

UTILIZATION OF COMMENTS IN SOCIAL MEDIA AS A MARKETING METHOD ASSOCIATED TO BUSINESS ETHICS (CASE STUDY: INSTAGRAM)

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ABSTRACT

Using social media has become a habit of living in the world, including Indonesia. The way people communicate is changing with the use of the social media. Not just a place to communicate and socialize with family, friends, business partners as well as a place to find new contacts but also used as an effective place to promote or advertise products online. Communication can be done directly with consumers. By utilizing social media as a means of promotion, of course, will save time and costs for the owners of the product. In Indonesia social media like Facebook, Twitter and Pinterest, Instagram also be an option in the promotion of products, by following any Instagram account that they think will have a great potential to buy their products such as an account that has a lot of followers. Even the owner of the product utilizing any existing comments column of the account that is followed for the promotion but the response of the users of Instagram particularly disturbing account owner. Response conducted by the account owner diverse signifying that they interfere with the sale of products made in their comments column. It is important for owners to know the product in the promotion of ethics in social media in particular by using the comments field followed by the account owner.

Key words: social media marketing methods, business ethics

INTRODUCTION

The development of the number of internet users today is strongly influenced by various things can be done and considered to provide convenience and benefits for its users. According to Bloom & Boone (2006, 51) the use of the Internet is not only for research purposes, but as a source of news, playing online games, socialization event as well as business. In connection with business, the internet is also used by business owners in promoting or marketing products owned. In addition, purchase through the internet is mostly done today, for reasons of time saving. The Internet today is indeed

The presence of an increasing and growing social media has brought many changes to the world of communication. Various benefits and functions offered by social media increasingly diverse and unlimited. As well as some of the functions of human activities that used to be done offline, is now connected to the internet and facilitated with social media. Not only is the tool to communicate, but social media is also a good tool in the search for friendship, a place to share photo sharing (documentation) of every activity undertaken even as a means of promotion for an online store business. Many popular social media types such as Twitter, Facebook etc have varied functions and purposes.

Instagram is one of the social media that can help satisfy the business in promoting the product to the public. How to use Instagram is easy because business people only need to create accounts, download images and add product descriptions. Thus Instagram users can see the products offered. But in fact many business people memanfaatkan comment column on Instagram other users to do promotion. This sometimes causes Instagram user inconvenience. Online business ethics that should be known by business people who use social media as a marketing method is still not widely known and understood.

Utilization of column comments owned by other instagram users dalm doing product sales promotion can indeed be done but the most important is as a seller of the product we must know some ethics yag must be mastered and applied so as to avoid misunderstandings in promotions made and make comfortable user instagram other who can be a customer in buying our products. business ethics in doing online sales will help one's business in fulfilling its good obligations. This can help gain trust and loyalty from customers and strengthen the reputation of the product owner.

Some examples of instagram accounts in Indonesia are accounts that have high followers in Indonesia, such as artists, Gossip accounts, politicians etc. Of these examples are many product owners who sell their products online using the comment column as their marketing medium, regardless of the topic of the status such as the status of people who are mourning, getting calamity and experience other sadness.

Business owners who market their products online are consciously deliberately marketing through the comment field available on someone's instagram when the person uploads the photo.

SOSIAL MEDIA

According to P.N. Howard and MR Parks (2012) social media is a medium consisting of three parts, namely: Information infrastructure and tools used to produce and distribute media content, Media content can be personal messages, news, ideas, and cultural products which is in the form of digital, Then who produce and consume media content in digital form is individual, organization, and industry. Meanwhile, according to Philip Kotler and Kevin Lane Keller (2016) social media is a medium used by consumers to share text, images, sound, and video information both with others and companies and vice versa. Social media is a term that describes the various technologies used to bind people into a collaboration, exchange information, and interact through web-based messaging. Because the internet is always experiencing growth, then the various technologies and features available to users are always changing. This makes social media more hypernym than a specific reference to various uses or designs (Michael Cross, 2013)

MARKETING

According to the Indonesian Dictionary of Great Language (KBBI, 2008), marketing is a process or way of marketing merchandise and the spread of information in the community. Marketing is the overall system of business or business activities aimed at planning, determining the price of goods or services, promoting it, and distributing it to consumers and satisfying consumers (Stanton, 2001). From the definition above, it can be concluded that marketing is an integrated effort to incorporate strategic plans geared towards the pursuit of consumer needs and desires for the desired profit through the exchange or transaction process. Marketing activities conducted by the company must be able to provide satisfaction to consumers regarding the type of product and also the price given to the product offered. If the company is oriented towards consumer satisfaction then the resulting product will be adjusted to the needs and the price provided is tailored to the customer's ability to increase profit for the company.

MARKETING STRATEGY

Marketing Strategy by Philip Kotler (2004) is a marketing mindset that will be used to achieve its marketing objectives. The marketing strategy contains specific strategies for target markets, positioning, marketing mix and marketing spending. Marketing strategy is a fundamental tool that is planned to achieve the company by developing sustainable competitive advantage through entering markets and marketing programs used to serve the target market (Tjiptono 2002)

MARKET SEGMENTATION

Each market consists of a variety of buyers who have different needs and habits. The company may not be able to meet the needs of all buyers. Therefore, companies must classify the heterogeneous market into homogeneous market units.

MARKET POSITIONING

The company may not be able to dominate the market as a whole, so the second principle of marketing strategy is to choose a specific pattern of the enterprise market that will give the company maximum opportunity to get a strong position. In other words, the company must choose the market segment that will generate the biggest sales and profit.

Market segment has 4 (four) characteristics:

1. Size large enough
2. Have the potential to grow steadily
3. Not owned or fulfilled by rival companies
4. Has an unmet need, which the requirement can be satisfied by the company choosing the market segment.

MARKET ENTRY STRATEGY

Market entry strategy is the company's strategy to enter the market segment that is used as the target market of sales

The strategy of entering a market segment can be done by:

1. Buying another company

This method is the easiest and fastest way, this way taken when:

- 1) The buyer company does not know about the ins and outs of the industry of the purchased company
- 2) It is very profitable to quickly enter the market segment controlled by the purchased company.
- 3) Firms face various barriers to enter the relevant market segment through internal development, eg patent, economies of scale, inaccessible distribution channels, expensive advertising costs or raw material difficulties.

2. Internal Development

There are companies that prefer to grow through their own business through research and development because they hold that only in this way can industry leadership be achieved.

3. Cooperation with other companies

The advantage in this way is that the risks are shared, and each company is complementary to the skills and resources.

BUSINESS ETHICS

According to Velasques (2002), business ethics is a study devoted to true and wrong morals. This study concentrates on moral standards.

According to Hill and Jones (1998), states that business ethics is a doctrine to distinguish between wrong and right to provide briefing to every leader when considering strategic decisions related to complex moral issues. Furthermore he says Most of us

already have a good sense of what's right and what's wrong, we already know that one is to take action that puts the risk of another life.

Business ethics is a study devoted to true and false morals. This study concentrates on moral standards as applied in business policies, institutions, and behavior. (Velasquez, 2005). No doubt, many unethical actions taken by companies to increase revenue from product sales through instagram. From some accounts owned by instagram users, there are still many business people who do not run their business with good ethics. Where among them are still very much that utilize the comment column to promote products owned without ignoring the topic of the photo material that is shared on Instagram.

The following are the ethical cases in promoting the product by utilizing the comment column on instagram, starting from the correct use of ethical code and not using the code of ethics:

1. Business owners who utilize the comment column as a marketing medium, but do not pay attention to the status / caption made by instagram owner whose content should invite empathy
2. Business owners who utilize the comment column as a marketing medium, and take advantage of someone who shares a photo in nstagram, where the account owner is a famous artist in Indonesia
3. Business owners who utilize comment fields as marketing mediums, where promotional products are appropriate to the account owner where the product is listed or promoted in the comment field
4. Business owners who utilize the comment column as a marketing medium, but still use language that is not polite in doing the promotion

Promotions are made it does have a purpose to notify or offer products or services on the purpose of attracting potential customers to buy or consume them. With the promotion of producers or distributors expect the increase in sales figures. The goal of business owners utilizing the comment field is to spread product information to potential target markets. The most popular market target of Instagram users is the instagram user who has many followers including artist, gossip account, and penguana which has characteristic characteristics typical of instagram. In addition, the purpose to increase sales and profit should promote ethics in business so that there is no misunderstanding and use of instagram in promoting can run in accordance with existing business ethics.

BUSINESS ETHICS INDICATORS

Modern business life according to many observers tends to attach importance to material success. Placing material in the order of top priority can encourage business people and the general public to glance at and use the superficial paradigm of the meaning of the business world itself. Surely the world of business is not as sadistic as people imagine and material is not a fixed price to be sought in what way and however. With a narrow paradigm it can be connoted that business is only seen as a means of earning money and profit only, ignoring other interests. Business organizations and firms are seen as simply machines and means of maximizing their profits and thus business acting merely as a way to accumulate wealth and business have become more identity than capitalist or capitalist multipliers.

From an ethical standpoint, profit is not new, even morally profit is good and accepted. The reasons are as follows:

1. The morale of profit allows the organization / company to survive in its business activities.
2. Without profits no capital owners are willing to invest their capital, and because it means there will be no productive activity in spurring economic growth.
3. The advantage not only allows the company to survive but can support its employees towards a better level of living. Benefits can be used as a development company so that this will create new jobs.

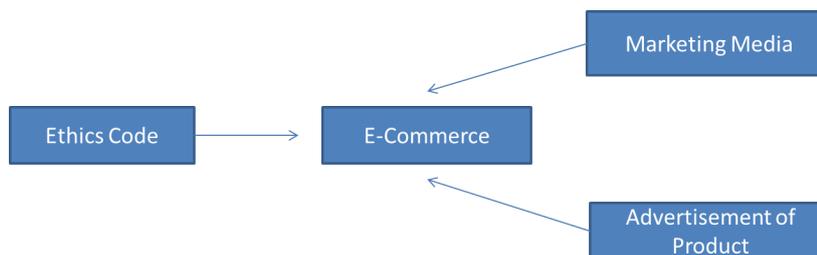


Figure. 1. Conceptual Model Framework

The implementation of ethics in the conduct of business binds each personal according to the field of tasks it carries. In other words binding managers, heads of work units and corporate institutions. All members of the organization / company in accordance with the main tasks and functions must describe and implement the business ethics in a consequential and full of responsibility. In a narrow view the company is deemed to have been considered to implement business ethics when the company concerned has carried out its social responsibility.

From various business ethics views, some indicators that can be used to state that a person or company has implemented business ethics include:

1. Business Ethics Indicators by economic means if the company or businessman has managed the business and natural resource resources efficiently without harming other people.
2. Business Ethics Indicators according to the applicable special regulations. Based on this indicator, a business person is said to be ethical in his business if each business person obeys the specific rules previously agreed upon.
3. Business Ethics Indicators by law. Based on legal indicators a person or a company is said to have implemented business ethics if a business person or a company has complied with all applicable legal norms in carrying out its business activities.
4. Business Ethics Indicators based on religious teachings. Businesses are considered ethical when in the conduct of business always refers to the values of religious teachings that dianutnya.
5. Business Ethics Indicators based on cultural values. Every business actor both individually and institutionally has conducted its business by accommodating cultural values and customs that exist around the operation of a company, region and a nation.
6. Indicators of Business Ethics according to each individual is if each business actor is honest and does not sacrifice his personal integrity.

Principles of Business Ethics

1. The principle of autonomy is the principle of autonomy view that the company freely has the authority in accordance with the field undertaken and its implementation with the vision and mission it has. The policies taken by the company should be directed to the development of the vision and mission of the company that is oriented towards the prosperity and welfare of its employees and community.
2. The principle of Honesty is the principle of honesty includes the fulfillment of terms of agreement or contract, the quality of goods or services offered, and the working relationship within the company. This principle is most problematical because there are still many businesses do fraud.
3. The Principle Does not Mean Evil is a principle that has a close relationship with the principle of honesty. Applying a strict principle of honesty will be able to dampen the company's evil intentions.
4. The principle of fairness is that the company must be fair to the parties associated with the business system. For example, a fair wage to employees according to their contribution, same service to consumers, and others.
5. The Respect for Self is a principle that directs us to treat someone as we would like to be treated and not to treat others as we do not want to be treated.

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When marketing ethics is associated with a spromosi context, business owners who use instagram as a promotional medium should instagram as a means of conveying correct and objective information, and building a positive image. Meanwhile, if business actors who do not have ethics in the promotion of the product can be said as an effort that is not able to build a positive image about prodk sold.

In creating business ethics, Dalimunthe (2004) recommends to pay attention to the following:

1. Self-Control
The business owner should be more understanding and choose a place to do the promotion through the comment field provided on instagram
2. Development of Social Responsibility (Social Responsibility)
Business owners here are required to care about the circumstances and situations of instagram users, not just looking at the opportunities of profit to be gained by promoting the comment field
3. Maintain Teak
Maintaining identity and not easy to vacillate by the rapid development of information and technology is one effort to create business ethics.
4. Creating Healthy Competition
Competition in the business world needs to improve efficiency and quality, but the competition is not deadly weak, and vice versa there must be a close relationship between big business and middle class down, so that with the development of large companies are able to give spread effect to the surrounding development. For that in creating competition there needs to be balanced forces in the business world.

CONCLUSION

The conclusion that can be drawn from this research is that there are still many business actors who use instagram as promotion media but do not pay attention to ethics in using comment column as media to promote their own product, and still need

information related to business ethics in doing marketing using social media. Business owners are still concerned with promotions that occur compared to the ethics to be considered.

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