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IMPACT OF SOCIAL MEDIA LITERACY TO THE DEVELOPMENT ON SMALL-SCALE BUSINESS

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ABSTRACT

Social networking media is a site where people communicate with their friends, whom they know or not in the real world and cyberspace. Social media is the development of technologies new internet-based web development, which makes it easier for everyone to communicate, share with each other, and form an online network, so they can disseminate content independently. The main objective of this paper is to know the impact of social media literacy to the development on small-scale business. The subjects of this research are housewives who have a small-scale business in Karawang, West Java, and the object of this research is social media literacy skills. The research method used is quantitative method. This research is divided into two levels, namely social media literacy skills and the use of social media for business development. The results show that there are positive and significant results between social media literacy skill and the development of their business, and there are positive and significant results between the uses of social media for business development.

INTRODUCTION

One of the new forms of communication offered in the internet world is social media. By using social media on the internet, users can expand their words or experiences. Social media exists as part of the development of the internet. His presence offers a way to interact, communicate, and socialize that is easy and new with the support of interesting features. Now, social media has become a trend.

According to Kaplan and Haenlein, social media is a group of internet-based applications that is built on the ideological and technological framework of web

2.0 and allows the creation of the exchange of information content from internet users (Purwiantoro et al., 2016). Social media is a media platform that focuses on the existence of users who facilitate them to do some activities and collaborations. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond (Nasrullah, 2015).

The positive impacts of social media according to Zukriya, are: 1) Facilitate learning activities, because it can be used as a means of discussion with friends about seeking information. 2) Find and add friends or reunite with old friends. Whether it's friends at school, in the neighborhood, or friends who meet through other social networks. 3) Eliminate fatigue, it can be a stress cure. For example, commenting other people's sites that are sometimes funny and tickling, playing games, and so on (Praditya, 2019).

The negative impacts of social media are: 1) Keep away those who are close. 2) Face-to-face interactions tend to decrease. 3) Making people addicted to the internet. 4) Susceptible to the bad influence of others. 5) Privacy issues, whatever we upload can be easily seen by others, so there is no more privacy. 6) Creating conflict, with social media anyone is free to issue opinions, opinions, ideas and others, but excessive freedom without any control often creates potential conflicts that eventually lead to a split (Cahyono, 2016).

Social media is defined as a web-based service allows each individual to build social relationships through cyberspace, build a profile about himself, show someone's connections, and show what relationships exist between one owner and another account in the system provided, where each social media has characteristics and different systems.

In Indonesia, business online has grown rapidly because of social media. Social media is known as budget-friendly media and really helps the business grow. As a social networking site, social media has an important role in marketing. For example, at this time, boutiques no need to have a place where we can visit and choose the items we want, we only need to choose the model and size online and we will get the items that we want. Shopping activities are easier to do.

The flexibility of access to information is an advantage of social media that compared to other media which tend to be less flexible. This means that through social media, we can access any information, anytime and anywhere when we need it. We can also monitor customer activity, observe competitors and access information about ways of developing a business as the next strategy.

Social media provides an opportunity to open the widest business network globally. In the business sector, networking is an important element that will support the success of your business. This will give investors the opportunity to grow your business. Therefore, it is important for you to optimize your social media business organization. We also can use social media platforms as a promotional medium that can get you out. It is different with offline media, such as broadcast media and print media which require huge costs for promotion.

Apart from friendly fees, you can also increase the number of followers, which means that your brand awareness is sure to increase as well.

When we use social media, it's better to do with media literacy. Media literacy is the ability to effectively and efficiently understand and use media electronics. This also needs to be done in new media of various types, some of which are unknown to the editor and owner (Harnita, 2017). Now, the community has entered the information society stage. The need for information comes first. The audience became very active and they are free to choose which one can meet their needs. The development of rapid technology and the arrival of new media require someone to have different literacy skills than usual. From children to adults, it is necessary to learn how a story is made, what is behind it, even at the level of experts who can know the direction and motive of writing.

Thorman and Jolls explained that the focus of media literacy is not only on content, but: 1) Media literacy is a process not content. Media literacy does not focus on memorizing facts about media or on even creating videos or presentation designs. In this case one must be able to explore the various questions that arise when people start to be critical of media content. 2) Media literacy education expands the concept of text, not just written text but finding out the form of messages used to communicate ideas between humans 3) Media literacy has the principle of inquiry, namely asking important questions for whatever is seen, heard, watched and read.

In the online business world, of course, IT (Information Technology) by social media is giving a big effect. Many sectors have developed due to the use of the internet, one of the sectors that are in line with the increasing use of the internet and social media is the trade sector. The internet and social media open up a wider marketing space for micro-entrepreneurs to develop their business. The use of social media such as Twitter, Facebook, WhatsApp, Instagram, TikTok, and other social media for business services also provides benefits for consumers.

The increasing number of internet and social media users is a huge opportunity for business people to market their products. Hayden and Herman use the term red hot, to describe the enormous opportunity marketers have in marketing via the internet (Hermawan, 2012). Today's entrepreneur in small-scale business use digital media for their marketing to help them open a great opportunity by reach consumers anywhere and anytime. Besides having opportunity to open a wider network, social media in business development can also make people productive. When people are economically and socially productive, they are said to be healthy societies (Rodiah et al., 2016). This study aims to know the impact of social media literacy to the development on small-scale business.

METHOD

The research method used was a survey and used a questionnaire as a means of collecting data. The population of this study were 30 housewives who have a small-scale business in RT 02 Nagasari District, Karawang Regency. This research doesn't use sampling techniques, because the number is small, so the whole population automatically as a sample. Data collection techniques used

questionnaires, observations and interviews about social media literacy skills to develop their small-scale business. The variables observed are the profile of respondents and social media literacy skills which consists of two levels, first is social media literacy skills and second is the use of social media for business development. The questionnaire is structured as follows:

1. Profile of respondents, which contains demographic data of the respondent's business unit.
2. Social media literacy; which consists of competency using social media.
3. Sales level, which contains data on the increase in sales volume after using social media.

The data analysis technique was carried out by measuring the media social literacy skills index level score seen from a 1-5 scale calculation adapting from Chris Wornshop's measurement which divided into 5 score level, that are strongly disagree, disagree, doubted, agree, and totally agree (Juditha, 2013).

Data collection was carried out by distributing questionnaires using Google Form to housewives who have small-scale business. The subjects in this study were housewives at RT 02 Nagasari District, Karawang Regency, with the object of research is social media literacy skills.

RESULTS AND ANALYSIS

Respondent characteristics

Based on the survey results, the results obtained for the type of business, including: fashion 23%, food & beverages 17%, services 13%, household equipment 10%, make up & skincare 7%, electronic 3%, and other types of business that were not mentioned 27%. The highest type of entrepreneurship is fashion.

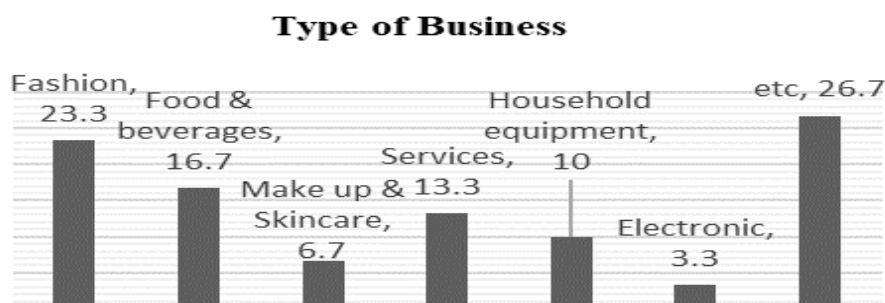


Figure 1. Respondents by type of business

Second characteristic from the respondent is measured by their education background. The results obtained for the type of business, including: junior high school 6,3%, senior high school 16,7%, bachelor degree 63,3%, and magister degree 16,7%. The highest results obtained by respondents based on educational background are bachelor degree.

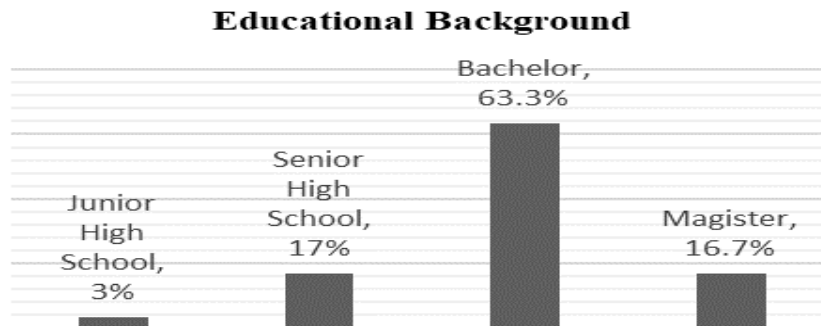


Figure 2. Educational Background

The results of the number of respondents aged 17-19 years are 3%, ages 20-29 are 42%, ages 30-39 are 36%, ages 40-49 are 13%, ages 50-59 are 3% and aged over 60 years are 3%. Based on these data, it can be found that the majority of respondent who have a business are 42% of the ages 20-29 years.

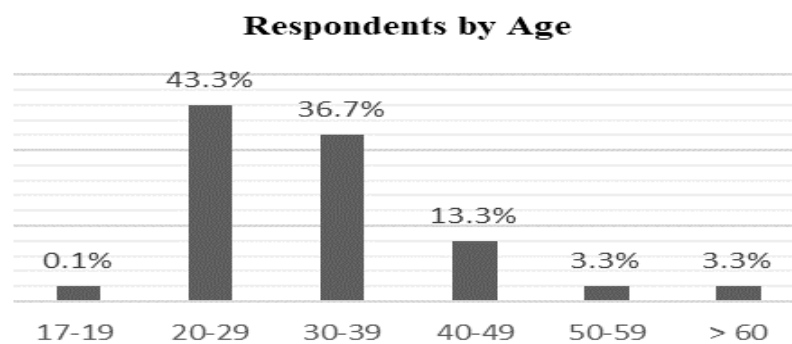


Figure 3. Respondents by Age

Social Media Literacy Skills

The results showed that the social media used by respondents to do their business activities, there are: WhatsApp 96.7%, Facebook 73.3%, Instagram 70%, YouTube 36.7%, TikTok 30%, Twitter 16, 7%, Line 13.3% and Telegram 3.3%.

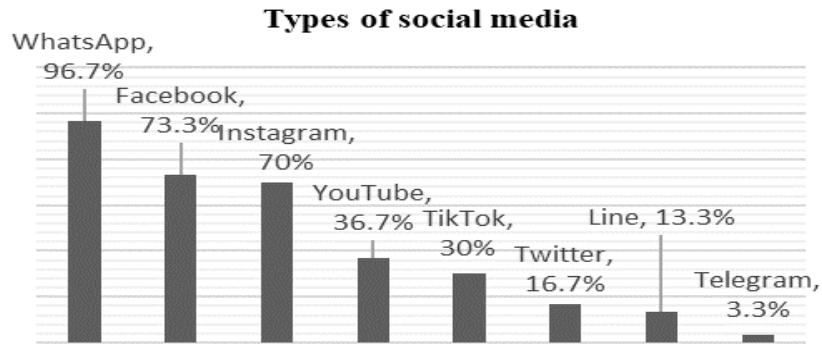


Figure 4. Social Media Used

From the aspect of social media literacy skills, the results of the study show that respondents agree to have an ability to use social media 43.3%, and strongly agree to use social media in 56.7%.

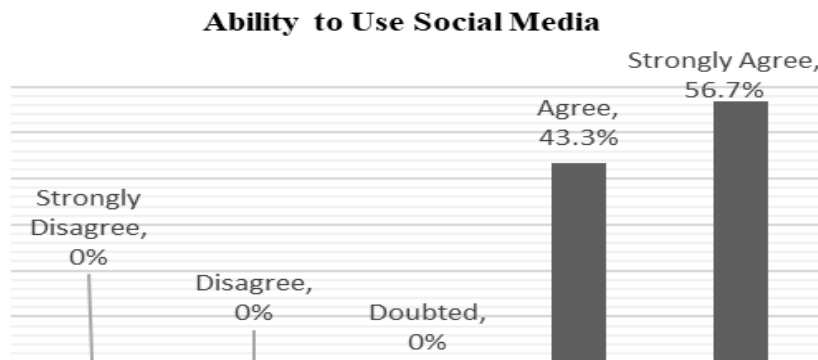


Figure 5. Ability to Use Social Media

To create a social media account name, the result showed that 70% strongly agree to create a social media account name with a name that easy to remember, 26.7% agree, and 3.3% disagree.

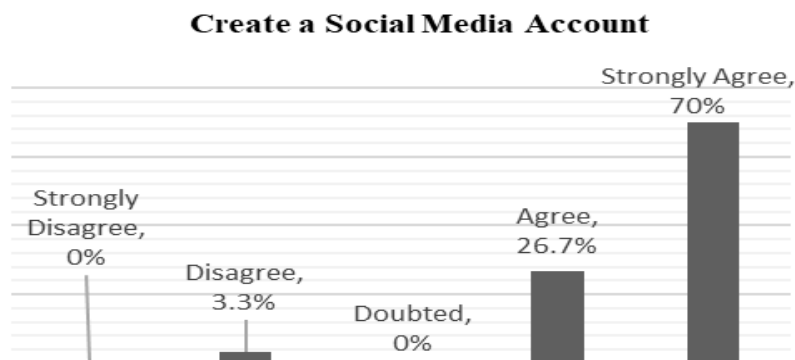


Figure 6. Create a Social Media Account

One of the social media literacy skills that respondents have is developing their social media pages. 73.3% agree to develop their social media pages to make their social media view better, 13.3% strongly agree, 10% doubt, and 3.3% disagree.

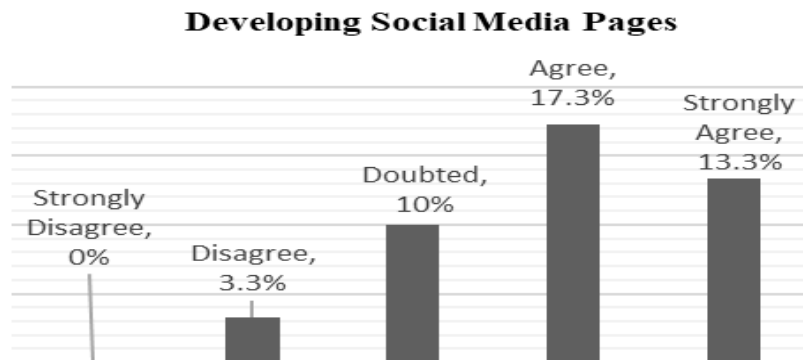


Figure 7. Developing Social Media Pages

The Use of Social Media for Business Development

Social media is a very effective medium to increase sales conversions in any business. In fact, no matter what products and services are offered to consumers, social media is a major part of any digital marketing initiative that can be created.

The use of social media for business development can be done by using a special account for sales in promoting products. The result of this research shows that 33.3% strongly agree to use special account for their business, 40% agree, 10% doubted, and 16.7% disagree about that.

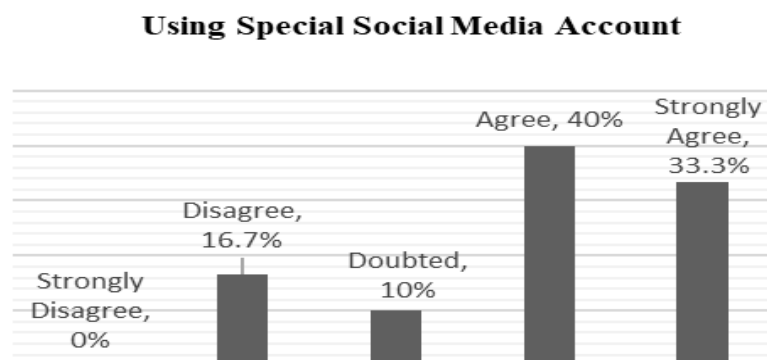


Figure 8. Using Special Social Media Account

To develop their business, 53.3% respondents agree asking people to tag their business' social media accounts to make their business is known by many people. 20% strongly agree, 20% doubted, 3.3% disagree, and 3.3% strongly disagree.

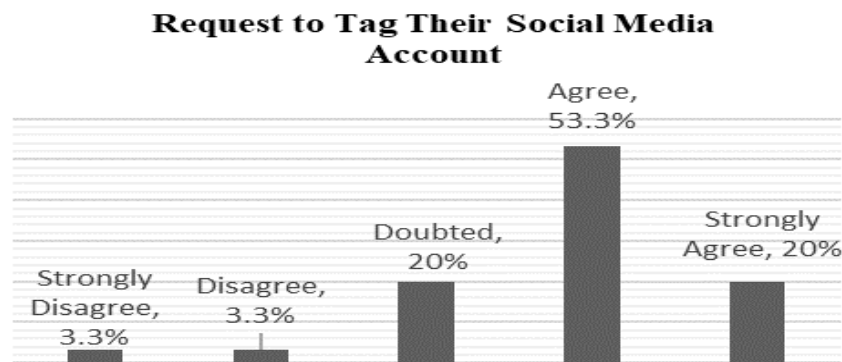


Figure 9. Request to Tag Their Social Media Account

Another way to develop their business is compare their business to others. 66.7% agree to compare information about their similar business, so they can find the differences and similarities to develop their business. 26.7% strongly agree, and 6.7% still doubted.

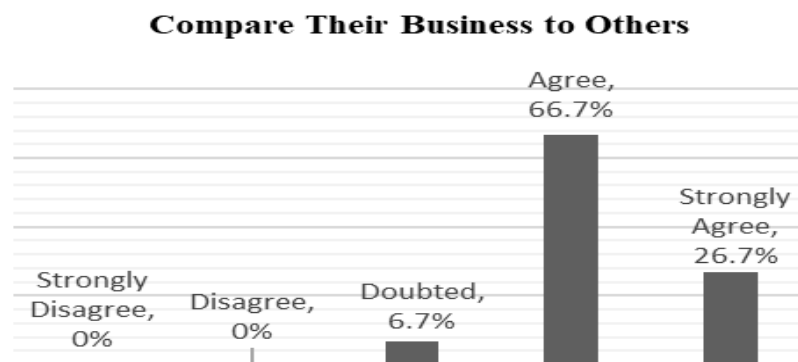


Figure 10. Compare Their Business to Others

DISCUSSION

Social Media Literacy Skills

Nowadays, almost everyone uses social media, including the housewives to run their small-scale businesses. Currently, there are still many people who think that social media platforms are just channels for communicating with friends and family in a more fun way, but actually the function of social media is increasingly expanding. Social media can be used for all types of business, even today, in all social media has a special section to promote our business.

Social media also generates a lot of data. Every day, there are about 500 million Tweets, 4.5 billion likes and comments on Facebook, and 95 photos or even videos are uploaded on the Instagram page. With this large amount, we can get a lot of information about our customers, such as; who they are, what things they like and don't like, and what they say about our business, or in a social media language is testimony.

Through an active approach and seeing what is happening on social media, we can collect more customer data relevant to our business and use that information to make smart business decisions that will later be used for business development.

The Use of Social Media for Business Development

When our business is on social media, this will allow customers to more easily find and connect with the business we run. When we connect with customers on social media, it makes it easier for us to increase customers and even turn them into loyal customers. To develop our business through social media, we can create advertisements on social media because this is cheap and easy, besides this is an effective way to promote the business we run. Advertising on social media can also reach a strong target so that the business we do can reach a more appropriate audience.

By monitoring social media developments, we can get important information about our competitors. This can be a good thing for us to make strategic business decisions so that our business is at the forefront. For example, we can search for information about prices, quality, and testimonials from their customers and use these search results to reinforce products, services and content that competitors don't.

CONCLUSION

Based on the research results from the discussion that has been presented, the conclusion of this study is there are positive and significant results between social media literacy skills and business development. With the existence of social media, especially to share information about businesses owned by the housewives, all they need to do is share it on their social network accounts. The second conclusion is that there are positive and significant results between the uses of social media for their business development. By using social media, a housewife can learn more about potential customers, they can also do market research to find out what their customers need and want, and they can expand their business reach easily.

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