


## Perception of Social Media Usage in Home Industry Product Promotion

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Article Info	ABSTRACT
<p><b>Keywords:</b> Social media, business and consumer needs.</p>	<p>Globalization is a challenge for Small and Medium Enterprises (SMEs) to continue to survive. Information Technology, especially social media, offers benefits for SMEs to improve their marketing. This study was conducted to identify the use of social media and its benefits for SMEs. This study is a descriptive observational study using the Triangulation method, which combines structured interview methods, in-depth interviews and observations of SMEs and the social media used. Subjects were selected by purposive sampling. The results of the study showed that the most widely used social media were websites, Facebook and E-mail. Social media is used by most SMEs to make personal contact with consumers, promotions/advertising, record consumer needs and convey responses to consumers. Social media is an effective communication medium for SMEs, can increase market share and help business decisions. The use of social media can increase sales volume by more than 100% if done consistently and information is updated every day. The conclusion of this study is that social media has the potential to increase market share and sales volume, so it needs to be utilized optimally and consistently.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Febrina Anandari Putra Indonesia University "YPTK" Padang <a href="mailto:feanandari88@gmail.com">feanandari88@gmail.com</a></p>

### INTRODUCTION

Developments in information and communication technology (ICT), such as computers and telecommunications, particularly the internet, can be used to bridge the gap between information and knowledge among home industry players. Access to digital communications helps increase access to trade and marketing opportunities, information for training, networking and income opportunities for women, and employment opportunities. (Akmal, 2020).

Information and Communication Technology (ICT) can be an effective tool for women in small and medium-sized businesses to develop their businesses. However, women's role in ICT development remains a minority. Men still play a significant role in ICT. Women dominate administrative positions, such as data entry, computer operators, and similar roles, with the remainder held by men. (Santosa, 2021).

The current development of information technology and the internet has made it easier for people to meet their daily needs. Technology encourages people to conduct various activities and transactions online because it is considered more time-efficient and makes it easier to obtain the information they need. Internet technology is experiencing progress and

growth, which can provide new innovations for society. Internet media helps people obtain information without having to meet in person, provides a space for consumers to express opinions and thoughts related to products, and allows companies to use it as a promotional medium due to the internet's wide reach.

In other words, ICT is a luxury for women in developing countries, difficult to access. Therefore, in order to develop home industries, which are generally dominated by women, it is necessary to develop skills in operating information and communication technology (ICT) to increase the productivity of economic actors. One application of ICT used by women in home industries is the use of social media, as it is considered more efficient and easier to use. Home industry actors are able to market their products using social media.

A Management Information System (MIS) is a system used to collect, process, store, and distribute the information needed by managers to make effective decisions within an organization. MIS is a crucial tool in supporting smooth operations as well as planning, control, and decision-making at various levels of management.

Within an organization, managers at every level need timely, accurate, and timely information to make decisions that can impact the organization's success. Therefore, MIS is designed to support the management of information related to managerial functions, such as planning, organizing, implementing, and monitoring.

MIS can encompass various types of systems, including decision support systems (DSS), executive information systems (EIS), and transaction processing systems (TPS). Each of these systems has specific goals and functions, but all aim to improve the efficiency and effectiveness of information management within an organization.

The success of MIS implementation depends heavily on the proper integration of technology, business processes, and managers' information needs. Therefore, developing and maintaining a sound MIS is a critical challenge in today's increasingly competitive and evolving business world..

With MIS, organizations can obtain relevant and up-to-date information, which supports faster and better decision-making, and increases the competitiveness and operational efficiency of the organization.

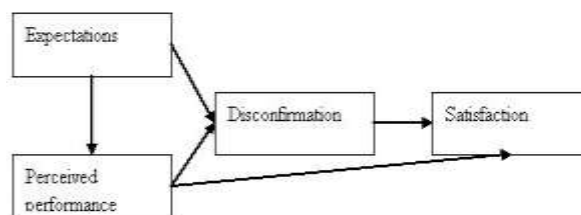
An information system is a collection of interconnected components that support and interact to achieve a goal. Today, the development of information systems continues to grow rapidly. With information systems, all manual work, such as recording and hardcopying files, can now be done using computers. As a result, many agencies and companies are striving to build information systems that are useful for their business processes.(Madenda, 2021).

In 2020, numerous research results were published on information system development, each with its own object or case and method. Generally, the methods used to develop information systems are object-oriented and structured methods. To identify, analyze, and examine publications on information system development, a Systematic Literature Review (SLR) method was used. This method allows us to identify trends in system development methods.

The use of social media as a promotional tool for home industry players needs to be measured for satisfaction and to...To measure satisfaction with social media use, researchers

used the Expectation Confirmatory Theory (ECT) approach. Expectation Confirmatory Theory was originally developed by Oliver in 1977. ECT has been widely used to study consumer satisfaction and post-adoption of information systems or information technology in an institution.

Several studies using ECT have shown that expectations aligned with actual performance will drive satisfaction with information technology use. This effect is mediated by positive or negative disconfirmation between expectations and performance. If a product exceeds expectations (positive disconfirmation), post-purchase or post-use satisfaction will be achieved. Conversely, if the product falls short of expectations (negative disconfirmation), consumers tend to be dissatisfied. This theory develops four main constructs in the model: expectations, perceived performance, disconfirmation, and satisfaction.



**Picture1.** Expectation Confirmatory Theory (ECT)

Based on the theories in Expectation Confirmatory Theory (ECT), the following hypotheses are determined in this study:

- H1: *Information Quality* has a positive effect on Confirmation
- H2: *System Quality* has a positive effect on Confirmation
- H3: *Service Quality* has a positive effect on Confirmation
- H4: *Information Quality* has a positive effect on Perceived Usefulness
- H5: *System Quality* has a positive effect on Perceived Usefulness
- H6: *Service Quality* has a positive effect on Perceived Usefulness
- H7: *Confirmation* has a positive effect on Perceived Usefulness
- H8: *Confirmation* has a positive effect on satisfaction
- H9: *Perceived Usefulness* has a positive effect on satisfaction
- H10: *Perceived Usefulness* has a positive effect on Continuance Intention
- H11: *Satisfaction* has a positive effect on Continuance Intention

## METHODS

This research uses an explanatory research method that explains causal relationships (cause and effect) to test hypotheses in order to explain the relationships and influences between variables. The research location was Padang Panjang City, West Sumatra. The population in this study were Micro, Small, and Medium Enterprises (MSMEs) in Padang Panjang City who have used online marketing systems (e-commerce). The number of respondents used in this study was 50 people. Data collection in this study used a questionnaire instrument with closed-ended questions. The data in this study were analyzed using the smartPLS application..

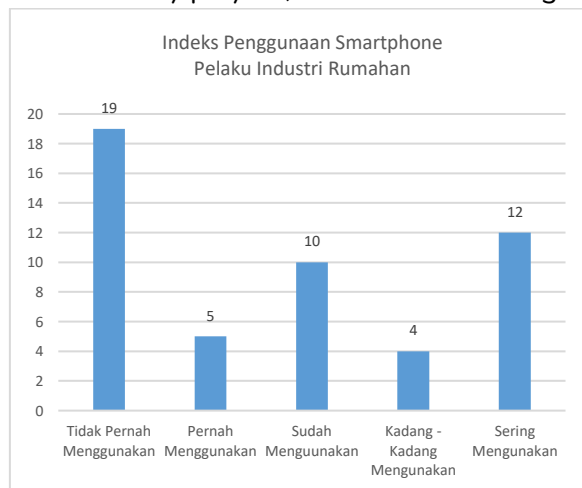
### RESULTS AND DISCUSSION

Based on the processed results of the questionnaire distributed to 50 participants (respondents), the readiness index of IR actors, especially in Padang Panjang City, was stated as 4.13 (IR actors are ready). If mapped into a graph regarding the use of ICT devices in the form of Laptops/Computers and Smartphones used by home industry actors, it can be seen in the graph below:



**Figure 3.** Graph of Laptop/Computer Usage Index for Home Industry Players

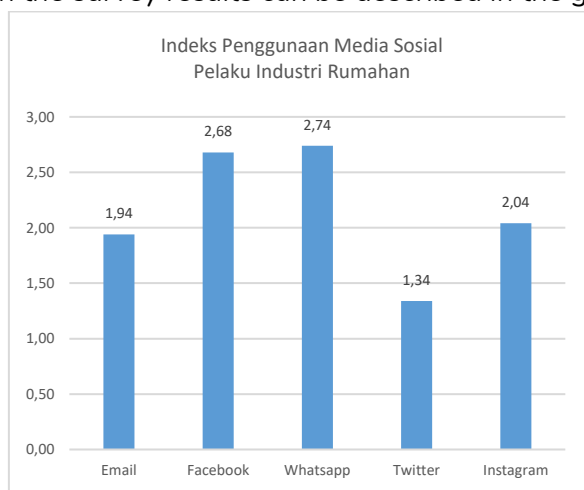
From the graph above, it shows that the Laptop/Computer Usage Index used by home industry players is that only 2 people often use Laptops/Computers, 7 people sometimes use them, 3 people have used them, 8 people have used them and 30 people have never used Laptops/Computers. If mapped into a graph regarding the use of ICT devices in the form of Smartphones used by home industry players, it can be seen in Figure 4.



**Figure 4.** Graph of Smartphone Usage Index by Home Industry Players

From the graph above, it shows that the Smartphone Usage Index used by home industry players is only 12 people often use Smartphones, 4 people sometimes use them, 10 have used them, 5 have used them and only 19 people have never used Smartphones. Home

industry players in conducting business use a lot of social media, some of the social media they often use based on the survey results can be described in the graph below:



**Figure 5.** Social Media User Index by Home Industry Players

Based on the graph above, it was found that the social media used by home industry players in communicating or running their business is WhatsApp with an index of 2.74, while the lowest index for social media used is Twitter with an index of 1.34.

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