Model of Using Social Media in Business Activities for the Students of Bali State Polytechnic

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Abstract — The information technology advancement during the 5.0 era has made most human activities take place online. Student activities mostly depend on the use of online media, especially social media for learning needs, entertainment, and business activities. For business activities in particular, with the students' speed of adoption and adaptation on social media, students have a great opportunity to maximize all the advantages of social media. The purpose of this study was to identify the use of social media by Bali State Polytechnic (herein after refers as BSP) students for business activities. As a vocational college focused on applied subjects the use of applied-based applications by directly becoming an actor in the business world is very necessary. This study uses the Uses and Gratifications theory to explain the students' behavior in utilizing social media for business activities. with a random sampling survey, 33 students (respondents) were obtained who use social media for business activities. The result shows that characteristics of respondents, namely active students who run their business through promotions on social media, are at most 20 years old (37%), most are at the fourth diploma level (73%), the most respondents are from the fourth semester (46%), with the most businesses being run in the food and beverage sector (37%), and businesses running through social media for one year (58%). The most used social media is Instagram (36%), then the second one is WhatsApp which is also a supporter of consumer feedback communication. The most uploaded contents in the social media are a combination of photo, written and video, as many as 52% of respondents. The involvement of other parties in the creation of social media content is mostly maximizing consumer testimonials as many as 76% of respondents. The best time to do activities on social media is from 18.00 to 22.00 (30% of respondents), with a duration between 1 to 3 hours (73% of respondents) every day. The model of using social media in business activities by respondents with three important things, namely managing time for lecture activities and social media activities, creating social media content, and involving other parties (testimonials and influencers) to upload social media content.

Keywords — Social Media; Business Activities; Bali State Polytechnic Students; Uses and Gratifications Theory

INTRODUCTION

With the rapid sophistication of information technology today, people are getting used to all the conveniences, especially the ease of communicating and obtaining information. The high use of information technology today, greatly affects all aspects of human life. Information technology that is applicable and easy to use by humans is social media applications. Currently, social media is a trend of human lifestyle with all the advantages of access and benefits. Social media is a means for people to interact with each other by creating, sharing, and exchanging information and ideas through words, pictures, and videos in a network and community on social media [1]

Social media is a collection of various internet-based applications that build on the ideological and technological foundations of Web 2.0 that enable the creation and exchange of user-generated content. Web 2.0 itself is a term used by the second generation of web services that prioritize the ease of sharing and collaborating between online media users. The ease of sharing, which is the power of social media, quickly triggers changes in human behavior in daily activities [2]. Social media has various classifications including collaborative projects such as Wikipedia, blogs and micro blogging, social networking sites such as Facebook and Instagram, and virtual social worlds such as YouTube. These various kinds of social media, allow it to be used for various purposes and purposes by users, and of course according to user needs.

"We are Social" divides it into two groups, namely: social network and messenger/chat app/VoIP. Social network or friendship network, is a form of internet service that becomes a forum for online communities, namely people who have similar activities, interests, or interests in certain fields, or from the same background/community, such as YouTube, Facebook, Instagram, Twitter, etc. Messenger/chat app/VoIP is a means to exchange messages between users, be it text, audio, images, or videos, for example FB Messenger, WhatsApp, WeChat, Skype, BBM, Telegram, and so on [3].

Seeing the phenomenon of the use of social media by the younger generation, in this case the students of the Bali State Polytechnic (BSP), becomes very interesting to study. This is because, as a student at a vocational education institution, one of the activities that becomes the orientation of education is to develop an entrepreneurial spirit. Students are expected to be able to maximize all efforts to see opportunities and take advantage of their social media for business activities. The use of social media by students is, of course, in the context of conducting marketing or promotional communications which is one of the important activities in entrepreneurship activities. Various student

creativity is greatly facilitated by the function of social media in presenting the latest, most current, and most complete information with various creative content.

Students have an active role in the use of social media, so from this activity of using social media, the uses and gratifications theory approach is used to analyze student behavior for business activities. The concept of benefits and gratifications in this research is the development of benefits and gratifications used in research [4]. The things reviewed include information about what social media are most often used; how and when they use it; how much time they spend; their purpose and motivation to use it and what information is disseminated on social media. All of these social media activities are related to business activities by Bali State Polytechnic students.

LITERATUR REVIEW

The Katz, Gurevitch, and Haas's media uses and gratification theory explains the question of what motivate people to use media and access what media. This theory believes that people have five specific characteristics in using the media, namely being active and using media for certain purposes, linking their needs to certain media, competing between fellow media to meet user needs, being aware of their information needs, taking the initiative to choose the media they want, and the public itself determines the quality of media content. According to the Center for Media Research (2009) in the United States, social networking accounts account for 11% of all time spent online, and it is one of the most engaging activities on the entire web [5].

The use of social media in the public sector has become a hot topic recently, and admins are starting to embrace them to encourage community engagement and build community. A recent survey showed that two thirds of adults use social media platforms [6].

The use of social media achieves continuous improvement and penetrates various purposes and of course mostly for basic human needs, namely the need for information for life and information needs for self-development. The necessities of life in the context of meeting needs in business, where information related to goods and services is already very popular on social media. In fact, almost all businesspeople, make social media as the main reference in offering and advertising their products. Like two interrelated sides, social media as a medium for offering products and services, of course, audiences use it as a reference for finding product information and testimonials, which are very useful for decisions in conducting business transactions. Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers [7].

Businesses have taken advantage of the many marketing strategies that social media have to offer [8]. Social media as all forms of interactive communication media that allows two-way interaction and feedback. The widespread development of social media has attracted people to conduct studies from various perspectives [9]. In general, the benefits of social media in daily business activities are getting actual information, being able to communicate in real-time, increasing brand awareness, increasing traffic and search rankings, building relationships quickly and widely.

The use of the internet and social media has changed consumer behavior and the ways in which companies conduct their business. Social and digital marketing offers significant opportunities to organizations through lower costs, improved brand awareness, and increased sales [10].

Various media options are available, increasing the user's interest to choose more than one media used. Likewise for students, with various advantages and disadvantages, social media is one that they must have. Social media with an easy and very informative way of use makes students' creativity freer.

Based on the type of application, messenger/chat apps are more desirable than social networks. WhatsApp is the most used application. As many as 96% of respondents admitted to using it. Meanwhile, Facebook, the most widely used application worldwide, is only used by 36% of respondents. The large number of WhatsApp users is in line with the goals and benefits of using this content. Most respondents (87%) use social media as a communication tool, in addition to seeking information, as well as social interaction [11].

The multitasking ability of students in designing and designing media content, plus the many photo and video editing applications on their smartphones and laptops, allows the use of social media to be very enjoyable. This unlimited creativity, for students who have a business sense, will certainly make social media activities increasingly useful. This is because of the enormous benefits of social media in daily human activities. Social media activities are based on the motives for the activities, including information, social connection, and entertainment [12].

RESEARCH METHODS

This study explores the behavior of active regular students at BSP who run a business using social media. So, the research design in finding respondents is to ensure that the student is indeed running a business by using promotions or offering them on social media. The study was conducted at the BSP assuming that the students acting as the respondents were active regular students. This study uses descriptive qualitative approach used to examine the condition of natural objects in which the researcher is the key instrument. Qualitative research is a research method used to examine the condition of natural objects in which the researcher is the key instrument. The subject was obtained by purposive sampling technique as a data sampling technique based on certain considerations (13) and they were the BSP students who have already been running a business or as an entrepreneur. The data was collected through a Focus Group Discussion (FGD) and questionnaire and descriptively analyzed with analytical methods (14).

RESULT AND DISCUSSIONS

A. Characteristics of Respondents

The questionnaires showed that the characteristics of respondents based on the age range who mostly run a business or entrepreneurship are at the age of 20 years (37%). Based on the education program level, the respondents are from the fourth diploma education level are

73% and the third diploma level are 27%. By the semester, as many as 46% of respondents were students in semester IV, 24% from semester VIII, 18% from semester VI and as many as 12% came from semester II. The type of business carried out was mostly in the food and beverage business as much as 37%, the clothing business as much as 15%, the service and event business as much as 15%, the health and beauty product business as much as 12%, souvenir business as much as 9% and fish equipment business as much as 6%.

In the category of the length of time running the business, most respondents answered only one year, with a percentage of 58% of respondents, then 24% of respondents stated that they had been doing this business for two years, while other respondents, namely 18% of respondents said been in business for more than three years.

B. Types of social media used in conducting business activities

There are various types of social media that are used freely by the students which provide opportunities to use them actively and creatively. With the advantages and limitations of each type of online social media, students are free to determine what media suits their needs in their business activities.

From the graphic data in Figure 1, it shows that students who do business activities mostly use Instagram, which is as many as 29 people. According to the results of respondents, this is because the Instagram is simpler in operating its use. Some other reasons such as, easy to use, the application is used by many people, and the market share mostly uses Instagram.
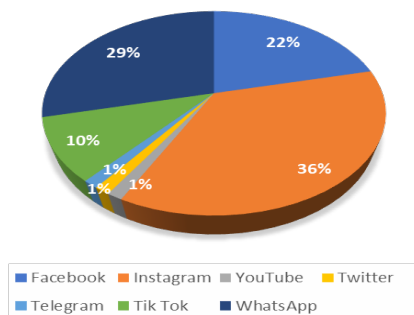

Figure 1. Types of social medias used

Besides Instagram, the WhatsApp is the second favorite application that is actively used by 29% of respondents. The WhatsApp is used as a medium for direct interpersonal communication, related to the products and services offered. As a direct medium for person-to-person interaction or known as a messaging application that has an end-to-end encryption system (E2EE). The WhatsApp messaging application is needed to increase the trust of consumers who want to know more about the products or services offered, which if there are consumers who are interested in the products or services offered on Instagram or Facebook, they will immediately continue communicating to WhatsApp.

Another social media, Facebook, was used by as many as 22% respondents, with the reason being that the Facebook is a social media that has many features and is used by many people. Like the respondent's comments who said that "to make it easier in terms of promotion and communication with consumers and reach all potential consumers, because the consumers of this business are not only young people but housewives". Other comments, such as "the reason for choosing Facebook, is because the target of this kebaya business is mothers, so Facebook is the right place because mothers often and mostly use Facebook". This means that knowing the characteristics of consumers and customers in using social media needs to be analyzed so that the media used will also adjust.

C. Social media content used for business activities

The most frequently uploaded social media content in respondents' social media applications is a combination of photos, videos and text (word), which is as much as 52%. This is evidenced by the ease of application and features of social media, respondents maximize content with the most complete use, namely the presence of photos, videos and narrative writings or descriptions that strengthen information on a product or service.

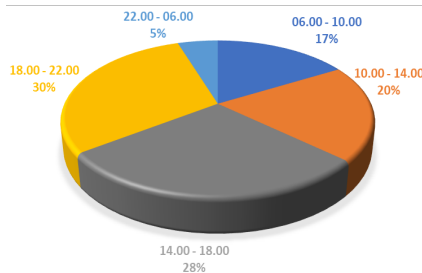Figure 2. Frequently uploaded social media content

D. Other parties involved in social media content creation

In uploading content on social media, 76% of respondents stated that they used consumer testimonials. The use of consumer testimonials in uploads on social media is expected to increase consumer confidence, this was expressed by respondents by stating "Because by using other parties, especially consumer testimonials, consumers will be more confident to buy the products we sell and of course this will make business faster to progress and develop". Another respondent stated that "because a testimonial really determines the progress of our business. From seeing testimonials, other people will know what products we sell, and the quality of the products sold, whether our products are worth buying or not". The strength of consumer testimonials has a very large influence on other consumers, this was expressed by respondents by stating "because through testimonials from consumers it can influence other potential consumers to buy it, because basically most customers trust testimonials from other customers more than the seller".

Figure 3. Other parties involved in social media content

E. The time used for business activities on social media.

When uploading content is a special concern in social media activities, this is closely related to the consumer's need to get the latest information from the product or service being promoted. The right social media content that is displayed on time will get more attention from consumers, and moreover, the information feels very much needed by consumers. From the analysis of the data obtained, the time that is often used by respondents is between the hours of 18.00 – 22.00 with 30% of respondents, then the range of 14.00 – 18.00 is 28%, only 5% of respondents stated that they upload content on social media in the range of 22.00 – 06.00. Some of the respondents' reasons for uploading at

that time were because they assumed that during that time, many people used social media.

Figure 4. Favorite time to upload content on social media

F. The length of time it takes to promote and interact on social media

As students whose daily routine is to attend lectures and do assignments, respondents have limited time to use social media. Whereas for business activities, it takes more time, so that the latest information can be done with consumers on social media. From the analysis conducted, the results show that the time required by respondents to use social media for business activities is 73%, which is between 1-3 hours every day. Then only 15% of respondents stated that they used 3-5 hours for business activities on social media.
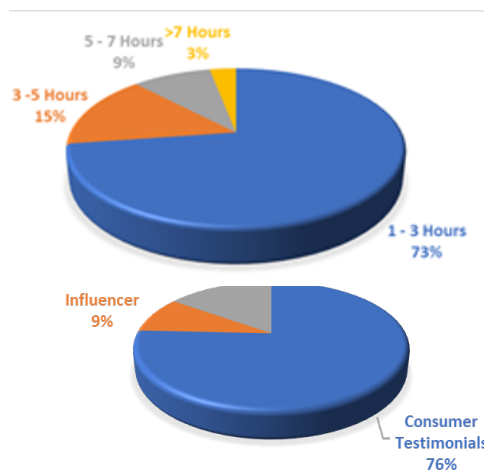

Figure 5. The length of time it takes to promote and interact on social media

G. The purpose and reasons for using social media for business activities

The Focus Group Discussion and questionnaires showed that the respondents use social media to run a business, as well as to:
1. Improve brand awareness of a proven product or service
2. Expand the reach of the consumer market
3. Increase the competitiveness of products or services
4. Facilitate direct interaction with consumers
5. Accelerate information to consumers or audience

Meanwhile, the various reasons and motivations to use social media as a promotional medium for doing business are because:
1. Easy to use
2. Wide reach of users
3. The number of users
4. Affordable costs (adjusted to the needs of data packages) rather than conventional promotions (print media)
5. Highly effective and efficient to increase brand awareness and expand market

H. Model of using social media for business activities

Based on the results of the analysis and discussion of the use of social media for business activities by respondents, it was found that the model of using social media in business activities by BSP students has 3 main things, namely managing time for lecture activities and social media activities, creating social media content, and involving other parties (testimonials and influencers) to upload social media content. The model of using social media for respondents' business activities can be described as shown in Figure 6. The model itself clearly explains that people both use and access specific media based on their needs and purposes, as explained by the the uses and gratification theory.
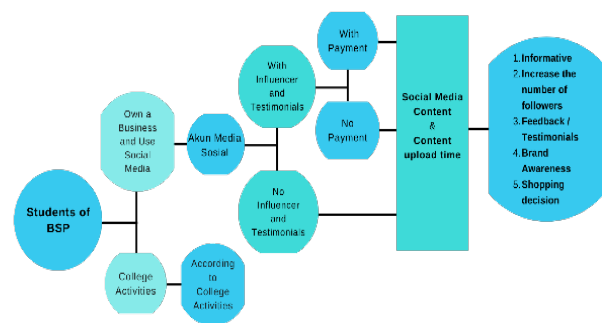

Figure 6. Models of Using Social Media in Business Activities for Students of Bali State Polytechnic (BSP)

Respondents as active students must be able to manage time for various activities independently. As active students, respondents are required to follow the lecture schedule set on campus and take the time to do off-campus course assignments. At the same time, respondents who run businesses and promote on social media must also be able to

manage their time effectively and efficiently. Doing business activities with social media, students use two strategies, namely with the support of other parties and without the support of other parties or often called influencers and testimonials. When involving influencers and testimonials, there are usually two things to do, namely influencers and testimonials by asking for payment and influencers without asking for payment for the services they do, especially when creating content and uploading content on social media.

Several respondents stated that the amount of the fee demanded depends on the agreement and offer from the influencer who is invited to work with and depends on the number of followers and the quality of the content being worked on. Business activities on social media by these respondents have a very large influence on the information provided to consumers, so that it will increase the followers of respondents' social media accounts and brand awareness which will ultimately affect consumers in conducting business transactions.

CONCLUSION

Based on the results of the analysis and discussion in this study, several conclusions were obtained, namely:

1. Characteristics of respondents, namely active students at the Bali State Polytechnic who run their business through promotions on social media, are at most 20 years old (37%), most are at the fourth diploma level (73%), the most respondents are from the fourth semester (46%), with the most businesses being run in the food and beverage sector (37%), and businesses running through social media since one year (58%).
2. The type of social media most used by respondents is the Instagram application (36%), then the second most is the WhatsApp application which is also a supporter of consumer feedback communication.
3. Social media content that is often maximized by respondents is by uploading a combination of photo, written and video content, as many as 52% of respondents.
4. The involvement of other parties in the creation of social media content is mostly maximizing consumer testimonials as many as 76% of respondents.
5. According to respondents, the best time to do activities on social media is from 18.00 to 22.00 (30% of respondents), with a duration of time between 1 to 3 hours (73% of respondents) every day.
6. The model of using social media in business activities by respondents with three important things, namely in managing time for lecture activities and social media activities, creating social media content, and involving other parties (testimonials and influencers) to upload social media content.

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