

SOCIAL MEDIA USAGE IN BUSINESS

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Abstract

The aim of this research is to identify the usability of the instagram in the perspective of business. This paper provide with usage statistic related to social media and findings of performances and roles of instagram on business. Impacts using social media in business are also informed. This is because there lack of research paper related to business on instagram been publish scholarly. The preliminary result of the research shows that, many people easily adopt instagram into their life as medium for them to shop. Conclusion can be drawn that instagram considered as must have apps for each businessmen for marketing and networking.

Keywords: Instagram, business, social media

INTRODUCTION

There are many types of social media exits for instance facebook, twitter, telegram, wechat, instagram and etc. In this paper, I would like to emphasize on instagram. It is a somewhat new form on communication where users can share, upload and updates about anything by taking photos and post. Today, instagram has become new platform for people to socialise. The number of instagramer keeps increasing every second, almost everyone has their own instagram accounts', some have 3 to 4 accounts.

This is because, 1 for their personal life second is for their business, and when their business has become so big, they will have the third account just to manage their agents and what not. Therefore, instagram has huge opportunities to businessmen.

Many theories explained about business on social media. These themes are the usage of the social media for business, the performance and roles of social media to the business field, and the impact and potential of social media to the businessmen and the customers and etc.

ISSUES

In this research, there are few issues been stress on regarding business on instagram. Based on observation from previous study, there is still limitation of information that specify on instagram. Whereas, there are plenty research done on facebook and LinkedIn. Listed of limitations of instagram is the usability of instagram on business, the performances and roles of the social media, and the impacts of the business on instagram.

RESEARCH QUESTIONS

The paper are aim to answer few question that related to the topic. There are several research questions that should be answered.

- What are the levels of usage of business on instagram?
- What are the roles of instagram on business?
- What are the impacts of instagram on business?

RESEARCH OBJECTIVES

The aim of this paper is to evaluate the effectiveness of the social media, instagram in the perspective of business, therefore, there are few objective been made as guideline for the paper, in order the research achieve the goals.

- To identify the level of usage using instagram for business.
- To evaluate the performance and role of social media on business.
- To study the impacts of instagram on business field.

LITERATURE REVIEW AND PROPOSED FRAMEWORK

A) Usage of social media on business

Usage of social media on the communities keep increasing over time, from there we can obviously know that there are positive acceptance towards technology. The according to (Rauniar, Rawski, Yang, & Johnson, 2014) “90 percent of internet users visited a social networking site each month in 2010; 33 percent of time online was spent on Facebook resulting in 53.5 billions minutes spent on Facebook by its over 800 million users; 90 millions tweets were generated every day on Twitter; in the USA, internet users spent three times longer on blogs and social networking than on e-mail.”

The statement was supported by (Niedermeier & Wang, 2016) “On a global scale, social media usage has incredible penetration with over 232 million users in the USA and over 410 million users in China. As of 2015, there were 1.49 billion monthly active Facebook users and more than 302 million monthly active Twitter users around the world”. In statistic, it shows the percentage of user spending time on social media, user tend to spend time on social media longer than on email, informative web or online sources and etc. “It’s fascinating to note that businesses on Instagram are still pretty much under the radar even though it generates sales equivalent to a proper e-commerce business” (Safiee, 2015) since instagram is a new platform of social media, for that reason there are very limited research or statistic related to it.

According to the article, influence of instagram is huge, where there are many Malaysian starts up a business through instagram and now they are able to own a shop

since the feedback are positive. This proves instagram, the social media plays an important role in shaping home-based business to a proper with shop and even agent to stockist.

B) Performance and roles of social media

According to (Ulkuniemi, 2015) the influence, performance and roles of marketing activities on content creation, "Social media involve many-to-many communication, which provides an opportunity for marketers to engage in conversations about corporate issues". The article did mention that, there are function and roles of social media. First role of social media to the companies are communication, in order to have a good reputation they need to be close with their customers or client. Other than that, they can get to know their feedback about their performance and can do some changes for improvement.

Next, they raising their customer by promoting through social media at the same time, it helps in monitoring, assessing and responding to influencing any discussion. Also, the relationship between provider and consumer are closer, where they can interact directly. "A huge volume of online information is generated by online users, which has strong influence on the market performances of companies and their products" (Kim, 2016). From the statement the article did agree with the theories about performance of social media. That is why most of companies worldwide have their official social media, in fact; there are specific department/employee that in charge to manage the social media. One of the reasons of them having a specialty to social media is because social media offer them with the easy to communicate with consumer. Other than that, social media helps organization to take a good care of their reputation. Also, social media content is diverse range of information. From there, the system analyst can study the types of behaviour of consumer to cater them suit to their needs.

According to (Nikitkov & Sainty, 2014) stated one of the most popular advice and they fails to skip it is must have good networking to achieve goal to survive in career. Like in business, they need to have good networking to make people acknowledge the products or services offered, therefore to make it happen, they will need to have an account of social media for instance instagram.

C) Impact of social media on business

Communication channel are open when there is social media among the businesses, suppliers, users, universities, stakeholders, competitors and others. In fact, the organizations can even add-value by providing their target customers with related and required information. They can even choose what to provide and what not. They able to customized to individual customer according to what they want and need. With the entire opportunity offer by the social media like instagram, it could yield higher margins since the company or organization offer relevant knowledge to particular customer and to their own company reputation.

As a result, social media creates opportunity to make good changes the entire chain in the company, in terms of marketing, networking financial and etc (Roblek, Bach, Meško, & Bertoncej, 2013). In contrast to the article (Jones, Borgman, & Ulusoy, 2015) where they think that, especially all small companies need to have a web page because such businesses lack of traditional resources to market their products or services if they use social media as their main source to market them.

In this paper consist of 3 dependent variables which are performance and role, usage and impact of instagram on the view of business.

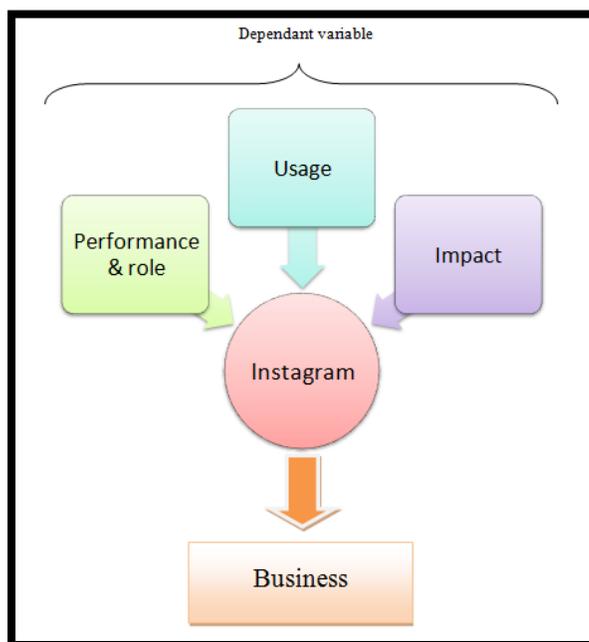


Figure 1. Research Framework.

From the study, there are few articles which emphasize of the performance and role of social media on business for instances (Ulkuniemi, 2015 ; Rader & Subhan, 2014 ; Kim, 2016 ; Nikitkov & Sainty, 2014) . Next where the issues related on usage of social media can be obtain from (Kahar, Yamimi, Bunari, & Habil, 2012 ; Hansson, Wrangmo, & Søylen, 2013 ; Whiting & Williams, 2013 ; Niedermeier & Wang, 2016 ; Safiee, 2015 ; Szolnoki, Tait, & Nagel, 2014) Lastly, from previous study found out that, only 2 article which are (Jones, Borgman, & Ulusoy, 2015 ; Roblek, Bach, Meško, & Bertoncej, 2013)

This paper expected to answer all the research question based on the objectives. In detail, the paper predict that, there will be and growing number of user using instagram for business either to be the customer or to be the businessmen. Other than that, the paper expected to obtain many positive feedback on performance and role of social media on business. Lastly, the impact of the instagram on business should be outstanding because, as what been research, the instagram had open up job

opportunity to user. Therefore, the paper expected to obtain the result parallel with the information gather in literature review.

CONCLUSION

In conclusion, there are many benefits of having social media like instagram for business purposes. No doubt, there is still a few challenges and implication throughout the process of implementing the social media in commerce. For example, there will be too much exposure of the company in the social media which some are meant to be confidential. Nevertheless, after go through the literature review, I found out that, Instagram is a good platform to start a business, or to promote business, make people acknowledge them. Also it offer people with job opportunities which is good enough because help people to upgrade their economic by only using Instagram. This is because instagram is a trend and the number of target customer automatically large, even people different region could be their customers.

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