

USE OF ONLINE MEDIA IN PULSE SELLING

Frezy Paputungan¹⁾,

¹⁾UNIVERSITAS BINA MANDIRI GORONTALO

E-Mail: frezy@ubmg.ac.id

ABSTRACT

Online Media is a means to communicate online through websites and applications that can only be accessed via the internet. Contains text, sound, photos and videos. The definition of online media in general includes all types of websites and applications, including news sites, corporate sites, institutional/agency sites, blogs, community forums, social media sales sites (e-commerce/online stores) and chat applications.

Events that occur in the field can be uploaded directly in minutes or seconds. Thus accelerating the distribution of information to the media, with global reach via the internet network, and at the same time. Updating information can be done easily and quickly, either in the form of improving content, data and grammar, or in the form of the latest development of an issue or event. When there is an update of information related to old information, changes can be made. This updating process can be done in real time. Online sales or e-commerce is an application and business process that connects shops and consumers through electronic transactions and can help the shop in marketing the maximum product. Lately, credit has become a basic need for both calling and using the internet. Selling credit using online media is needed by most people in Gorontalo City.

Keywords: Online sales, online media, credit.

INTRODUCTION

One of the advantages of online media is its interactive function. Various online media features such as email, chat, online games, and surveys. Audiences can even submit complaints, suggestions, responses to the editorial department and they can be replied to immediately. Users or readers can decide which information is needed. Online media provides an opportunity for each reader to only take information that is relevant to him, and delete information that he does not need.

Each media information is supported by data storage on the computer server. Information that has been published will remain stored and can be added at any time and can be searched with search engines. In online media, all information conveyed can be linked to relevant

sources, either from the same source or even from different sources. By using Hyperlinks, users can open other information with just one click.

With the rapid advancement of technology, especially in the field of computers and the internet, it is very effective to create works. Computers that act as data processing media are very important in completing work. In addition, computers can also be used for communication media, namely by using internet facilities. The benefits of the internet can also broaden horizons or add friends. In addition, they can also search for actual information or make transactions online. Computer technology is also used for sales, one of the internet facilities for making online sales is known as e-commerce.

Online media is a journalistic product which is defined as a pioneer of facts or events that are produced and distributed via the internet. Benefit is hope, the same means explore, that is, the encounter merely shows the activity of receiving [1]. And if it is related to this research, the benefits here mean using or using something that is useful.

Online sales or e-commerce is an application and business process that connects shops and consumers through electronic transactions and can help the shop in marketing the maximum product. Loudon (1998) The definition of e-commerce is a transaction process carried out by buyers and sellers in buying and selling various products electronically from company to other company by using a computer as an intermediary for business transactions carried out [2].

Based on what has been stated in the definition of online media, the way online media information dissemination works is to use the internet. Based on the method of publication, online media can be divided into various types.

The following are various types of online media:

Online News Sites (Cnnindonesia.com, Kompas.com, Detik.com), Government Websites (Kemkes.go.id, Kemdikbud.go.id), Company Websites (Telkom.co.id), E-commerce sites (Shopee. co.id, Tokopedia.com, Lazada.com), Social Media Sites (Instagram.com, Facebook.com, YouTube.com), Blog Sites (Maxmanroe.com), Community Forum Sites (Kaskus.co.id), Applications Chat (Whatsapp, Telegram, Line) [3].

The use of online media has several advantages and disadvantages that should be addressed wisely by its users. The following are some of the advantages and disadvantages of online media. Advantages of Online Media: The way

information dissemination works is really fast; Old information or data can be reopened easily at any time; The forms of content presented are very diverse, namely text, photos, audio, video; It can be accessed easily from anywhere and anytime, and its use is practical and flexible; Online media users can interact with each other.

Disadvantages of Online Media include: The information contained is not always accurate and incomplete because it prioritizes actualization; Users must have a supported device and a stable internet connection; Long-term use of online media can cause eye fatigue and eye health problems [4].

Table 1.
Pulse sales data in online media

Credit Seller Name	Number of buyers one month
Alin	123
Cipto	117
Fita	108
Lian	97
Revan	93
Linda	91
Kiki	89
Nunung	85
Dio	84
Grace	82

Source: Personal data of online credit sellers

From these data it can be seen that most credit sellers use online media, the majority are women. Three people exceed 100 the number of buyers every month, three people in the 90s the number of buyers and buyers reaching the 80s are four people.

Based on these data it can be concluded that the average online credit seller still has income for one month with a purchase amount of 80 and above. This shows that selling credit through online

media is very successful and is needed by the people of Gorontalo City.

RESEARCH METHODS

This study uses a qualitative approach. This approach was chosen because it aims to obtain extensive information from a population, considering that this method is appropriate for obtaining broad and in-depth information. This research was conducted in Gorontalo City. This research is focused on the effectiveness of implementing credit sales using online media in Gorontalo City.

The data sources used are primary and secondary data. The primary data for this research is data obtained directly from the research object and processed by the researcher. The informants in this study are: credit sellers using online media. While the secondary data of this study comes from related data derived from previous research data and online sellers related to research variables.

Data collection techniques, both primary data and secondary data, were carried out through in-depth interviews where the researcher asked about the facts of an event and his opinion about the existing event, observation to see empirical data related to the focus being studied, and documentation by collecting data in the form of written documents, photographs and drawings as well as other objects related to the focus of research.

While the data analysis technique used in this study was carried out interactively and continuously at each stage of the research so that the data is complete and the data is saturated. Activities in data analysis include data presentation, and drawing conclusions.

CONCLUSIONS

The conclusions from this study include that E-commerce allows a company or business owner to sell the products they make to more consumers. In other words, the company can cover a wider market. With the existence of e-commerce, business owners or companies do not need to incur excessive costs in providing many shops or buildings as well as many employees. This will increase profits by lowering the company's operating costs.

The use of online media has several advantages and disadvantages that should be addressed wisely by its users. The following are some of the advantages and disadvantages of online media. The advantages of Online Media are: The way information dissemination works is really fast; Old information or data can be reopened easily at any time; The forms of content presented are very diverse, namely text, photos, audio, video; It can be accessed easily from anywhere and anytime, and its use is practical and flexible; Online media users can interact with each other.

While the disadvantages of online media include: The information published is not always accurate and incomplete because it prioritizes actualization; Users must have a supported device and a stable internet connection; Long-term use of online media can cause eye fatigue and eye health problems.

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