# Social Media in the Context of Online Business Communication

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*Abstract*—**Optimizing the use of social media has become a concern for online businesses. In the era of the pandemic, many people stay at home and use online media to make ends meet. This phenomenon attracted the Community Service team to conduct training on social media in the Context of Online Business Communication for business managers at the Darul Arqom Garut Islamic boarding school as a training target. The purpose of the training is to empower the community, produce, and equip five new independent entrepreneurs based on Science and Technology who are ready to work in the community, so that they can increase their income through skills in managing communication and building online businesses. The service team determines the method used in principle is to provide briefing and practice to build new entrepreneurs according to the needs and passions of the participants. The results of the training showed an increase in the skills of the participants in managing online businesses as seen from the test results before and after the training. Participants generally recognize, understand, and can develop their abilities, skills, and skills in using social media, especially Instagram and YouTube. The training has also helped empower the community to develop their business by promoting their products on social media so that their business results are not only consumed by a limited circle of the surrounding community, but more broadly to reach a larger market.**

*Keywords—online business communication, social media, science and technology, based new entrepreneurs, community empowerment*

## I. INTRODUCTION

The fast movement of business competition in the online era makes traditional entrepreneurs try to develop their entrepreneurship programs through various ways to maximize new patterns in building their business through online business. Social media is fundamentally changing the way we communicate, collaborate, consume, and create. They represent one of the most transformative impacts of information technology on business, both within and beyond corporate boundaries [1]. The social media space has become a common place for communication, networking, and content sharing. Many companies seek marketing and business opportunities through this platform [2]. Many online businesses choose online media to support their business promotions, such as building advertisements, publicity, advertorials, direct marketing, and others on social media such as: Facebook, Instagram, YouTube, and other social media. Social media tools are emerging as powerful alternatives to traditional media. With more than two thirds of the internet population connected through online networking sites such as Facebook, Twitter and Myspace, the potential this media offers is enormous [3]. Thus, online businesspeople generally carry out their entrepreneurial activities by using various internet facilities through various social media.

The problem is, online business facilities that can generate promising income, but have not been used optimally, especially for profit and revenue centres, where many businesspeople in new entrepreneurship development programs built in the online world have very promising income-increasing consequences. In Malaysia, the use of social media among Small and Medium Enterprises (SMEs) is still low with a percentage of less than 20% of the SME sector [4]. Likewise in Indonesia, not a few traditional businesspeople have not used social media optimally for business development, so this untapped opportunity has slowed the increase and expansion of product sales.

The above conditions and situations have attracted the attention of the Community Service Team of the Islamic University of Bandung to provide communication technology-based debriefing and training for business people in the Darul Arqom Islamic Boarding School Garut as an Islamic Boarding School to be able to develop their business through their knowledge, skills, and creativity to create display on social media or other online media, by empowering their capabilities and potential to develop their business in order to reach a wider and larger market.

## II. METHODS

Considering the objectives of community service that have been stated, the service team determines the service method that will be used in principle is to provide briefing and practices to build new entrepreneurship according to the needs and passions of Community Service participants so that Darul

Arqam Islamic boarding school managers are skilled in the process of building entrepreneurship. New Technology Based Communication through online business. Some of the methods used by the community service team are based on the need to build and launch a new product based on Communication Technology through online business. The methods used in Community Service include:

- Provision of Communication Technology-Based debriefing for knowledge transfer related to New Types of Entrepreneurships in accordance with the passion of Community Service participants.

- Provision and practice of making Creative Videos of Virtual Communication Technology-Based Teaching Process, skills in using gadgets, using online media, writing, and speaking verbally on various types of social media, skills in taking pictures/photos, understanding of teachers or Ustadz/Ustadzah in business matters, verbal and nonverbal communication skills, interaction on social media, focus on his passion, fun, hobbies, time management, and fighting spirit.

- Briefing through Simulation/Role Playing about making Creative Videos related to new Entrepreneurial Processes Based on Virtual Communication Technology so that participants can design their online business strategies to be posted on social media.

- Provide various cases to build new entrepreneurship through a creative business case study on Virtual Communication Technology to attract consumers to be interested in the product to be launched

- Brainstorming about various problems in an effort to build new entrepreneurship based on Virtual Communication Technology through online business.

- Group Discussion to make Creative Video Based on Virtual Communication Technology and transfer skills to make a strategy to determine the choice of business products according to the passion of the participants to run

- Equipping Community Service participants to be able to design content prepared for online business promotion posted on various social media.

- Equipping participants to be skilled in launching new entrepreneurial products through online businesses on selected social media.

For the success of community service carried out at the Darul Arqam Muhammadiyah Garut Islamic Boarding School in Garut related to Building a New Technology-Based Entrepreneurship Development Program Through Online Business with the results achieved, in the form of:

- Preparation of materials to carry out training on Building a New Technology-Based Entrepreneurship Development Program Through Online Business.

- Create instruments for the implementation of community service about the participants' initial knowledge and skills (pre-test) about online business on social media according to their needs (Instagram). Then create an instrument for implementing community service about the final knowledge and skills (post-test) from the participants about online business on social media according to their needs (Instagram).

- Collect references to support the implementation of community service.

- Final skills and knowledge to the level of building or creating an online business on social media.

## III. RESULTS AND DISCUSSION

The development of information and communication technology has changed the way individuals interact with other individuals. The internet is becoming a new digital space that creates a cultural space [5]. It is unavoidable that the existence of the internet provides many conveniences to its users. Various access to information and entertainment from all over the world can be searched through the internet. The internet penetrates the boundaries of the dimensions of the user's life, time, and space, which can be accessed by anyone, anytime, and anywhere.

Social media is one of the online media where users can participate in finding information, communicating, and making friends, with all the facilities and applications it has. The presence of social media has brought its own influence on the activities carried out by humans today. Zarella [6] said about social media as follows: Basically, social media is the latest development of new internet-based web technologies, which makes it easier for everyone to communicate, participate, share and form an online network, so that they can disseminate their own content. Posts on blogs, tweets or YouTube videos are reproducible and can be viewed live by millions of people for free.

The concept of social media as put forward by the Central Team for Public Relations of the Ministry of Trade of the Republic of Indonesia is stated as follows: social media can be said as an online media, where users through internet-based applications can share, participate, and create content in the form of blogs, wikis, forums, social networks, and virtual world spaces supported by increasingly sophisticated multimedia technology. The internet, social media and multimedia technology become an inseparable unit and encourage new things. Currently the most widely used and rapidly growing social media are social networks, blogs and wiki [7].

Social media has many forms, among which the most popular are microblogging (twitter), Facebook, and blogs. In the following, Zarella [6] says about the forms of Twitter social media, as stated that: Twitter is a website that is a service of microblog, which is a form of blog that limits the size of each post, which provides facilities for users to be able to write

messages in Twitter updates containing only 140 characters. Twitter is one of the easiest social networks to use, because it only takes a short time, but the information conveyed can immediately spread widely.

Furthermore, Madcoms [8] argues about the forms of social media Facebook, as stated that: Facebook is a social networking site that can be used as a place to establish friendships with all people around the world to be able to communicate with one another. Facebook is a friendship site that can be used by humans to exchange information, share photos, videos, and more.

The characteristics of a Facebook account as stated by Madcoms [8] are as follows: have pages and groups; Can update the status of more than 140 characters as needed; Can directly comment or give appreciation of the status updates of people who have become friends on Facebook; Has a chat facility that allows Facebook owners to chat directly with people who are already friends on Facebook; Can share photos by tagging; Can create a photo album containing the name of the album, the location where the photo was taken, and if needed can contain a brief explanation of the photo; Can create video albums that are up to 2 minutes long and less than 100 MB in size.

Heni [9] argues about the forms of social media blogs, as stated that: blog is an abbreviation of web + log, which is a kind of personal website that can be used to write messages or information continuously and publish it. Blogs can be in the form of news or articles that will continue to be updated. One blog can contain various articles that are grouped in a category or only consist of one type of category.

The characteristics of a blog as stated by Heni [9] are as follows: The characteristics of a blog are that the main content contains articles (posts) published chronologically; Blog visitors can directly comment on articles written by blog owners; Archives of old articles can be per day, per week, or per year; A list of related web links is called a blogroll; Has a feed facility that allows the contents of a blog to be viewed without having to open a web page.

The problem is, online business facilities that can generate promising income, but have not been used optimally, especially for profit and revenue centres, where many businesspeople in new entrepreneurship development programs built in the online world have consequences for increasing income that is extremely promising. This condition attracted the attention of the service team to carry out their service by equipping the managers of the "Darul Arqam" Islamic boarding school as business partners to reap income through efforts to provide skills in managing communication and building new technology-based entrepreneurs through online businesses, so that they can build businesses through digital media, which give consequences for managers of boarding school to be able to follow the current business era and not be technologically stuttering by following the entrepreneurial phenomenon in the digital era. Digital entrepreneurship is an emerging phenomenon in the digital era [10].

The purpose of the training is to empower the community, produce, and equip five new independent entrepreneurs based on Science and Technology who are ready to work in the community, so that they can increase their income through skills in managing communication and building online businesses. Communications in social media can be made in real-time, thereby allowing companies to interact with and respond to customers instantly. Given that the contents posted on social media can be viewed and shared by many social media users, social media marketing can help the companies to promote their products or services, and to expand the market more quickly and economically than by using traditional marketing channels [11].

The Community Service Team designs community service implementation activities. Broadly speaking, the implementation of Community Service is carried out into 2 parts, namely the first implementation focusing on Training activities on Building New Technology-Based Entrepreneurship Development Programs Through Online Business which is carried out online through zoom media and the second is evaluating the achievements of the results of the activities. Furthermore, the Community Service team set the target of online training activities, limited to only 8 managers from Darul Arqam Islamic Boarding School who took part in this training activity online via zoom media.

With this training, of course, in terms of the skills of the participants, the service team has helped and donations to increase understanding, knowledge, and skills in creating an online business display on social media. Few studies investigated the social media strategies that can help small businesses to survive and even thrive against large competitors in the social media arena. Therefore, studied 32 small pizzerias in a mid-size U.S. city in terms of their social media use for business. Our study found that small pizzerias emphasizing social media use on community relations and social responsibility tend to be more successful in attracting and engaging local customers [12].

For the success of community service carried out at the Darul Arqam Muhammadiyah Garut Islamic Boarding School in Garut related to Building a New Technology-Based Entrepreneurship Development Program Through Online Business with the result of an increase in skills in managing online business communication on social media such as Instagram and YouTube. The success of business communication depends essentially on how the company manages to turn digitization into a competitive advantage [13]. The other research explains communication skills indicate the existence of activities in creating message designs with high creativity through internet-based work [14].

The steps that have been taken as described above include making instruments for implementing community service about the participants' initial knowledge and skills (pre-test) about online business on social media according to their needs (Instagram). Then make an instrument for implementing community service about the final knowledge and skills

(posttest) from the participants about online business on social media according to the needs both on Instagram social media and on YouTube social media. From the results obtained, participants generally increase their skills through the tasks given, to make business communication displays on social media, final skills, and knowledge to the level of building or creating an online business on social media and attaching the URL to be checked and submitted to the team of community service.

From the results of Community Service conducted by the service team from the Islamic University of Bandung, it has been able to encourage and motivate the training participants to develop their business more broadly. In principle, the service team tries to help SMEs and managers of boarding school to be dissatisfied with the results if it is only consumed by the surrounding community which is very limited. Thus, the product must be consumed by the wider community and empower the surrounding community to be employed so that they can sell more.

The implementation of the debriefing and training activities on "Building a New Technology-Based Entrepreneurship Development Program Through Online Business" which was carried out online through zoom media. Within the next day, they were given the task of designing an online business communication display. Within one week, all of the business management groups at the Darul Arqam Islamic boarding school in Garut sent and delivered the results.

After evaluating the achievement of the results of the activity, it was in accordance with expectations and in general the participants had the skills and social skills of Instagram social media and promotion through selected photos and videos that were very communicative, in terms of taking angles and videos that were included in the right category, had power attractive, and communicative. Likewise, the message conveyed is straightforward, clear, solid, efficient and on target.

In terms of color photos and videos after seeing Eye Catching and having an attraction for people who see it. the promotion looks interesting and if people see it is made the participants display the display on the color presentation. Five entrepreneurs have provided creative content for the presentation of online business communication which includes:

- Darul Arqam Islamic Boarding School Cooperative: making advertisements in bold colors such as bright blue and red for the promotion of Muhammadiyah Uniform Batik Fabrics,

- Darul Arqam Islamic Boarding School's Laundry Entrepreneur makes an advertisement for laundry results with a Dark Blue Laundry Bag with a Yellow Touch, Dark Blue Color with a Yellow touch and shoes that look artistic and attract business managers.

- The Darul Arqam Islamic Boarding School Convection Manager makes interesting advertisements with colorful blanket photos and looks very attractive, although they

are a bit disturbed by placing messages that are considered unimportant with precision, but overall, the communication delivered is good.

- The business manager of the Darul Arqam Islamic Boarding School KBIH in the form of posters and billboards of Darul Arqam Islamic Boarding School KBIH in general looks attractive and eye catching with prominent red colors and some supporting photos such as planes and KBIH offices.

- Darul Arqam Islamic Boarding School Clinic Manager through online communication display via Instagram Darul Arqam Clinic Flyer with a green icon as a strong corporate color with supporting photos from health workers and clinic managers of Darul Arqam Islamic Boarding School.

From the display of advertisements displayed on social media both on Instagram and YouTube, in general, participants have succeeded in making advertisements for good promotions and paying attention to good communication details. This is one indicator of the success of this activity.

## IV. CONCLUSION

The briefing and training that has been carried out for the participants can be concluded in general that there has been an increase in participants' skills in managing online businesses as seen from the test results before and after the training. Participants generally know, understand, and can develop their abilities, skills, and skills in using social media, especially Instagram and YouTube. The training has also helped empower the community to develop their business by promoting their products on social media so that the results of their business are not only consumed by a limited circle of the surrounding community, but more broadly to reach a larger market. The following are conclusions and suggestions from the results of this community service.

Community service activities carried out by the Service Team in the form of training activities: "Building a New Technology-Based Entrepreneurship Development Program Through Online Business", have provided solutions to solve problems related to empowering training participants to develop them by promoting on social media so that their business can be enjoyed without only to a limited circle of people around the area, but more broadly to reach a larger market.

The results of online business communication skills for market expansion that have been provided through Building a New Technology-Based Entrepreneurship Development Program Through Online Business, can then empower the surrounding community economically to develop their growing business due to promotions to reach a larger market.

It is recommended that the participants of the briefing and training "Building a New Technology-Based Entrepreneurship Development Program Through Online Business" conducted

by the Unisba Community Service Team at Darul Arqam Muhammadiyah Garut are expected to be able to improve their economy. and social independence after participating in debriefing and training activities. Efforts made by participants to develop online business communication skills by frequently visiting and utilizing social media for business development by making attractive promotional displays, responding to questions and input from followers so that in the future they can reach wider consumers. To improve online business communication skills, it must always be updated to follow and reach market tastes. Participants are also expected to continue to strive to create prosperity, peace, and comfort in social life, because entrepreneurship can help people create jobs.

Training participants who have received online communication training from the Unisba Community Service Team are expected to help improve thinking, reading, and writing skills or other required skills (soft skills and hard skills). In addition, participants or managers recognize each other's abilities, strengths, and weaknesses, especially in skills using social media, so that participants can develop their ability to understand media concepts efficiently and effectively. Participants continue to strive to be able and skilled in managing online communication in using social media to achieve the expected goals.

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