CHAPTER I

INTRODUCTION

1.1 Background of the Study

In this globalization era, social media plays a very important role in our society. Along with the rapid evolving technological developments, internet usage is now widely used to market a product. Various shopping trends are adapted by the public, starting from midnight shopping as the new trend; shopping through the internet or commonly as known as online shopping. Selling the product in the social media can be called E-Marketing. E-Marketing is a part of E-Commerce, a mean is to communicate something, to promote and to sell goods and services over the internet.

The ease to find any information, the convenience use of social media and one’s self-perception about the product are the important elements for decision-making process in shopping via social media. Before consumers make a purchase, they will usually seek information about the product. For consumers who want to shop in the social media, search information can be viewed through search engines on the internet, or can also get around to see the online stores are often displayed on the internet. The collected information can be related to price, brand, product quality, and specification of the goods, product form and others which then made reference by consumers.
Since consumers can easily select the items they like without having to deal directly with the sellers, selling products online or making promotion in social media can increase product sales quickly. Consumers can easily select the items they like without having to deal directly with the sellers. In addition, consumers can also easily find the information of an item they will buy by themselves. It can also make it easier for the seller because all the information are already exist on the internet.

According to Asosiasi Penyelenggara Jasa Internet Indonesia (APJII, 2016) from 1998 – 2015, internet usage in Indonesia is growing very fast. There were 82 million internet users in 2013. Then in 2014, the internet users in Indonesia were 104 million. By 2015, there were already 139 million internet users. Indonesia is the second largest country of social media user after Philippine. According to APJII (2016), social media users in Indonesia are mainly comprised by the youth. It is likely because the youth can easily get the access to social media through their gadgets; smartphones, notebooks or tablet-pc. Instagram is ranked second as the most active social platforms after Facebook.

Based on a survey conducted by Asosiasi Jasa Penyelenggara Internet Indonesia in 2016, 15% of internet users in Indonesia were Instagrammers or the Instagram users. It is also found that 62% of social media users use social media as a place for selling or promoting their products. The other 34.02% users use social media for their personal business and the rest 3.08% users are using social media for their personal needs. The growing number of internet users in
Indonesia, especially for Instagram users, could be a good opportunity for selling and promoting products via social media.

Online shop is a place for sellers to promote their products or services on the internet or social networking sites (SNS). The convenience of shopping is the main thing offered by online shopping. The customers can just simply sit, open the SNS, choose and then order the goods or services they want. The seller will upload the pictures of their products or services and provide the information of the products or services on the internet and simply by choosing the desired needs by in the catalogue provided by the owner, the customers can own the products by making payment via internet banking.

Shopping is one of the activity that cannot be avoided in human life. Both men and women have a need for shopping. With the advancement of technology era as it is today, many people, especially the youth choose to spend their money for online shopping. Without any social or gender status restrictions, anyone can shop at online shops. The products being sold are varied; from baby needs, electronics, fashion, and many more. One of them is scarf in the fashion business. Scarf has been a fashion trend in the last few years. Scarf, also known as a muffler or neck-wrap, is a piece of fabric worn around the neck or head, or around the waist for warmth. The function of scarf can also be used for cleanliness, for fashion trend or for some religious reason (Ewing, 2015; Smith, 2011). The scarves come in many different colours and patterns.

One of the online shops which sells scarf is Masashi. Masashi does not have a boutique or office to sell the products (scarves). Therefore, Masashi makes
use of social media nowadays to promote and sell their products. It uses Instagram and Website. The consumers know the products by tagging the product and also from the free ads available in Instagram.

It cannot be denied that the ease of shopping via online has a special attraction for the community. The attractiveness of online shopping today cannot be separated from how interesting and innovative the advertisements to attract customers. Many online shops provide free shipping or discount. This attraction can also affect a person's perception of buying goods or services offered. According to Pracista and Rahanatha (2013) as cited in Ariani, (2016 p. 32) - the attractiveness of advertising can affect people feelings, persuade, arouse and preserve the image of a product or service in the mind of the consume.

Behind those million benefits that Instagram has, Instagram also has a negative impact, especially for the online shop. There are still a lot of people who have a sense of fear or anxiety when they first shop via online. It is very natural because when the customer of online shop, the customer does not know the identity of the owner of the online shop. The online shop owner only gives the information of phone number that can be contacted, how to order goods, and the name of the bank used for the transaction. Just relying on trust between buyers and sellers of this transaction can run smoothly.

However, buyers are not always fared well by finding honest and trustworthy sellers. The irresponsible party can perform various modes to get profits. Many cases of fraud can be committed by online shop. This fraud case
usually happens in the online shop sellers of goods. Sellers offer a variety of products and services at low prices. This is obviously tantalizing for the common people. Community knowledge about online-shop on Instagram media as well be decisive that the online shop is already known or not, the online shop is trustworthy or not.

Therefore, nowadays a lot of online shop owners give the detailed information. That includes the owner’s phone number and sometimes it also includes the complete address of the office or boutique. From the knowledge of the community then it can be seen that the public perception of the online shop on Instagram, whether it refers to satisfaction or dissatisfaction. The satisfaction of the Instagram users can also be seen from the events that have occurred.

Perception is one of the psychological aspects that are important for humans in responding to something or the presence of various aspects around it. Many experts have given their opinions, although they basically have the same meaning. According to Gleitman, H., Gross, J., & Reisberg (2010) as cited in Phillips, Weisbuch, & Ambady (2014, p.3) perception is immediate products of sensory experience, whether through taste, sight, hearing, touch, or smell.

A previous study entitled “Malaysian Youth’s Preferences towards the Use of Social Networking Marketing” (Goh, Leong, & Tong, 2013) focuses on what motivates the youth in using social networks to obtain marketing information on goods and services. They concluded that the use of social networking marketing is to improve their market sells.
Another study entitled “The Effect of Social Media Communication on Consumer Perceptions of Brands” by Schivinski & Dabrowski (2014) concluded that firm-created content does appear to directly influence consumer perceptions of brand image, this content does affect consumer attitudes toward the brands. However, firm-created social media content can also create a viral response from consumers that can assist in spreading the original advertising to worldwide.

The difference between this research and the previous two studies above is that the researcher focuses more on the youth’s perception towards the use of social media as a media to promote and sell the Masashi products which are the scarves and the headbands on Instagram and Website. It is due to the fact that in the use of creative and innovative words and pictures can attract the consumers. Also, in this globalization era, people especially youth tend to shop via online since it does not take a lot of time.

Based on what the writer has written in the paragraphs above, the writer is interested to conduct a research entitled ‘The English department students’ perception on the use of social media as a marketing tool’. The researcher chooses young people as the object of the research. The researcher is triggered by the lifestyle of young people who always follow the latest trends. The ease of online shop influences people’s perception to shop online.

1.2 Field of the Study
The field of this study is Pop Culture field and strongly related to marketing media in Englishpreneurship.

1.3 Scope of the Study

This research focuses on the youth’s perception towards the use of social media as a marketing tool at Masashi online shop.

1.4 Research Question

The writer formulates the problem of this research as follows:

How do the potential customers’ the use of social media as marketing tool at Masashi online shop?

1.5 Objective of the Study

In relation to the problem mentioned, this research is conducted to achieve the following objective:

To investigate the potential customer’s perception towards the use of social media as marketing tool at Masashi online shop

1.6 Significance of the Study

The result of this research can be used as a reference and information to other researchers who are interested in doing research on marketing, especially about customer’s opinion by using social media as means of promotion and sales.
1.7 Definition of Terms

1. Perception

Perception refers to the immediate products of sensory experience, whether through taste, sight, hearing, touch, or smell (Gleitman, H., Gross, J., & Reisberg, 2010) in (Phillips et al., 2014, p.3).

2. Marketing

Marketing is an activity, set of institutions, and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large (Association American Marketing, 2003).

3. Social Media

Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information (Nations, 2017). Social media that we throw around a lot these days, often to describe what we post on sites and apps like Facebook, Instagram, Twitter, Blogs and others.

4. Online Shopping

Online shopping is a selling and buying process supported by electronic means or shop on the Internet (Perea y Monsuwé, Dellaert, & de Ruyter, 2004; Fosythe, Liu, Shannon, 2006).
5. Youth

It is the period between childhood and maturity. In this research, target market refers to the youth. According to UNESCO (2017), the youth are those between the ages 15 and 24 years.