "Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value others" need and want through creating, offering, and freely sharing products and services of value with others. Marketing objectives according to Granroos (Sudaryono, 2016) the purpose of marketing is to establish, develop and focus on long-term customer relationships in such a way that the goals of each party can be achieved. In marketing, companies need a strategy that must be adjusted to targets that have previously been targeted.

Marketing Functions

The marketing function according to (Sudaryono 2016):

a. Exchange function

The exchange function allows consumers to buy the product they want from the producer, exchange products, or exchange products for products (exchange) so that buyers can use their products or resell them.

b. Physical distribution function

Physical distribution of products can be done by storing products, transporting products from producers to consumers who need them, and transporting them by land, sea, or air. The purpose of product storage is to maintain product quality and maintain inventory so that there is no shortage when needed.

c. Intermediary function

Delivery of products into the hands of producers to consumers can be done through marketing intermediaries that combine exchange with physical distribution. Other facilitation activities include risk mitigation, financing, information sharing, and product standardization and qualification.

Social media is one of the cost-effective digital marketing methods that can be used to increase the popularity of a business brand. With the right strategy, products can have the opportunity to find great awareness. Brand recognition can be better if it is accompanied by decent-quality content. As a marketing tool, social media has become the most

important business choice. In addition, several social media platforms are innovative in supporting social media marketing. This is because social media marketing offers more opportunities. From this it can be concluded that social media is a platform on the Internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and create social bonds virtually. (Nasrullah, 2015). Social media is the first choice for businesses as a marketing tool, apart from that several social media platforms are innovative in supporting marketing through social media.

The functions of social media are as follows:

- a. Communication
Communication is one of the most important functions of social media. With the help of the internet, social media has become a meeting point for users who usually come from different parts of the world. The relationship between them is more manageable indefinitely.
- b. Branding
Another communication that can be implemented through social media is branding. This privilege can be seen in how each user manages his social media account in a uniquely personal way, individual personalities appear different.
- c. Business Container
Not only social needs that can be met through social media. As a business owner, you can also use social media as a business platform by selling online.
- d. Marketing
Another function of social media for businesspeople is as a

marketing tool. The broad coverage makes social media an effective marketing tool. Social media is increasingly widespread in society. Examples that we often find on social media networks are divided into several types. The different types of social media are listed below:

- e. Social networking
Social networking is one of the most popular types of social media. As the name suggests, its main function is to socialize. There are lots of examples of social media, this type that we are familiar with, namely Twitter, Whatsapp, Tiktok, Instagram, and others.
- f. Collaboration website
Have you ever visited a website that invites you to participate with other users? This example is a collaborative form of social media. Generally, users can upload and proofread content as members of the web.
- g. Blogs
There are also social media sites that allow users to blog. Which content shared is entirely up to the user, it can be in the form of text, audio, and video. With the development of time and market development, social media is a business tool for marketing purposes. Here are some of the benefits of social media for marketers.
 - Broaden the scope of consumers
 - Simplify the marketing process
 - Conduct interactive relationships with consumers
 - Get direct feedback from consumers

- Increase engagement

The company is an environment where the activity of creating an object or service is formed. In a company, all aspects of creation come together. Starting from capital, natural energy sources, and labor, to entrepreneurship. With another definition, a company is an institution or organization that provides goods or services that are sold to residents to achieve profit or profit.

The elements contained in the company:

- 1) Business entity
A business entity is the main factor that must be owned by a company, a company must have a clear business entity, such as a legal entity or not a legal entity.
- 2) Activities in the economic field
The next main factor is that companies must have activities in the economic sector such as industry, services, trade, and financing.
- 3) Continuously
The business activity undertaken by the company is a livelihood that is attempted continuously, not activities at a certain time.
- 4) Is fixed
The business activities carried out by the company are not a business that changes in the short term. Although changing is mandatory in the long term.
- 5) Known to the public
The next main factor requires that an ongoing business must be recognized by the public, intended for the public

universally, and recognized by law.

- 6) Getting old
The company has the main goal of obtaining profit or profits from every business activity that is carried out.
- 7) Bookkeeping
Companies are required to have records containing rights and obligations related to business activities.

The company was formed to achieve the goals that have been made to improve the industry and to maintain the operations of the company. Below are the goals of the company:

- a. Achieve success in your endeavors
- b. Ensuring and controlling cooperation with other companies
- c. Useful and can-do mergers with other companies
- d. Recruit or invite people who are experts to work together in the company
- e. Ensure that there is a focus on each member of a company

2. Research Methods

The type of research used in this study is a qualitative method. Bogdan & Taylor explain the Qualitative method as a research mechanism that produces narrative data in the form of written terms or expressions of people and observable behavior. According to Andriyansah (2014) the qualitative approach aims at the background and the individual as a whole. Qualitative research is carried out naturally and innovatively. In qualitative research, it is the central

instrument. Because, quoting Fatimah, F. (2020), researchers must have a broad theoretical background and insight to ask questions, and analyze the subject in detail. This research emphasizes more on meaning and is bound by value.

The data collection technique by interview is one of the techniques used to collect research data simply, interviews mean events or processes of the relationship between interviewers and information sources or respondents through direct communication (Yusuf, 2019). The interview method is also the process of obtaining information for research purposes through face-to-face discussions between the interviewer and the respondent or interviewee. Either with or without using an interview guide. These interviews are usually conducted individually or in groups to obtain knowledge-based information. The interviews conducted in this study included the people involved, in marketing that occurred in companies in Batam City.

One of the methods that can be used to identify or investigate or study non-verbal behavior is to use the observation method. Observation or observation procedures are human daily activities using their five senses and with the help of the other five senses. The key to the success of observation as a method of gathering information is determined by the observation instrument itself, because the observer sees, hears, smells, or examines the object of research and then draws conclusions from the observation. Observers are the key to the success and determination of research results (Yusuf, 2014).

This analysis uses a qualitative descriptive method. The information analysis method was tried by presenting the results of interviews, and observations, and analyzing problems encountered in the field. To get a clear reflection of the object being examined and conclude. After that group in detail.

3. Results and Discussion

Marketing strategy is an even and integrated plan to market goods and services. Using another marketing strategy is a set of policy goals and objectives and conditions that give direction to efforts to market goods and services. A marketing strategy is a form of plan in the field of marketing, to obtain maximum results. Marketing strategy according to Kotler (2000) says that "Marketing strategy is marketing reasoning and sourced from business units that are expected to achieve marketing goals, marketing strategy consists of making decisions about marketing payments from the industry". Social media marketing is a marketing process that is attempted through third parties, namely social media-based websites. Currently, many social media can be used for marketing or promotion of a product or service.

Social media that are often used for marketing or promotion include Facebook, Twitter, and Instagram. Through this media, the industry or brand can carry out a structured and perfect promotion. Marketing with social media is not always directly related to buying and selling exclusively. In this marketing, you can market content in the form of articles on the website. Photos or videos. Content marketing through social media must be related to the product you want to

sell. Marketing strategy is still very influential in using social media in today's modern era, it can be seen from how public enthusiasts use social media in their daily lives.

Both online and offline marketing have their advantages and disadvantages. In essence, marketing is the most important link in the business chain and also the spearhead of the business being run. The growth of data and communication technology has more or less changed the pattern of marketing strategy. Before the creation of the internet, marketing strategies were tried manually and were a bit limited. Marketing using such conventional models is now called offline marketing. But when the internet was commonly used and used, the pattern of marketing strategies became massive and large. The current model of marketing is called online marketing.

Benefits of online marketing:

- a. Easy to reach target market
- b. Get measurable strategy results
- c. Investing assets in the long term
- d. Form a connection with consumers

Benefits of offline marketing:

- a. Deliver tangible forms for consumers
- b. Shaping creativity
- c. Build a network

The essence of the difference between online and offline marketing lies in the form of the marketing strategy of the two. Here are the differences between online and offline marketing:

Online Marketing:

- a. No physical point of sale required
- b. The customer visits the manufacturer indirectly through the manufacturer's website or other related sites

- c. The seller does not need to make a visit

Offline Marketing:

- a. Physical presence of a product manufacturer's sales representative or physical media is required for publication
- b. Provide products for direct sale to sales windows or potential customers
- c. To bid on goods must move from one location to another

So, an online marketing strategy is needed to reach consumer objects using SEO (Search Engine Optimization), SEM (Search Engine Marketing), and social media. Therefore, customers have more choices both inside and outside the country. On the other hand, an offline marketing strategy is to attract target consumers by making banners or distributing flyers on storefronts. Larger deals may use television and radio, but brochures are not uncommon. However, only residents will come to the shop.

4. Conclusion

This research concludes that the marketing that has been carried out by service companies will continue to increase if the producers are good at improving the quality of every product or service that is created. Producers are required to use social media appropriately and consistently in updating information on each result to develop and increase sales.

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