



The Role of Commercial Advertising on Social Media to Develop Small Business in the Muslimah Entrepreneur Community

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Abstract. Today, social media is considered the most effective medium for promotion and advertising. Especially for commercial advertisements whose contents build awareness of a brand or trademark. Not only well-known brands, but small entrepreneurs also feel most helped by social media, so television or radio, as well as newspapers and magazines, are abandoned. Product or brand owners can post photos or videos of business products on social media accounts, such as Facebook and Instagram. And it will be seen by many. Currently, the circulation of mobile phones is more than the total population, because one person may have 2 or more devices (gadgets). Websindo.com data states that 56% of the total population of Indonesia already uses the internet, with an average of 50% more active social media users than total users. This figure shows enormous potential, especially since women are considered very fanatic about gadgets and social media. This research was conducted in a qualitative descriptive manner, with primary and secondary data sources. Interviews were conducted with 10 Muslim entrepreneurs who are members of the Binjai Muslim Entrepreneurs Association (IPEMI) community. The results show that commercial advertisements produced by Muslim entrepreneurs through social media have an effective role in developing small businesses and promoting their business products. The social media they use as media for product commercial advertisements are Facebook, Instagram, Tik Tok, and Snap Video. Social media causes the distance between products and brands to be closer and directly accessible. Because most of the products are household products, it is very suitable for followers to access social media belonging to Muslim businessmen IPEMI Binjai. What is interesting is that commercial advertisements are made independently, not using the services of a production house or advertising agency. Just take advantage of the photo and video features on their smartphones. However, technically, photos and videos of commercial advertisements have not been maximized. Professional ad creation training is required so that the resulting image or video quality can be better. So that it is more interesting to buy for those who look through social media.

Keywords: Commercial Advertising · Social Media · Muslim Entrepreneur Community

1 Introduction

1.1 Commercial Advertising on Social Media

Advertising is a paid form of persuasive communication that uses mass media to reach a wide audience. So that it can connect products with buyers (target audiences), provide information about products (goods, services, and ideas), and interpret product features in terms of customer needs and wants [1, p. 17]. This definition has several elements, which will indicate changes in the definition due to new technologies, shifts in media, and changes in culture.

Commercial advertising is a paid form of promotion for products sold, although some forms of advertising, such as public service advertising, use donated space and time. Not only are messages paid for, but sponsors are also identified. The Inside Story explains how “paid” characteristics affect regulation [2].

Originally advertising was a one-way form of communication, from the advertiser to the targeted audience. However, the development of communication technology has made advertising impressions in the media able to be responded to directly, especially in practices that involve digital communication. Advertisements can be directed to individual audience members as well as to large groups of people.

Digital media, including social media that are currently developing, allow interactive activities between brand/product owners and their target consumers. This condition opens up great opportunities for two-way communication and wide promotion of the product market [2].

Various types of businesses ranging from large to small businesses, start-ups, and non-profit organizations are now accustomed to using social media to help increase their brand promotion. Social media strategy greatly influences advertising spending. Product brand visibility and consumer reach are getting wider if social media is used as a means of commercial advertising. However, the increase in the level of product brand visibility, and the reach of mass consumer audiences, is not accompanied by wasteful advertising spending [3].

Social media is currently an effective business promotion tool because it can be accessed by anyone, anytime and anywhere. So that the promotion network can be very broad and the target customers are diverse. Creating and placing business advertisements or commercial advertisements, for small businesses on social media, is indispensable for beginner or amateur businessmen, usually, these business people are young people and women. Commercial advertisements or business advertisements are considered effective in reaching a broad market or customers if they are placed on social media, with a low cost of advertising. Interestingly, placing commercial ads on social media can be done yourself without the need to show a professional advertising agency. The advertisements can be self-produced, self-published, aka all can be handled by yourself, from your own home or office.

1.2 Muslimah Entrepreneurs in Business Area

Therefore, a large number of small business entrepreneurs come from among women, because of the nature of women who are surviving, helping the family economy, working

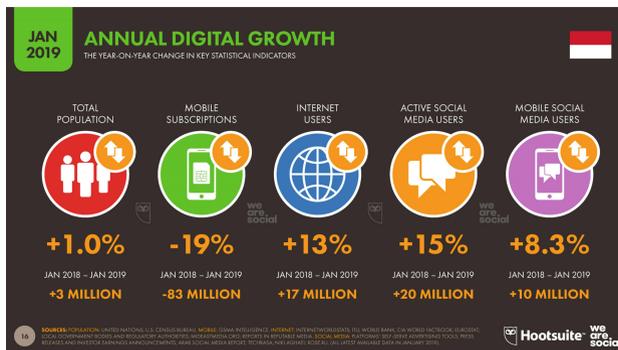


Fig. 1. Source. Websindo.com

part-time, and trying from home. Data to the Central Statistics Agency (BPS) in 2021, there is about 64.5% of the total MSMEs are managed by women. This data is supported by research results from the Sasakawa Peace Foundation & Dalberg which also noted that the percentage of women entrepreneurs in Indonesia is quite high, namely 21% [4]. Women entrepreneurs have the potential to be in the realm of small business, considering that business can be done from home because there are dual roles of women in the household. Compared to the world average, Indonesian women have a higher ratio of business ownership. Data from Google in 2020 shows that currently, the response of women in Indonesia is increasingly positive for entrepreneurship. In addition to the current development of information and communication technology, it is a strong effort to help their business. The Muslim community of small entrepreneurs who are members of the Indonesian Muslim Entrepreneurs Association (IPEMI) in the city of Binjai, applies a pattern of advertising their business on social media.

1.3 Digital Device Usage Growth 2019

Users of communication and information technology can be seen in Fig. 1.

The total population of Indonesia reaches 268.2 million, while it is known that mobile phone users including smartphones and tablets have reached 355.5 million. This means that the circulation of mobile phones is more than the total population because one person may have 2 or more devices (gadgets). There are 150 million active internet users, which means 56% of the total population of Indonesia is already using the internet, with an average of active social media users, 50% more than the total users [5]. This number shows a huge potential if women entrepreneurs do business and use social media as their promotional media.

2 Method

The qualitative method is a research method that uses postpositivism philosophy, to examine the condition of a natural object, where the researcher is the key instrument,

data collection techniques are carried out by combining several findings, data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization [6]. Qualitative methods are research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, etc. holistically, and using descriptions in the form of words and language, in a special natural context and by utilizing various natural methods. This research was conducted with preliminary research by collecting field data. The researcher interviewed 10 informants who are members of the Muslim business community IPEMI Binjai City, to obtain information by purposive sampling. The selection of informants using the purposive sampling method means that the withdrawal of informants is carried out by selecting subjects based on the researcher's criteria and carried out by taking informants at the research location according to the research context.

3 Result and Discussion

Today, Consumers are getting smarter. They choose everything simple, cheap, and digital-based. That makes people's lives increasingly inseparable from online media. This condition causes several programs that have been in conventional mass media, such as TV, radio, newspapers, magazines, etc., to begin to be abandoned by their audiences includes advertising.

In this research, the Muslimah entrepreneur community IPEMI Binjai City has chosen Social Media as an advertising vehicle. As a small business actor, IPEMI Binjai greatly utilizes social media as a place to advertise or promote products of its members' business products. The advertisements used are commercial. Data from Websindo.com, the Total population of Indonesia reaching 268.2 million, and it is known that mobile users (smartphones and tablets) reach 355.5 million. This means that the circulation of smartphones and tablets is more than the total population throughout Indonesia. This can happen if one person has 2 or more gadgets. This data shows all the economic classes of society.

Meanwhile, there are 150 million active internet users, which means that 56% of the total population of Indonesia already uses the internet. Likewise with social media, on average 50% more of the Indonesian population is actively using social media.

Currently, the development of technology and communication is increasingly sophisticated, choosing the use of marketing through social media is the main choice for entrepreneurs. One of the advantages of social media is that it has a lot of potential for the advancement of a business. The simplest form of marketing activity is advertising. If we want to know the role of commercial advertising effectiveness, there are several variables such as message, media, schedule, and budget that was tested.

The strength of advertising on social media is that it creates visual content that encourages consumers to hit the click and share button so that marketing spreads itself. Besides, there are many other strengths of social media advertising compared to advertising with conventional media and other internet sites. Moreover, if the advertisement has a social concept that can provoke emotions and curiosity from internet users, it can be a plus that is more likely to be successful.

The results of research conducted on 10 Muslim businessmen, from a total of more than 300 members who are members of IPEMI Binjai City, show that:

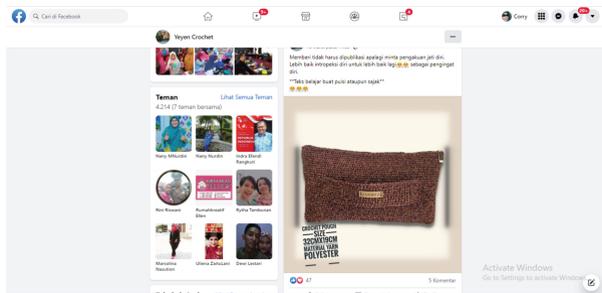


Fig. 2. Source from the Facebook account of a member of the IPEMI Community Muslim entrepreneur



Fig. 3. Source <https://www.facebook.com>

Small business Muslimah entrepreneurs from the IPEMI Binjai community have home-based, business products such as handy crafts, fashion, snacks, contemporary drinks, online shops, and sewing houses. Until now, it has never occurred to be advertised commercially in the mainstream media. Although currently, some social media have imposed a fee if the account owner advertises a business, it is not too expensive for their promotional budget, compared to placing commercial ads on TV, Radio, and Newspapers (Fig. 2).

For example, for a simple commercial ad, in the sense of producing creative yourself, Facebook charges a minimum of \$5 per week [7]. If calculated in rupiah with an exchange rate of 1 \$ = Rp. 15,000, then the fee charged to entrepreneurs is only around Rp. 75,000, - for a 1-week broadcast period (Fig. 3).

Very much cheaper, when compared to the cost of advertising on TV media at a minimum of Rp. 8,000,000 per 1 broadcast per day and the cost of commercial advertising on Radio Indonesia costs a minimum of Rp. 200,000 per 1 impression per day [8].

The results of this study also show that the majority of Muslim entrepreneurs in the IPEMI Binjai community advertise their business products on social media Facebook, Instagram, Tik Tok, and Snap Video. The forms of advertising that they display are product photos and videos. The forms of advertising messages they create are photos and videos, independently and using simple equipment such as their cellphone cameras and digital cameras.

Muslimah entrepreneurs' social media in this community has a minimum of 2000 followers, with messages that their followers can directly access at any time. If 1 Muslim entrepreneur has 4 social media accounts and has thousands of followers each, then 1 advertised product will be seen by at least $20000 \times \text{social media} \times 1 \text{ Muslim woman} = 8,000$ viewers and their product target market. If we enter the cost of advertising on Facebook only Rp. 75,000 per week divided by 8000 viewers then the advertising costs incurred are only about = Rp. 11,000 per day. Very cheap!. This is one of the great advantages of the role of commercial advertising on Social Media so that the advertisement plays a very large role in building awareness of their brand or business product.

4 Conclusion

So, even though Muslim entrepreneurs are still doing business on a small business scale, they do not yet have big profits, the minimal cost of promoting commercial advertisements is very helpful in introducing business products to the public and also helping their business development. In addition, the role of commercial advertising on social media is also effective because the brand or product owners can interact directly with consumers through the chat feature on social media. When an ad is broadcast or uploaded, it can be seen immediately, because the ad production process is also independent, and buying and selling transactions can occur immediately. Consumer complaints and product orders can be found through social media.

Despite the ease experienced by small Muslim entrepreneurs from the IPEMI Binjai community, they still need guidance on how to make product photos and videos better than before. There is an ambition or desire to be able to create advertising messages such as those on TV, radio, and newspapers which are produced by professional staff. Because according to them, the quality of photos and videos as well as the creative production will produce advertising messages that are more attractive to consumers. So they can appear more professional in displaying advertising messages. Although until now these Muslim entrepreneurs have not thought about switching to mainstream media such as TV, Radio, and Newspapers as advertising media which are considered expensive, or using the services of a production house and Advertising Agency for their business development.

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Authors' Contributions. This study aims to provide an overview of the role of commercial advertising when placed on social media. Advertising business on social media means reducing promotional costs, it is considered very effective if it is best utilized by Muslim entrepreneurs who are members of the IPEMI Binjai community. In addition, the products produced by these small Muslim entrepreneurs are usually products that are very close to the lives of their social media followers. so from the target market is also very effective. It is recommended to continue to use

social media as a means of advertising business/commercial advertising. However, by increasing the ability and quality of photo and video adverts to make them look like professional commercial ads.

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