

Communication Development in Marketplace Business

Margaretha Evi Yuliana¹, Marginingsih², Shandra Isti Kharisma Auliya Alamsyah³

¹Faculty of Computer Science, University of Duta Bangsa Surakarta,

²Faculty of Law and Business, University of Duta Bangsa Surakarta,

³Faculty of Computer science, University of Duta Bangsa Surakarta,



Abstract – In the industrial era 4.0, all technological advances, especially the internet has support all aspect of lives. Now the internet seems to be a major requirement in all fields, from business to education. The internet can also help to obtain information easily and quickly. This will make it easier for transactions and marketing to be more effective and efficient. A promising business today is the marketplace business that a platform for business people to market their products and services to consumers. Not only marketplaces such as Shoope, Tokopedia, Bukalapak and Lazada, but also commercial applications such as Instagram and TikTok also play an important role in the marketplace business. Commercial applications such as Instagram are taking part by creating promotional features to make it easier for business people to advertise. Even now, TikTok has become the mood booster for teenagers, so marketplace entrepreneurs can easily win over customers. There are 31% of respondents who respond to the development of communication in commercial applications by making product advertisements and cannot be separated from the development of visual communication. Namely, it can be a photo or an interesting image. In its development, 27% of respondents said commercial applications in the marketplace business played an important role and 50% said commercial applications such as Instagram and TikTok could be a database for business people.

Keywords – *Communication, Business, Marketplace.*

I. INTRODUCTION

Today, the development of technology and communication in Indonesia is growing rapidly. Therefore, there are many uses of technology that are applied, especially in the business world. In the era of the Industrial Revolution 4.0, it is currently very supportive of business development, especially the marketplace business. As Quoted from the jagoanhosting.com website page (1), the Industrial Revolution 4.0 is a combination of cyber technology and automatic technology, which application concept focuses on automatic technology and its processes without requiring human labor in its application. So that it supports the exchange of information easily, anywhere and anytime via the internet. Meanwhile, according to Klaus (2) Schwab, 2016) through The Fourth Industrial Revolution stated that the world experienced four stages of revolution, namely: Industrial Revolution 1.0, namely the invention of the steam engine, Industrial Revolution 2.0, namely the use of electricity at low production costs, the Industrial Revolution 3.0 through the use of computerization, and the last one, namely the Industrial Revolution 4.0 itself, took place around 2010 through intelligence engineering and the internet of things as the backbone of the movement and connectivity of humans and machines. The Industrial Revolution 4.0 indirectly resulted in changes in human thinking, living and building relationships with one another, not only in the field of technology but also in the economic, social and political field.

Internet has a big impact and very influential on its users. Ease of internet surfing can be obtained by connecting a computer device with the internet to run the desired program. The internet can also be said to be a link in the exchange of information. Without internet, you will not be able to find out information or update information. Now it is supported by the presence of a smartphone

as a device to make it easier to use. From the existing conveniences, technology users have emerged such as in the marketplace business. Marketplace business refers to online business. It is necessary to have easy communication between sellers and buyers.

Development of communication in the marketplace business is very helpful. It makes it easier for people to transact online. Before technology developed, consumers had to come to the store to buy goods, but now only by looking at photos and reading product descriptions, consumers can order online at marketplaces or other online media. In the marketplace, a photo upload page and description are provided to complete product descriptions to make it easier to convey information. The marketplaces that often used by business people are namely Shopee, Tokopedia, Bukalapak, and Olx. However, no doubt many consumers are deceived by the guise of attractive but not realistic product photos. To build consumer trust, communication was developed to facilitate the information.

The development of communication in the marketplace business has begun to expand to commercial applications such as Instagram and TikTok. Many well-known brands have started marketing their products through Instagram, because they can upload more photos and short-duration videos. Instagram application has a paid advertising feature so that business people can reach more consumers in various regions. Many home industries and self-manufactures start their business through Instagram. Apart from being a mainstay application for young people to always exist, Instagram application is also one of the most promising customer screening applications. Instagram continues to be updated and has excellent features, such as Instagram highlights, IGTV and branded content features. All of these complete features are to make it easier for users to convey information. Then business people has opportunity to open an online shop. It can be a way of developing communication in the marketplace business. Consumers can be spoiled with various reviews and complete information about the desired product, thereby minimizing the occurrence of fraud.

Apart from Instagram, another commercial application that supports the development of marketplace business communications is TikTok. This video application has the latest features, namely paid advertising which continues to make business people even more successful in promoting their products. The development and progress that keep rolling makes users unaware that commercial applications gradually turn into marketplace support applications without losing their main essence.

This study aims to determine the role and influence of commercial applications such as Instagram and TikTok in the marketplace business. Because it often appears on the homepage like a feed on Instagram that says sponsor on the Instagram homepage and on the Instagram story.

II. RESEARCH METHOD

This study uses a quantitative analysis approach. The use of quantitative methods aim to obtain research results from respondents' opinions given through questionnaires. Quantitative method data collection is through the distribution of questionnaires. The data that has been collected will be converted to several predefined criteria. The quality of the data obtained from the questionnaire is determined by the number of respondents who fill in.

Primary data is data obtained from the first source. To obtain information about this data, a series of interviews were conducted and questionnaires were distributed to users of commercial applications and marketplace applications. The ease of accessing the internet and adequate devices greatly support the large number of commercial application users such as Instagram and TikTok, as well as marketplace applications such as Shopee, Tokopedia, Bukalapak, and OLX. Secondary data is data obtained from various media sources, such as books, websites, television, brochures and scientific journals. This secondary data is used to complement the information obtained from the primary data. To collect secondary data, this was done by visiting local research and literacy using online media to support research and data validation. The data collection technique is carried out in the following ways:

2.1. Literature study

Literature study is carried out by reviewing literature, books, and scientific papers that are relevant to the problems discussed in the research.

2.2. Observation Method

Observations are made directly by observing the object of research and recording overall data and facts that develop in society.

2.3. Questionnaire Method

The questionnaire method is a list of questions sent to respondents either directly or indirectly. Questionnaires can be in the form of questions or statements and filled in according to the provisions. The information obtained is wide-scale and requires a

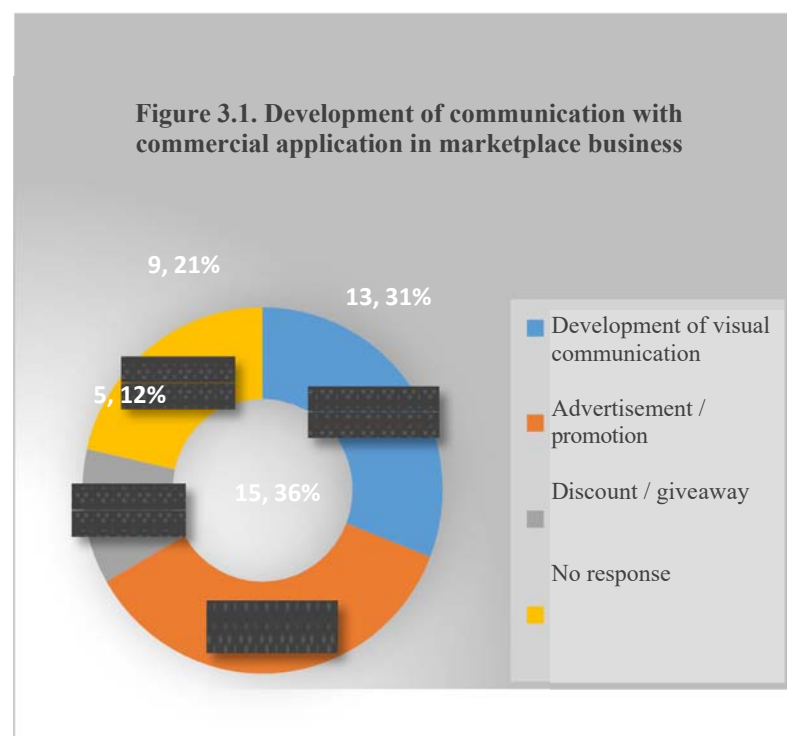
relatively short time. So that it is easier to research and does not take up a lot of time.

III. DISCUSSION

3.1. Development of Communication with Commercial Applications in the Marketplace Business

Marketplace in English can be interpreted as a market. The term marketplace has a more specific meaning, namely the existence of buying and selling interactions between sellers and buyers in a place with the real meaning of the market. However, what is meant here is not the real market, but the online marketplace. The online marketplace is a marketplace platform for conducting online transaction activities without renting a place or opening a sales stall. So that it can make transactions easier. As quoted from Hafidh (3) 2020) that the marketplace has features that can increase the credibility of business shops. From insurance features, payment integration, joint account and store verification, reputation and verification features can also affect consumer confidence. Of these several features, promotional features are also a support for attracting consumers. With the promotion, it will create its own interest for consumers and can certainly increase sales.

This study a questionnaire was made regarding the development of marketplace business communication with commercial applications. From the distribution of questionnaires, there are 42 respondents who responded to each of the questions. First, regarding the development of communication carried out by marketplace businesses using commercial applications. The communication development is a good communication network between business people and consumers, so that the transaction process can run smoothly according to expectations and the information conveyed can be captured properly



From 42 respondents, there were 15 respondents who answered that the development of communication in the marketplace business with commercial applications such as Instagram and TikTok by utilizing the existing features for product advertisements. Product advertisements here are marketing products that have been uploaded to reach a wide range of respondents to attract more consumers. Paid product advertising can be said to be promising in business development if it is done painstakingly. Making of this product advertisement is inseparable from the development of visual communication in the form of attractive photos or images. It uses easy language to understand and attract consumers to buy the advertised product. There are 13 respondents who responded with the same answer. There are 5 other respondents who answered, one of the development of communication is by making discounts, discounting and give away. Also can be interesting content that can attract many consumers. Finally, 9 respondents did

not respond to questions.

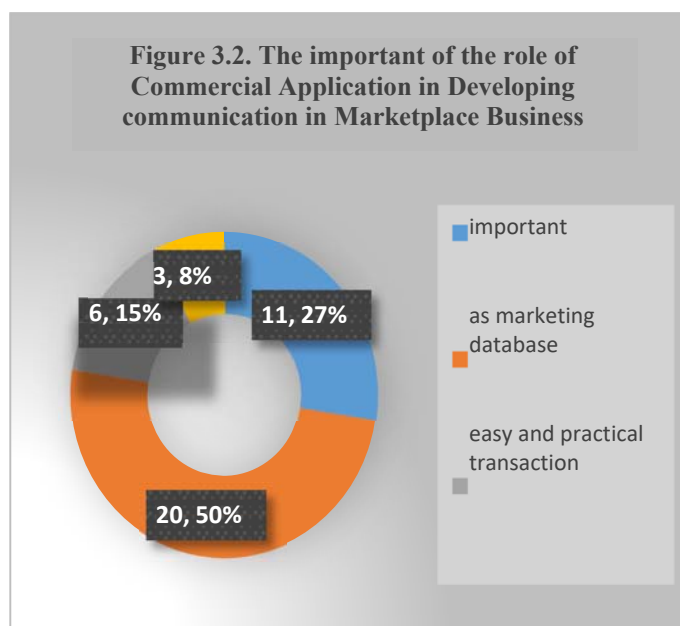
Namely in the form of attractive photos or images, of course using light language and easy to understand but can attract consumers to buy the advertised product. There are 13 respondents who responded with the same answer. There are 5 other respondents who answered, one of the development of communication is by making discounts, discounting and give away. Also can be interesting content that can attract many consumers. Finally, 9 respondents did not respond to question.

The conclusion for the first question in the questionnaire is that there are various ways to develop communication in the marketplace business, including using the mainstay feature of Instagram, namely the "promote posts" feature besides that by creating interesting content such as making videos through the Tiktok application, and use visual language that attracts buyers to shop and not only that, there is a need for content discounts, price discounts and give away so that the development of communication is wider and is of interest to many consumers.

3.2. The importance of the role of commercial applications in developing communications in the marketplace business.

Basically, the marketplace is a forum for business people to market their products and services to consumers. Not only marketplaces such as Shoope, Tokopedia, Bukalapak and Lazada, but commercial applications such as Instagram and TikTok also play an important role in the marketplace business as quoted from olsera.com website page (4). A business developed through a mobile application platform in doing business can provide benefits, including: being able to create direct channel marketing, being able to build brands, increase customer engagement, and stand out in competition (5) Anthony, 2016)

This is the same as in developing communication with commercial applications such as Instagram and TikTok. The communication development created is important for developing the marketplace business. However, the way it is developed is different. Therefore, in the questionnaires that have been distributed, respondents respond to the importance of the role of commercial applications in developing communication in the marketplace business.



It is evident from the 42 respondents who filled out the questionnaire, 11 respondents said it was important and 20 of them said that commercial applications such as Instagram and TikTok can be a database for business people in developing communication. With various advantages in terms of photo and video storage and a high user level. It is no surprise that these two commercial applications are teenagers' favorite applications. This is one of the reasons why it is so important to develop marketplace business communications through commercial applications.

There were 6 other respondents who answered, the importance of developing communication in the marketplace business. One of which is to facilitate transactions. It can also be a practical, easy and efficient medium for delivering messages. So the information obtained is conveyed to consumers. Meanwhile, 3 respondents answered with a numeric scale in their assessment of how important

to develop communication in the marketplace business. And 2 other respondents did not respond to questions.

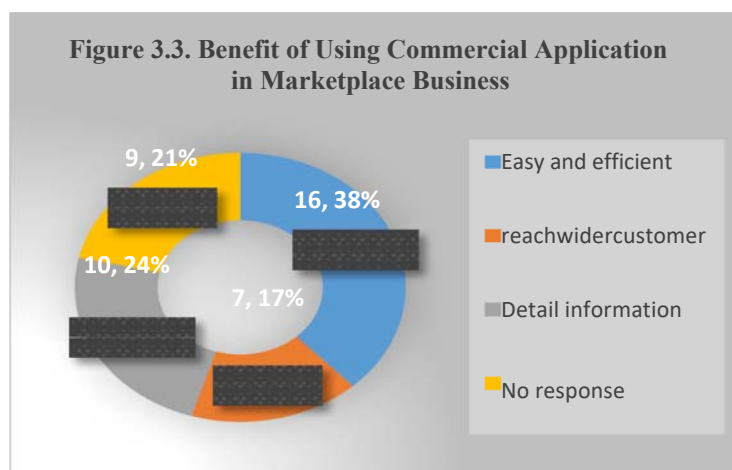
It can be concluded that for the second question in the questionnaire, the commercial application plays an important role in terms of databases, features and high user aspects. The higher number of commercial application users are, the higher the business opportunity for this marketplace to be known to the wider community is. Commercial application can help business people to build and introduce a brand, so sales can increase.

3.3. Benefits of Using Commercial Applications in the Business Marketplace.

One of the communication technologies that are widely used by the community is cell phones. Now the function of cellphones is not only as a medium of communication, but also in application development. Mobile phones have many functions to support smooth usage activities. Until the term smartphone emerged, which has been widely sold in the market (6) Latief, 2019).

With the development of information technology, the way of communicating does not have to be face-to-face. Now with the internet being one of the most popular and main sources of information, the internet also makes it easier for people to meet all their needs regarding the latest information easily. Existing applications are used as a means of interaction for each individual in cyberspace (internet). As is the case with applications such as whatsapp, instagram, facebook and twitter.

The existence of commercial applications such as Instagram and TikTok as one of the communication developments in the marketplace business provides many benefits for consumers. Consumers are able to find out information on a product without having to look directly. The marketplace business makes it easier for consumers to further identify a product. It is also easier for a business actor to market their products by using this application. In addition, commercial applications can be used as a medium for interaction between sellers and buyers for the communication process. Through this application, information can be reached anywhere and anytime to access it.



From the questionnaires distributed there were 42 respondents, 16 respondents were answered, that commercial applications such as Instagram and Tiktok provide manybenefits to consumers, such as:

1. Social media is often used because it has the benefit of being more efficient for consumers because they do not have to take a long distance to get the desired product
2. Save time because you can choose products by looking at the details provided without having to go around the market. It is enough to view and select products through images or videos uploaded through applications on the smartphone.
3. Another benefit of existing applications is used as media to make it easier for consumers to find their needs.

Applications such as Instagram and Tiktok are used as platforms for marketing media. They promote the products which can be reached throughout Indonesia and even abroad. This application helps facilitate online transactions around the world via the internet. There are 7 respondents who responded with the same answer, 10 respondents who answered that the Instagram and TikTok applications can provide detailed product information. Through this digital application, consumers will get information on a product,

be able to learn about the product, and find out the advantages of a product. There are 9 other respondents who did not respond to questions.

The conclusion of the third question is the Instagram and TikTok applications are very helpful in today's life. Seeing the millennial generation is very intensely using social media, many businesses focus on digital marketing strategies. The amount of content on social media can be used by businesses to get maximum benefits.

3.4. Features in Marketplace Useful to Reduce Fraud Rates.

Fraud in buying and selling is rife and indiscriminate whether online or offline. At the beginning of 2020, there have been cases of medical device sales with prices that have skyrocketed even though they are unreasonable. As quoted from the website of the journaltangerang.co (7), the Director General of Informatics Applications (Aptika) of the Ministry of Communication and Information Samuel Abrijani Pangerapan explained that before holding a meeting with the marketplace to deal with fraud cases, the marketplace had closed thousands of merchants selling medical devices at unreasonable prices. It is uncommon price in the midst of the Covid-19 pandemic conditions. Hopefully the community can be more careful and make price comparisons to anticipate fraud (8) Administrator, 2020).

There are variety modes of fraud, one of which is phishing. Phishing is one of the fraud modes that fraudsters rely on. The type of phishing is the social engineering approach. Hacking will be done by manipulating the victim by clicking on the link sent via short message to retrieve the victim's financial data. Based on this, questionnaires were distributed regarding marketplace features that were useful to reduce the number of frauds that are rife in buying and selling online. From 42 respondents, the majority answered that features in the marketplace have supported reducing the number of frauds. Currently, most of the features in the application are protected by the confidentiality of the account owner's personal data. So it can minimize the existence of fraud, but everyone should be careful in doing something. For the seller, they must also disclose correctly the products offered. For consumers before they buy some products, they must read what information is included so that they do not feel cheated.

There are special features for online marketplace sellers, such as: features to increase store credibility and security. It can indirectly affect people's trust to buy products in the midst of intense competition in online marketplace. However, online sales have always been known for scamming, fraud, and also illegal goods.

IV. CONCLUSION

From the data that has been described above, it can be concluded that the development of communication in the marketplace business is considered very important in buying and selling online process. This marketplace business has 2 sides that we can take, namely from the businessman and consumer side. From the business side, communication development in the marketplace business can be done by using the main feature of the Instagram commercial application "promote posts" feature, by creating interesting content such as making videos through the Tiktok application, and using visual language that attracts buyers to shop. There is also a need for content discounts, price discounts and giveaways so that the development of communication is wider and attracts many consumers. Meanwhile, from the consumer side, communication development in the marketplace business can be done by being a wise consumer so that fraud modes are not easily caught. be careful before making online buying and selling transactions on the marketplace and commercial applications such as Instagram and TikTok as references to find trustworthy online shops.

REFERENCES

- [1] Jagoan Hosting. (2019). *Era Revolusi Industri 4.0 : Semua Hal Yang Perlu Kamu Ketahui*. <https://www.jagoanhosting.com/blog/era-revolusi-industri-4-0/>. Accessed on January 15, 2021.
- [2] Schwab, Klaus. (2016). *The Fourth Industrial Revolution*. New South Wales: Currency.

- [3] Olsera. (2016). *5 Manfaat Penggunaan Aplikasi Mobile Dalam Berbisnis*. <https://www.olsera.com/id/blog/5-manfaat-penggunaan-aplikasi-mobile-dalam-berbisnis/75> . Accessed on January 10, 2021.
- [4] Hafidh. (2020). *Bisnis Melalui Online Marketplace, Ketahuilah Kelebihan dan Kekurangannya*. <https://www.jurnal.id/id/blog/kelebihan-dan-kekurangan-bisnis-melalui-online-marketplace/> . Accessed on February 21, 2021.
- [5] Anthony, Robert N dan Vijay Govindarajan. (2016). *Sistem Pengendalian Manajemen*. Jakarta: Salemba.
- [6] Latief, Diza Muhammad. (2019). *Kemajuan Teknologi Informasi Menjadi Smartphone*. <https://www.kompasiana.com/dizamuhhammadlatief/>
- [7] <http://www.jurnaltangerang.co/berita-masyarakat-diminta-waspada-penipuan-penjualan-online-alat-kesehatan.html> . Accessed on March 5, 2021.
- [8] Administrator. (2020). *Masyarakat Diminta Waspada Penipuan Online Alat Kesehatan*. <http://www.jurnaltangerang.co/berita-masyarakat-diminta-waspada-penipuan-penjualan-online-alat-kesehatan.html> . Accessed on March 5, 2021.
- [9] Hafid Fikri. (2019). *Manfaat Instagram Sebagai Percepatan Informasi dan Media Pemasaran*. <https://www.kompasiana.com/hafidfikri/5deddb4ad541df783340ea82/manfaat-instagram-sebagai-media-percepatan-informasi-dan-media-pemasaran>. Diakses pada tanggal 10 Januari 2021.
- [10] Kinetic. (2020). *Peran Tiktok dalam Pemasaran Bisnis*. <https://kinetic.id/peran-tiktok-dalam-pemasaran-bisnis/> . Diakses pada tanggal 10 Januari 2021.