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Use of internet as product marketing media using internet marketing method

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Abstract. The purpose of this research is to maximize product sales using internet marketing medium. The method used in this research is descriptive method to analyze the implementation of internet marketing on food packaging products. In addition to descriptive methods, SWOT analysis method is also used to see the readiness of using Internet Marketing on the product to achieve sales goals. The results of this study indicate that the use of internet marketing in the company can easily introduce products to all over Indonesia and even the world, establishing good relationships with customers, saving the cost of information delivery and shorten the delivery time of product information.

1. Introduction

The development of technology today is very fast and cannot be stopped. The current information technology in its use has been much more diverse, ranging from learning media, business support and one of them is internet marketing. With the rapid development cannot be denied again every day internet users continue to grow, now almost every person in every circle has at least one mobile phone and social media accounts with supported internet connection is adequate, so no wonder at this time if something happens around society, the event will instantly become viral very quickly and widely known by people [1]. Based on data obtained from APJII, internet users in Indonesia each year continues to increase (Figure 1).

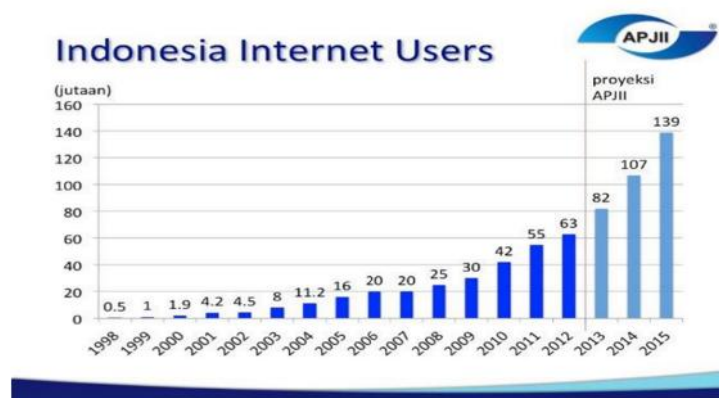


Figure 1. Number of internet users in Indonesia



This can be predicted if the number of internet users each year continues to increase then this can be used as a medium to promote products produced so that the resulting product becomes more easily recognizable to many people. In this era of information technology led to the formation of a new era in the marketing world, the increasing number of competitors so that entrepreneurs must create the product easily known by its consumers. Internet network is the role in the formation of a new era of marketing world. The new era of marketing is internet marketing. Internet marketing is a method of marketing an online product such as by using social networking, Search Engine Optimization (SEO) and email marketing. One of the goals of implementing this internet marketing product is easily recognized by the public and even the world, cutting marketing costs. Already many large companies and startups already implement internet marketing although only limited to the use of social networking. Then Mujiyana and Ingge, the rapid development of information technology including the internet brings a great impact for all aspects, not least the development of the business world and marketing. This is not strange considering the number of internet users who continue to grow rapidly can become a potential market for businessmen enter. On the other hand, e-commerce and e-business practices have many advantages for both companies and consumers. [2]

Bertha explains that the Internet has received so much attention from business world because the internet will accelerate the decrease in costs of information. In addition, it provides a universal availability and higher quality of information. Internet also provides a fundamentally different environment for international marketing and requires a different approach. Marketing mix on internet marketing consist of five P's: price, product, promotion, place, and personalization. Internet marketing establishes the new marketing paradigm [3] and Internet technology is often considered to be fundamentally changing the business paradigm and integrated into the marketing function. [4] Further researcher Oviliani explains that the Internet in business is used for information exchange, product catalogs, promotional media, electronic mail, bulletin boards, electronic questionnaires, and mailing lists. The Internet can also be used to dialogue, discuss and consult with consumers on-line, so that consumers can be involved proactively and interactively in designing, developing, marketing, and selling products. Marketing via the Internet there are 2 methods, namely push and pull marketing. The advantages of business strategies that can be obtained from the internet are global and interactive communication; providing information and services in accordance with the needs of consumers; enhance cooperation; allowing the opening of new markets, products, or services; and integrating activities on-line. Electronic Commerce Application there are 2, namely: Business-to-Consumer and Business-to-Business Commerce. Electronic commerce transaction payments are set in Electronic Funds Transfer System, while data security is governed by Secure Socket Layer developed into Secure Electronic Transaction. [5]

Seyhmus and Yakup describe the Internet with current and emerging multimedia features that provide the services and transforming marketing mixes of capital to the Internet and to gain a competitive advantage. [6] According to Anita, along with the rapid development of the Internet, more and more emerging sites or advances in information technology increasingly global cause changes in consumer behavior in buying products. Consumers are demanding online, online and business-friendly online gaming services that are easy, fast and accessible from anywhere and anytime without working hours globally. Basically, consumers always want ease when they want to buy a product. All they want is internet advertising information accessible from anywhere in the world and when they are available when they need a product. Entrepreneurs, especially marketers realize that they currently cannot depend on traditional marketing. To be able to increase sales volume then entrepreneur must be able to apply an advertising program that is internet with online marketing. By implementing this program, it is expected to help the company to earn more profit. [7]

The Internet will have a revolutionary impact on the conduct of international trade, a major education and training initiative is required to improve knowledge and understanding in this area and to encourage more effective use of the Internet to support SME internationalization. [8] Explicitly David and Qin examine the role of the Internet in marketing in the context of business models that are economically viable. Economic necessity associated with the need to obtain and maintain profit

streams suggests that Internet markets will likely be more similar different from traditional markets. Challenging the assumptions regarding the role of the Internet in creating frictionless markets that benefit consumers and the role of personal information and privacy on the Internet that are necessary conditions for potentially profitable business models. Beside of that, the researches discussed subsidization of Internet businesses in the context of public policy and examine other issues related to the relationship of current models of Internet business to public policy and consumer welfare. [9] According to Alex and Maurice, the article describes a novel way of combining data mining techniques on Internet data in order to discover actionable marketing intelligence in electronic commerce scenarios. The data that is considered not only covers various types of server and web Meta information, but also marketing data and knowledge. Furthermore, heterogeneity resolution thereof and Internet- and electronic commerce-specific pre-processing activities are embedded. A generic web log data hypercube is formally defined and schematic designs for analytical and predictive activities are given. From these materialized views, various online analytical web usage data mining techniques are shown, which include marketing expertise as domain knowledge and are specifically designed for electronic commerce purposes. [10]

Based on some references that have been described, there are still shortcomings, so this study aims to determine the implementation of internet marketing on Rendang Omih and review through SWOT analysis on Rendang Omih. Internet marketing methods are marketing and advertising methods that are online by using social media, SEO (Search Engine Optimization), email marketing, advertising. Marketing of products with internet marketing methods is less than conventional means as printing and distributing flyers.

2. Method

This study focuses on the use of Internet Marketing, especially social networking, which is used as a media promotion and product sales. Data collection techniques used is observation and literature study using SWOT Analysis, in addition this research also aims to see the readiness of Internet Marketing use at Rendang Omih to achieve sales target conduct evaluation Strength, Weakness), Opportunities and Threats both internal and external.

3. Results and discussion

3.1. Description of Rendang Omih

Rendang Omih is a culinary startup established since 2013, Rendang Omih initially only received orders directly, but as time went by, by looking at the busyness and mobility of the crowds, Rendang Omih made an innovation that is making Rendang in packaging without preservatives but can last long. Rendang Omih makes innovations with the aim that Rendang can be used as a side dish on the travel time such as hajj trips, trips abroad, out of town and so on (Figure 2).



Figure 2. Rendang Omih products

3.2. Internet Marketing on Rendang Omih

New business that is engaged in culinary increasingly rampant, especially Rendang makes the competition becomes more stringent, the way that Rendang Omih in marketing their products is not possible in the conventional way such as advertising in newspapers and making brochures because it will cost a lot just to do marketing and promotion product, but nowadays as technology develops then comes a new marketing method by using electronic media like Internet. By using the internet, the company can easily introduce its products to all over Indonesia and even the world, relationships with customers will be well established and can save the cost of information delivery and information delivery time will be much shorter. Therefore, internet marketing today began to bloom used by company especially small and medium enterprises.

Some reasons why internet marketing is becoming widespread use because of its various conveniences, including:

- Advertising is very easy, in advertising on the internet there are those who have to pay for the ads can be served, but we can also advertise for free like advertise on ecommerce website famous or using social networking.
- Ads can be easily updated, so it's no wonder that the ads on the internet are always more up to date than those on TV, newspapers and radio.
- Internet users especially in Indonesia continue to increase consistently each year, therefore Internet Marketing is able to reach many potential buyers to the world, especially in Indonesia.
- Ads on the internet can be more interactive because the ads are not only in the form of writing, but can also be images, animations, videos and so forth.
- The cost of advertising on the internet is much cheaper than having to advertise in newspapers, television, radio and so forth. For example, if we want to advertise in one of the leading TV stations, then we must spend a very high cost for these ads can be aired. Whereas if using the internet, we only need to capitalize a gadget, computer or laptop connected to the Internet network, and we just need to enter our product into social networking or selling products on a trusted e-commerce site
- Unlike advertisements on newspapers, television or radio where buyers cannot ask directly to the seller. On the internet buyers can interact directly with sellers who advertise on the internet, such as utilizing the features of existing discussions on e-commerce sites, which where buyers

can ask the seller related to the goods sold by the seller through social media or selling products on a trusted ecommerce site

- The buyer does not have to come directly to the seller's premises, the buyer only needs to open his or her mobile and order his desired goods, after payment is made by transfer, the seller will immediately send his or her order to the buyer. This method is useful for people who have a high busy so do not have time to travel.

In the implementation of Internet Marketing, Currently Rendang Omih already using multiple social networking accounts such as Instagram and Twitter (Figure 3).

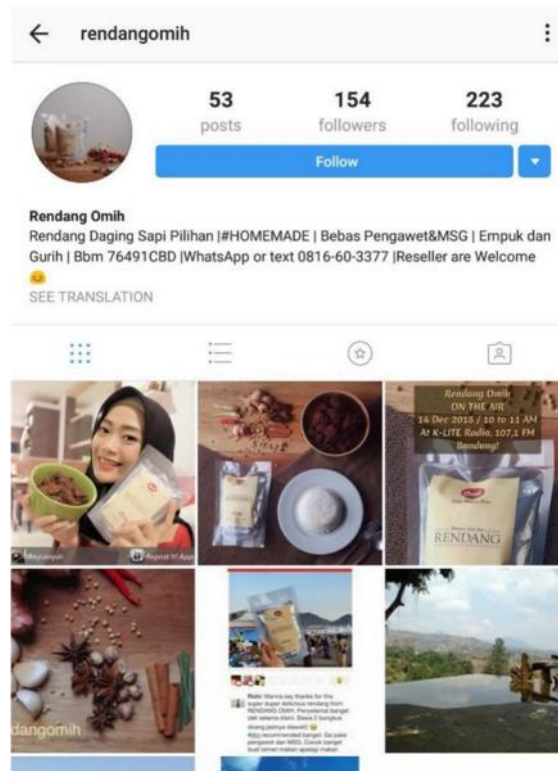


Figure 3. Instagram of Rendang Omih

From the data obtained through observation and internet browsing, Rendang Omih already using Internet Marketing by utilizing social networking. This account aims to promote products, post photos of Rendang Omih products in order to let people know the physical form of Rendang Omih products, besides this account also aims to provide information to its followers around the products and testimony of buyers Rendang Omih. In addition to using Instagram, Rendang Omih also been using Twitter social networking. Twitter is only used to write persuasive sentences with the aim of inviting its followers to buy products Rendang Omih for more details can be seen in (Figure 4).



Figure 4. Twitter of Rendang Omih

3.3. SWOT analysis on internet marketing of Rendang Omih

In this study, SWOT analysis (Strength, Weakness, Opportunities, Threats) is used as a way to evaluate the implementation of internet marketing at Rendang Omih in the face of business competition. Based on the description of the implementation of internet marketing in Rendang Omih above, then the data can support the SWOT analysis on Internet Marketing Rendang Omih namely Strength, Weakness, Opportunities, and Threats.

Rendang Omih internet marketing is named Rendang Omih on the Instagram account, Rendang Omih post a positive review photo from the buyers so indirectly will affect his followers so that his followers will believe that the products sold by Rendang Omih is a product that is really - really safe and good for the consumption, in addition to marketing using social networking can also attract many new customers because market penetration will be easy to do. In addition, because now almost everyone has a social media account.

One of the weaknesses of Internet Marketing rendang omih is on the social media. Its weakness is Instagram and Twitter used for Rendang Omih now is not updating promotional content and product photos in social media, whereas the use of social media is the most potential medium to attract new customers. In addition, Rendang Omih also does not have a corporate website and Rendang Omih have not yet took the advantage of Ecommerce site. Outside the context of internet marketing use weaknesses that exist in Rendang Omih is contained in product variations, currently Rendang Omih only sell rendang with 250gr packaging, because there is only one variant of packaging then customers are still in doubt will the product tend not to buy the product.

The opportunities provided by the internet is a good start for the development of various businesses, especially for Rendang Omih. Almost everyone today is able to access the internet easily. Therefore, rendang omih should start considering selling its products by utilizing e-commerce sites to increase sales figures. The last analysis that is, the threats that exist in internet marketing such as a cloning account claiming to claim as Rendang Omih although so far this has not happened, another threat is that marketing conducted by competitors using internet marketing is much more aggressive

than marketing by using internet marketing done by Rendang Omih, another threat that comes from people who do not like the business we live by way of commenting about the negative and contrary to the facts on social networking.

Based on the results of SWOT analysis above, then the new strategy in internet marketing utilization that can be done by Rendang Omih namely:

- SO (Strength-Opportunities), because internet users especially in Indonesia is increasing every year, the use of internet marketing is a strength and opportunity to introduce Rendang Omih products to the market, especially in marketing using Internet Marketing is not only using social networking, but can also use websites, e-mail marketing SEO (Search Engine Optimization), advertising on websites or blogs that have high visitor traffic.
- WO (Weaknesses Opportunities), one of the weaknesses of internet marketing on Rendang Omih is in a social media account that has never been updated. But, the social media accounts can be an opportunity to campaign the product because the account still has followers so that social media account manager Rendang Omih just need to update its post and continue to add followers social networking account Rendang Omih as much as possible without must create a new account again.
- ST (Strength-Threats) internet is very easy to access. it is a golden opportunity for Rendang Omih to continue using the internet as a media campaign to increase business competition and increase product sales volume, because nowadays almost every SME has utilized social networking to promote its products. To prevent threats from business competitors who also implement internet marketing, Rendang Omih should be more aggressive in utilizing the internet to market its products so as not to lose competitiveness by competitors. Besides aggressive in the utilization of internet marketing indirectly will also attract many new customers so the sales figures can be increased. This way t can be done by updating postings on social media. Rendang Omih also have to start, sell their products by utilizing the leading e-commerce sites, building corporate websites, promoting products by sending email to people have the potential to increase business competitiveness and increase sales volume.
- WT (Weaknesses-Threats), Rendang Omih must be aware of the aggressiveness of competitors in utilizing internet marketing so as to make the competition in this culinary field more stringent, therefore Rendang Omih must penetrate the market segment by using internet marketing to keep looking for new customers, so that sales volume can be increased and sales targets can be achieved quickly. In addition, Rendang Omih should also consider to make Rendang with the weight of packaging varies as economical packaging 100gr etc., to attract new customers who have never felt the product of Rendang Omih.

4. Conclusion

Based on the results of the research, it can be concluded that Rendang Omih has implemented internet marketing by only utilizing social networking in the marketing activities of its products, but the use has not been maximized because the postings on its social media has never been updated again. In addition, Rendang Omih also does not have a corporate website and has not used an e-commerce site to market its products.

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