DISOCIAL MEDIA SYNCHRONIZATION MODEL : IN ASSOCIATION WITH DEVELOPING SMALL MEDIUM ENTERPRISE'S SALES INFORMATION SYSTEM

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ABSTRACT

The development of internet technology and smart mobile phone is followed by the social media significant growth. Now in accessing facebook, twitter and other popular social media are easily at anytime and anywehere. It can be said that the role of social media in delivering information flow for start-ups, small medium enterprises (SMEs) and big-sized companies is becoming crucial than ever. Even more if the company could synchronize those disocial media into one solid platform, this leads to company's additional value added. Since they offer efficiency and effectiveness in term of market its products and services penetratrions. The mechanism of disocial media synchronization is up-dating the content of one social media but it also integrate with other social media automatically. The purpose of this research is to develop disocial media synchronization (facebook and twitter) model that it can be associate with sales information system development of one particular Small Medium Enterprise (SME) in Indonesia. This synchronization definately increasing the Small Medium Enterprise's advantages by decreasing the cost of marketing product significantly and improving the sales information system. The result of this research is a data flow diagram of disocial media synchronization model that in conjuction with sales information system development for Indonesian SME. It shows four main type of process, sales transactions; daily sales report; social media information and member register. The conclusion is the disocial media synchronization model could be claimed as the new platform in Indonesia. It is strongly believed that it would take Indonesian SME into another level of value added.

Keywords : *Disocial Media Synchronization Model , Sales Information System, Small Medium Enterprise*

1. INTRODUCTION

Small medium enterprise (SME) in Indonesia has proved resilient at any economy crisis. Indeed, they enormously solid through times. However, even their roles are the key for building fundamental economy, the spreads of knowledge and market information are limited. Whereas these information are needed of decision making, e.q. product lifetime, and supplier reordering. As a result, those SME is sometimes over purchase raw materials or over produce goods [11]. Also, SME is not conducting such proper history records of their customers or suppliers who have highest or lowest transactions in one period. Furthermore, those information could be an input of marketing strategy. This "missing link" could be solved by enganging disocial media.

The rapidly evolution of internet connection together with the advanced of computer technology are affecting with the ease of communication around the globe. The main use is obvious in searching of any information and boundareless communication. Furthermore, it is also followed by the popularity of expressing opinions and sharing personal views and thoughts through a magnificent platform called social media. The definition of social media itself is a group of Internet-based applications which build on the ideological as well as technological foundations of Web 2.0 and it allows the creation and exchange of user generated contents [7]. In 2011, it is about two hundrends people were subscribed in Twitter [3]. Between 2010 to 2012 there are several social media catched up the monopoly of Facebook popularity, e.g. Path, Lindkin, and Instagram. From those promising phenomenon, the big-sized companies to small companies are racing to build their customer relationship even better with disocial media penetration [2]. The main advantage is the ease to promote its products or sevices with lower budgets. The internet

becomes the second important factor of channel distribution that consumer in term of searching any kind of company's information.

Moreover, business is increasingly using them in term of marketing and brand building activities [5]. In fact, the other positive influence of social media is within growth phase, the company could maxime its disocial media as a brand awareness. Since the applications are free of charge, therefore the company could utilize simple and easy marketing with them. Surprisingly, the company could raise their engaged relationship with its customers to another level [6]. The customers purchase influance could be defined from generating content and other interactions that known as peer-to-peer interactions [10]. Moreover, the small medium enterprises (SMEs) are the one who should get fully advantage that they are low capital investment and minimum of sales.

However, the fact shows that SMEs are still limited in using social media. They record their sales order manually that affect transaction process ineffective. With the approach of disocial media synchronization, it should be the convenient way in executing the business process. The disocial media synchronization means that several disocial media are being integrated to one and another automatically. Thus, it can be easy to SMEs managers in order to executing their sales and marketing processes within two disocial media at the same time. This synchronization could create much time saving and lower cost in sales process. For example, if the SMEs managers are offering their products or services with the disocial media synchronization, as a result their sales order from customers will directly integrated with the sales information system. It can be said that this particular SMEs are creating their competitive advantages and value added. [1] says that information technology gives positive values to management strategy like communication aspect, information access, decision making and knowledge management. Encouraged by these many positive feedbacks of the importance usage social media within the firms, however none of them to integrate one disocial media to another. Moreover, this type of synchronization with more one social media is such a break through of innovation especially in Indonesia. In addition, this synchronization is budling with development of sales information system. The reserachers are strongly believed that this solid concept will give a significant contribution to Indonesian SME. Therefore, the purpose of this research is to create new disocial media synchronization model as the way of the sales information system development for Small Medium Enterprise.

2. LITERATURE REVIEW

2.1 Disocial media synchronization

Disocial media synchronization is the process of integrating one or more social media into one solid platform. When either one disocial media up-dating its contents, thus it is followed by the other social media instantly. The disocial media in this research is facebook and twitter. The synchronization will create some level of efficiency and effectiveness so Small Medium Enterprises (SMEs) could develop their competitive advantage as well as value added. Furthermore, the disocial media synchronization is able to trace which disocial media that gives higher sales. Also, it is integrated with sales information system that the Small Medium Enterprise business manager is able to recap their daily sales eventually.

2.2 Sales Information System

Sales information system is collaboration within sub-systems that includes the business information collection procedures of execute, recording, calculate, as well as create any documents and sales information [12]. Furthermore, the scopes of developing point of sales consists of sales transaction record, price and nominal calculation, together with sales invoice. While any documents and or sales information are the output for management.

2.3 Small Medium Enterprise

The categorize of Small Medium Enterprises (SMEs) define by Ministry of Cooperative and Small Medium Enterprises (SMEs) Indonesia is as follow Small business is a business that have an omzet of sales less than IDR one billion per year. While medium business is a business between IDR one billion to IDR fifty billion per year.

3. RESEARCH METHODOLOGY

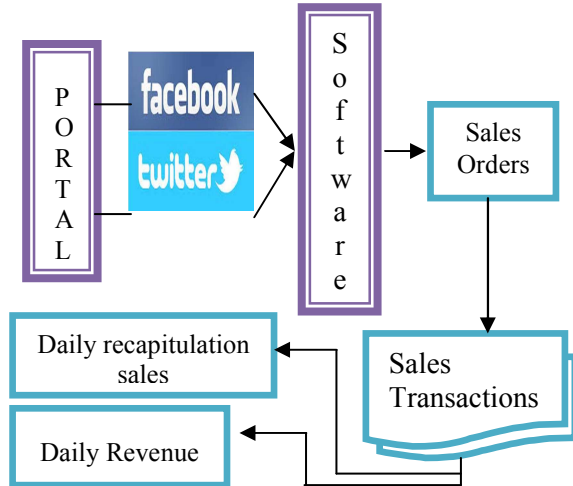### 3.1. The Disocial Media Synchronization Initial Model

Figure 1. The Disocial Media Synchronization Initial Model

Before the disocial media is being synchronasized, it is started with creating a portal in the SMEs web. Then it is countine to integrate two disocial media that is facebook and twitter in one platform. After that the software of both disocial media is finallize. The software application is being integrated with the SMEs sales information system. When the sales orders are made from one or two disocial media, it is directly record as a sales transaction. So at the end of day, it could capture as daily recapitulation sales and daily revenue.
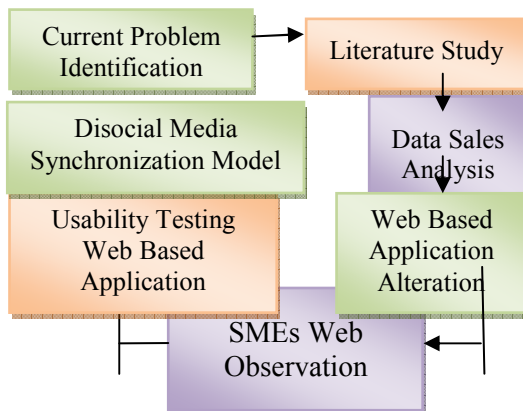
3.2. Research Framework

Figure 2: The Reseacrh Framework

The first step of this research is to identify the SMEs current problem. The sales is made from typical exhibition rather than online sales, thus the SMEs business manager would like to increase his sales from different source (e.g. disocial media). It is followed by literature study of social media synchronization and the development of sales information system. Then data sales analysis of SMEs that continue with SMEs web observation. The next phase is to test the usability of web based application. After testing the web based application, the alteration is made. Finally, it develop disocial media synchronization model.

4. RESULT DISCUSSION

4.1. Usability Testing

The current sales application of SMEs is web based statis application. Those application is web based portal application that built by blog web created by wordpress. Since it is free blog application that it is provide free hosting services, so the development could not access its hosting pannel. For example, when SMEs would like create the blog as forum blog and member situs are barely impossible. In short, the wordpress is not able to control the hosting page. While the weakness of wordpress application in term of content, it can be said that all the content is belong to another party. As a consequence that all those contents and blog ownership status are apparent. If any up-date is made, then the web administrator have to provide tons of documents that will be display on the web page like design, item of product as well as product price. Furthermore, with free sales application model so document upload activity is in a statis mode. The product just being displayed in pages model not based on product data. Also product description is not have any field that able to process for information needs. This blog based application will also face a difficulty when the upselling or cross selling are implemented.

The usability test is conducted by three aspects; system, user and interaction. The results show that web color is contribute lowest score 2.64. So it is important to develop new web color design that attracts more potential customers. While the highest score is related with ease of web operation (3.43). While the lowest average score is usability testing from system aspect (2.98). The respondents are 70 people with the knowledge of browser and internet operation.

No	Questions	Score
1	Does the main display sales product web application recognizable ?	2.87
2	Does the web application easily to operate?	3.43
3	Does the web color display unsightly ?	2.64
	Average	**2.98**

Figure 3 : The Usability Testing From System Aspect

No	Questions	Score
1	Does web application menus recognizable?	3.29
2	Does web page application traceable?	3.34
3	Does web aplication readable?	3.43
4	Does document, picture, or file are easy to download?	3.11
5	Does picture symbols are easy to understand?	3.31
	Average	**3.30**

Figure 4: The Usability Testing From User Aspect

No	Questions	Score
1	Does products are easy to access ?	3.21
2	Does product specification offer is suitable ?	3.27
3	Does sales transaction application accessable ?	3.03
4	Does information access on web page is safe ?	2.93
5	Does web content is easy to remember ?	3.04
	Average	**3.10**

Figure 5 : The Usability Testing From Interaction Aspect

From all those usability testing, it leads to propose a model that is data flow diagram that reflects the disocial media synchronization as part of developing sales information system.

4.2. Disocial Media Synchronization Model
This below model is the disocial media synchronization model with the development of sales information system.
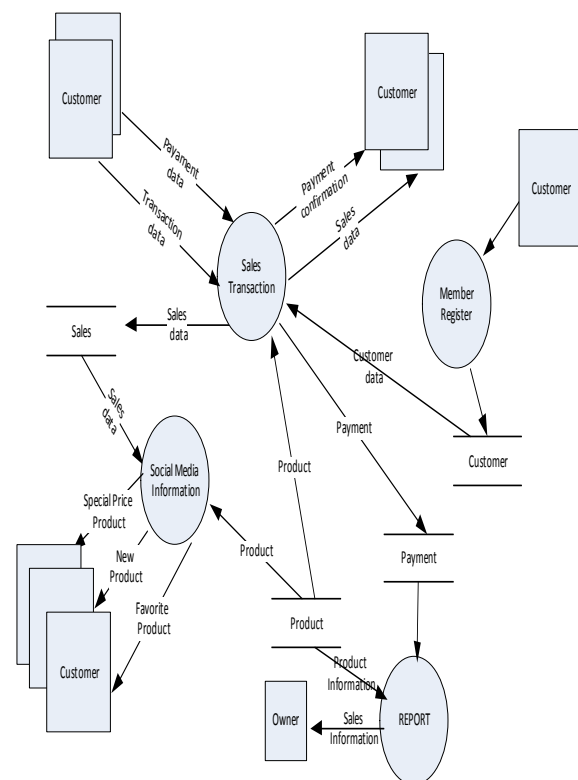

Figure 6. The Data Flow Diagram Of Application Development Of Sales Information System That Synchronize With Disocial Media

It can be seen that the figure 6 is the data flow diagram of application development of sales information system development with disocial media synchronization can be divided into four main prosseses as follows;

1. Sales transactions
This process begins with receiving a sales order from customers that made from the SME website (web). Or known as a transaction data on each particular customers. Once the customers pay the product then SME manager will notice the customers through web notification. Both these payment confirmation and transaction data will be stored into sales data.

2. Daily Sales Report
This phase the SME manager will conduct such report namely as a daily sales report. This report receive a payment confirmation data from each customers. Also, it will receive the product data that has been sold as well as the available products. The products that still available to sale will be integrated into social media instantly. So

any potential customers will be noticed frequently.

3. Social Media Information

The next stages is the social media information. It will receive sales data from sales transaction as well as product data from daily sales report. Those data will be proceed as a tool to perform as differentiation products into three types of products: discount, new, and favorite products. These information will be spread into disocial media and hoping to attract more customers.

4. Member Registration

The last section is to design a platform for those who wish to become a member. This will help the manager to identify the characterictic of each customers more properly. The customers will register directly through the web with a spesific ID that is social media owner identity and they will be given special treatment such as providing an attractive discount as a token of appreciation. Also if these members are giving their "like" on facebook and retwit on twitter, they will automaticaly will be part of a customer loyalty program.

It is strongly believed that this model will take SME into further level since this application model could be claimed as the new model in Indonesia. The managers will be more aware of social media present, as well as their operational will be more effective and efficient.

5. CONCLUSION

It can be concluded that the need of disocial media synchronization is significantly important. Especially for the ease of of marketing term for SMEs. The company could synchronize those disocial media into one platform, as a result of leading to company additional value added. Since it offers efficiency and effectiveness in term of market its products and services. The mechanism of disocial media synchronization is up-dating the content of one social media but it also integrate with other social media. The result is a data flow diagram of disocial media synchronization model that in conjuction with sales information system development for Indonesian SME. It shows four main type of process, sales transactions; daily sales report; social media information and member register.

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