



The Influence of Social Media on The Development of Songket Entrepreneurship in Bukittinggi City

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ABSTRACT

The development of increasingly sophisticated technology requires business people to improve their product sales strategies. Businesses conducted in the conventional way will be difficult to compete in the era of globalization. One of the challenges faced moment is that numerous business people use advances in communication technology, similar as the use of social media, this will clearly be more profitable because it provides easy access to product deals, reaching numerous consumers. The author is interested in conducting exploration to find out how important influence the use of information communication technology similar as social media has on the development of songket entrepreneurship in the megacity of Bukittinggi. This study used descriptive qualitative method. Descriptive research is used to obtain data systematically about understanding. Qualitative research is research that aims to obtain information rationally. The results in this study can be seen from several aspects including social media being able to increase product sales results, always adapting to the times, product quality that must be maintained. From the analysis of the data obtained using interviews and literature studies, it can be concluded that sales by utilizing social media as a place of promotion can increase sales results, but cannot be separated from that of course the product is packaged as well as possible to attract buyers. The use of social media has an impact on the development of songket entrepreneurship in Bukittinggi.

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1. Introduction

Entrepreneurship is creative ability who wants to be able to develop their own business (Saragih, 2017). The development of increasingly sophisticated technology requires business people to improve product sales strategies for their businesses (Maulidasari & Damrus, 2020). Businesses conducted in the conventional way will be difficult to compete in the era of globalization. Conventional business is a business with a direct sales method or person to person (Fuady & Rokhmat, 2021). One of the challenges faced today is that many business people use advances in communication technology such as the use of social media. Social media is an application that allows users to connect and exchange

content (Kaplan & Haenlein, 2010). This will clearly be more profitable because it provides easy access to product deals, fairly cheap prices and reaches numerous consumers.

One of the business activities in the city of Bukittinggi is the sale of Songket Fabrics. Songket cloth is one type of woven fabric in Indonesia (Leonardo, 2020). Songket is a product that is in great demand by the public because of its quality. However, sales of songket cloth in the city of Bukittinggi still market their products conventionally so that the results of selling products are not maximized. It is better if songket business people can take advantage of communication technology similar as social media, social media is a medium with a veritably large increase, 70 of internet druggies are also social media druggies. One type of social media that has high usage is Facebook and Twitter (Anwar, 2017), this of course will be very beneficial for songket business people in the city of Buttinggi to be able to use social media as a marketing medium for their products.

But the obstacle faced by songket craftsmen based on observations at this time is the limited knowledge about the use of information communication technology. The low level of education causes a lack of interest in using and utilizing existing technology.

The below problems, the authors are interested in conducting exploration to find out how important influence the use of information communication technology similar as social media has on the development of songket entrepreneurship in the megacity of Bukittinggi.

2. Methods

This study used descriptive qualitative method. Descriptive research is used to obtain data systematically about understanding. Qualitative research method is research that produces descriptive data from the object under study (Poerwandi, 2005).

Data collection was obtained using interviews to obtain accurate data. An interview is an exchange of information carried out by two people who discuss a certain topic.

Collecting data and theory from this research, the author uses a literature review. The literature review was carried out using various sources in the form of websites, applications, books, articles and other supporting information as the basis for the authors to conduct research.

The analysis used to obtain the validity of this research data are interviews and literature review. The author examines the data obtained by comparing between one resource person and another in the interview results so that the results obtained are valid and in accordance with the theory presented in the literature review.

3. Results and Discussion

From the author's obediences during an interview regarding the influence of social media on the development of songket entrepreneurship in the municipality of Bukittinggi, it's known that the use of social media is truly helpful for business actors in running their business. Among the social media used are Facebook and WhatsApp. The use of social media helps business actors in promoting their products. The results of data recovering attained from in- depth interviews and literature review:

3.1 Social Media can Increase Product Sales Results.

The use of social media is very helpful in marketing, because all information can be conveyed easily. Product marketing using social media can reach many consumers without spending money, this is what spurs business people to start using social media as a promotional medium. Based on interviews from sources who use social media in selling their products, they are very helpful and their sales are stable or even increasing even though they are currently in the covid-19 pandemic. In

contrast to the conventional way, traders only convey information by word of mouth, but this method is less effective during the pandemic. The current situation is less favorable for traders who conventionally market their products, so that sales have decreased. It is known from sources who still use conventional methods in selling, they have difficulty selling products. This result is supported by exploration that has been done preliminarily, videlicet by (Purwidianoro et al., 2016) where the results of the exploration conducted attained a 100 increase in deals if the social media druggies are always streamlined with current developments.

3.2 Adaptive to The Times

Technological developments such as social media are widely used in various fields. One area that uses social media is marketing. The use of social media is more profitable, for example, doing business without requiring a place. Business activities can be done at home using a smartphone. At this time, business people are led to adapt to the development of information technology so that they can reach consumers wherever they are. Businesses can update products to make them look attractive for consumers to check out. The results obtained from the informants, they said that every method used to market their products through social media there must always be updates according to what or new trends that occur. The snitch said that due to the adding number of shops that were formerly using social media as a marketing tool for their products, they had to always modernize their product marketing styles or styles.

3.3 Occurrence of Product Quality

The use of social media must maintain consumer trust. Products sold should be in accordance with what has been advertised or promoted. This will certainly increase product sales results. However, the use of social media, in addition to making it easier, does not guarantee that the product will sell well, there are several factors that influence the increase in product sales, such as attractive advertisements, product quality and affordable prices. Social media can facilitate product recognition and attract people to view the product. All sources agreed that social media must be supported by good service. Maintaining product quality is also an important factor in sales, not only focusing on social media as a marketing medium (Sandy, 2019). Products that are guaranteed quality will attract consumers to always buy at our place (Constantinides, 2014). Likewise with the songket business business to be able to maintain the quality of the fabric owned so that consumers are always interested in the products they have. Products such as cloth are said to be good if they have a style and quality that suits the needs of many people, have an attractive appearance and are associated with reasonable prices.

4. Conclusion

From the analysis of the data obtained using interviews and literature studies, it can be concluded that sales by utilizing social media as a place of promotion can increase sales results, but cannot be separated from that of course the product is packaged as well as possible to attract buyers. The use of social media has an impact on the development of songket entrepreneurship in Bukittinggi.

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