

# Development of New Media in Marketing Field

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**Abstract.** Social media is currently almost owned by everyone. This study aimed to discuss the development of new media in the marketing field. The method of this study used qualitative methods. The media has advantages in terms of exchanging information without knowing distance and time. Even social media is used by many institutions to market goods and services to the public. So that the public can get to know the marketed products. The result of this study is the development of social media which is very helpful for entrepreneurs in terms of promotion because in terms of cost is low and effective in marketing.

## 1. Introduction

Pierre et al explained that in the 21st century company, manager needs to consider threats and opportunities that social media has. Marketing must be equipped with an understanding of new media [1]. As we know that new media or social media are now become one of the needs for everyone, especially in business. Today's social media is not only used to exchange information but also used for advertising. Advertising is a promotional media paid by companies to promote products or services to the public or potential customers [2]. If entrepreneurs only advertise through conventional media it does not matter, but it is necessary to consider advertising about their business through social media which is currently owned by almost everyone in the world. Social media is used for branding, not only for yourself but also for branding a product [3]. When a person or company owner seeks other alternatives to advertise their products, one of them is through new media or social media, it will make it easier and more efficient for time and funds. Providing physical place requires a large cost, but with social media using the internet network can minimize the cost.

In conducting marketing and advertising strategies, an entrepreneur needs to know how to promote their products using marketing tools [5]. The existing marketing tools are effective for introducing products because business must use social media to promote products or services even with this media. In addition to marketing the products, a company need to establishing communication with consumers regarding a product and service. An organization, profit or non-profit will be more successful if they used internet media [6]. The advantage of social media is its wide range and no time barrier. In any part of the world, social media users can access it. This is what business people must use in this era of using an internet network. Using media information has a lot of change [7]. Especially in marketing goods and services that use social media. Many success stories experienced by an entrepreneur who used social media. It has become a world class company because it uses social media.

Every institution, profit or non-profit needs to take the opportunity with a variety of communication methods so that it can reach many people.[8] To reach audiences, social media is needed to make the communication easier and more efficient. Communication is the most important thing in the world of



marketing that bridges between the seller and the buyer.[9] So, the purposes of this study are to discuss a new media in the marketing field, explain that it is necessary for companies or businesses to promote goods and services, and to establish good communication with consumers.

## 2. Method

This research was conducted using qualitative methods to get the relationship between new media technology and business development which using existing research to support this research. So there will be an analysis of the advantages of new media technology in the business world.

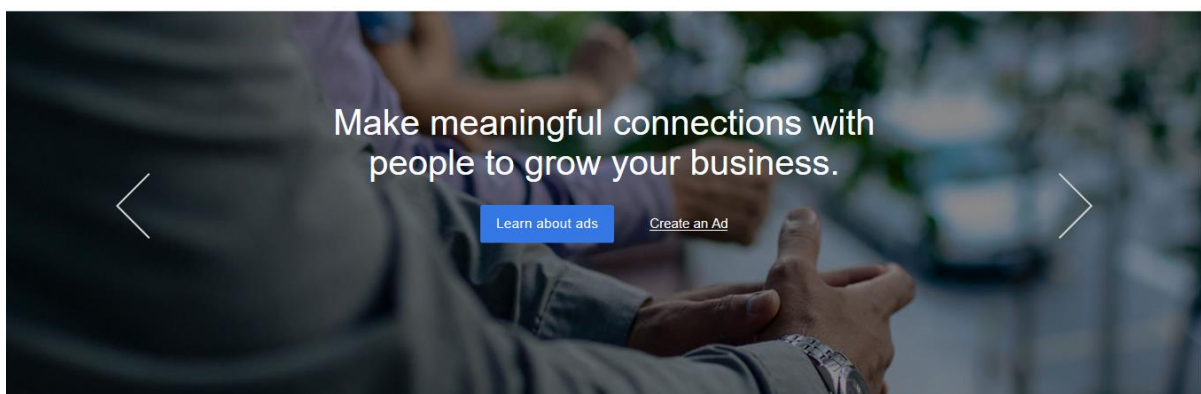
## 3. Results and Discussion

Media has a very important role in promotional activities. Communicators must choose communication channels for promotion which are divided into two types [10]:

1. Personal Communication Channels, used by two people or more to directly communicate with each other by telephone, face to face, in front of an audience, by mail, or chatting via the internet.
2. Non-Personal Communication Channels Media that carry messages without contact or personal feedback, including media (print, electronic, online), atmosphere (an environment specifically designed to create a tendency for buyers to buy products), and intentional events aimed at so that the message can reach the target audience.

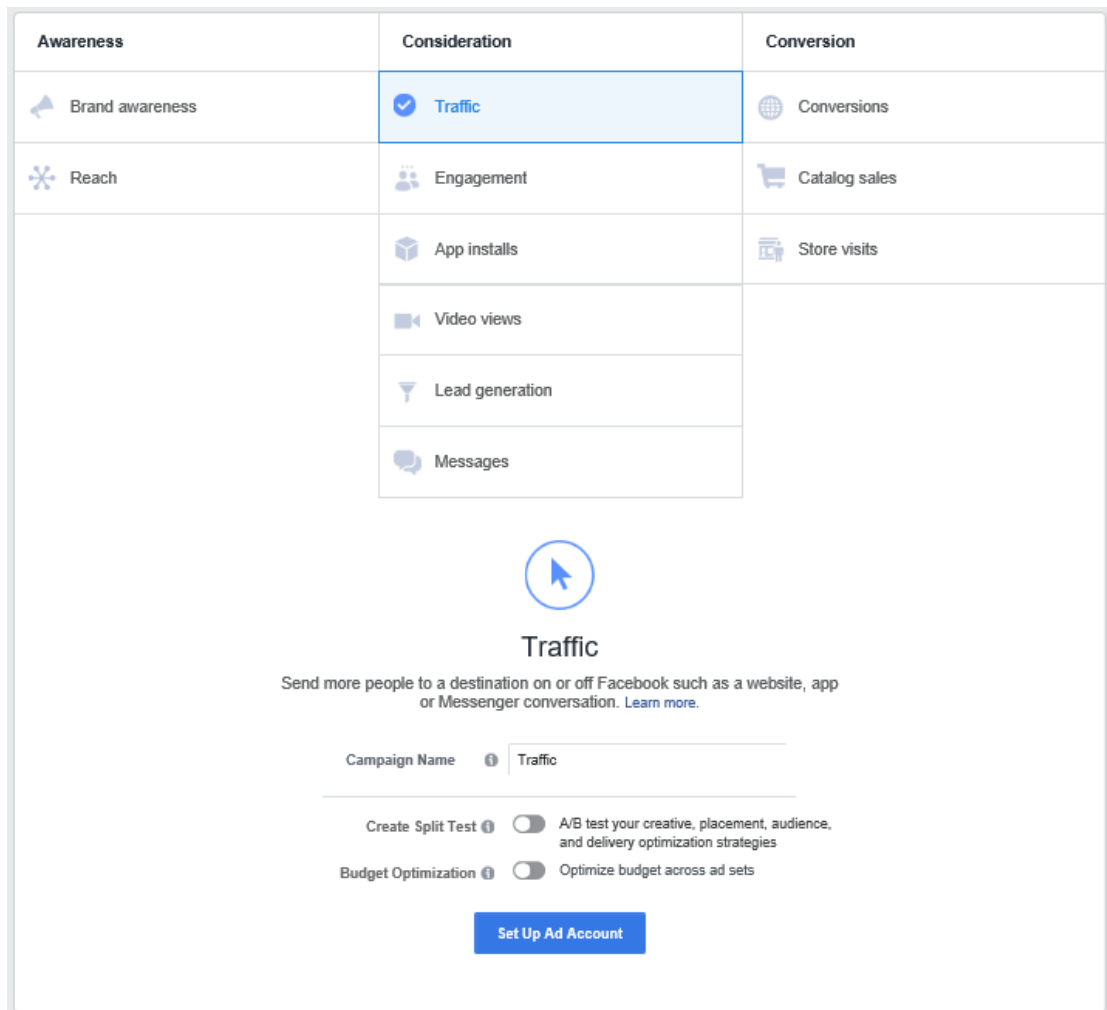
The development of information and communication technology at this time gave birth to many innovations whose aim was to facilitate humans in doing their work. One such development is New Media. New Media is currently used by many people to carry out their product marketing strategies online. New Media users or social media not only share general information but can also carry out trading activities which certainly help them in marketing their products. Social media users can ask questions about products promoted through the website and can bargain prices until an agreement is reached between the seller and the buyer.

Buyers and sellers can easily and freely make transactions through social media anytime and anywhere as long as they can connect to the internet network. The following is a display of a social media website that can be used to promote goods or services as seen in Figure 1.



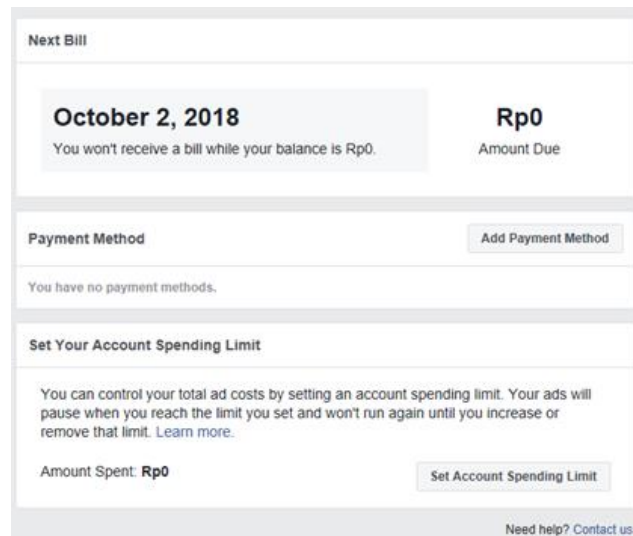
**Figure 1.** Main Menu of Facebook Business

The main menu display contains information that can be selected by prospective sellers who wanted to promote goods or services. Prospective sellers can learn in advance how the ads work on the website or can directly create an account so that they can immediately promote goods or services. In the next section, the choices that can be used by the seller according to their needs are displayed as seen in Figure 2.



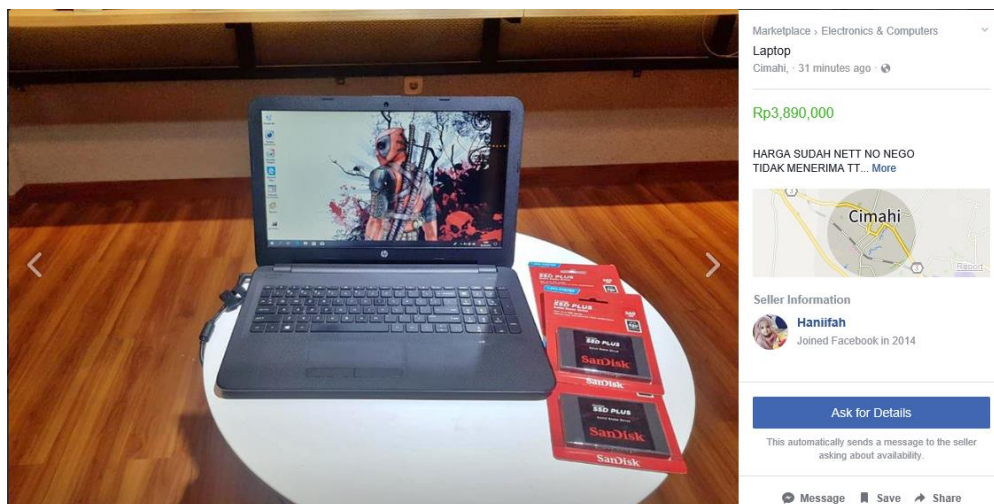
**Figure 2.** Advertisement Manager

Ads manager or advertisement manager there are many choices. These choices can be adjusted to the needs of institutions, companies, or individuals. Sellers can choose a sales catalog to start marketing their products through Facebook Ads. Even users can easily see how many ads others have visited. To create advertisements, users can make payments to Facebook by transferring funds according to the instructions listed on the website as seen in Figure 3.



**Figure 3.** Payment Method

After the user or seller makes a payment to Facebook via transfer. Users can re-enter the Ads manager to organize what information will be delivered related to the product that will be introduced to other social media users. So that with the publication of advertisements, sellers just wait for buyers who want to ask about the advertised product. After the seller publishes his product, other social media users can browse and ask buyers about the advertised product. So that the buyer can find out the product information from the seller as seen in Figure 4.



**Figure 4.** Ask for Details of Product

The display above is the advertised product, the buyer can check the items which will be purchased. By pressing Ask for Details, the user and the seller will be connected to each other to exchange product information until the price agreement and payment method are reached. Facebook Ads does not provide payment services between sellers and buyers or commonly called joint accounts because Facebook Ads only facilitates sellers to advertise their products.

**4. Conclusion**

The development of communication and information technology, one of which is called New Media or social media especially in the business world provides convenience to sellers and buyers. The seller does not need to provide a physical place to market his product to social media users so the entrepreneur can

work faster and more efficient. Even with social media prospective, buyers are given the convenience to make buying and selling transactions without having to go to their physical location.

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