

THE DEVELOPMENT OF SOCIAL MEDIA (FACEBOOK) GUIDELINE: VISIBILITY ELEMENT TOWARD SMALL MEDIUM ENTERPRISE (SME'S) ENTREPRENEUR

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Abstract: *Nowadays, social media become phenomenon in the business environment. Marketing technology through social media can be used by SME entrepreneurs in particular to ensure that marketing activity is enhanced. Indirectly it is expected to positively impact the visibility of SME entrepreneurs. Visibility is defined as the ability of an organization to be seen in the great community of the role and capabilities. It has unique and specific features to attract the attention of consumers. The study concludes that the visibility is divided into five elements, namely (1) a construction site a prominent business, (2) formation of community, (3) updated management of information content; (4) Analysis of customer behavior, and (5) optimization opportunities market. Basic elements of development are developed based on three main theories of the new communication paradigm theory, social influence theory and the theory of enrichment media. In general, the visibility factors for SME entrepreneurs are expected to strengthen the company's marketing. Thus, the visibility elements will encourage and guide the SME entrepreneurs to optimize social media as competitive marketing tool.*

Keywords: Social Media, Small Medium Enterprise (SME), Facebook application, Marketing.

Introduction

Social media involves several key elements, which consist of a collection of web sites, services and activities that carry some of the processes involved, including the process of collaboration, sharing and democratization of internet users (Junco, 2010). Social media is a platform of social interaction that involves one branch of new communication resulting from the

common communication environment. Locus of communication through social media is not limited. This phenomenon has changed the way the different relationships in organizations, communities and individuals themselves interact with each other. According to Rothschild (2011), social media communication approach consists of several methods, including Internet forums, social blogs, micro-blogging, wikis, podcasts, pictures, video, rating and social bookmarking user votes. Variation approach social media arm enables Internet users in particular have a lot of options for communication between Internet users. Additionally, social media has tremendous power to help companies build brand products in particular through networking, communication and community structuring (Erdogmus & Cicek, 2012).

Social media is the best application to use internet entrepreneurs of small and medium industries to carry out marketing activities. Social media can shrink and close the gap between strategy and execution of planned strategies that will be implemented (Kim & Ko, 2012). Marketing online using social media applications are able to provide a new and better platform to entrepreneurs, especially in the field of Small and Medium Industries (SMIs). This statement is supported by Morgan et al. (2006) in their study of state technology and facilities, which are prepared using information technology to enhance a business is useless if the power and capability to manage the information technology and communication is weak. Accordingly, this study focuses on the visibility of elements that should be given special attention by entrepreneurs to make use of social media as a marketing tool that can be used with more effective and manageable. The entrepreneurs were give a guideline that was reviewed by the experts from variety of area in internet business.

Social Media in Marketing

Chung et al. (2010) state in their study, social media is a virtual network that is available to users to express opinions, exchange ideas, and be able to send and control messages to be delivered anywhere at any time. Change the settings of communication showed a revolution, which took place on the field of communication in today's world. Social media has a very important role in the organization, particularly in relation to the individual. In an organization, there are three levels of administration, namely the strategic level, intermediate and operations (Laudon, 2010). The role of social media to make the relationship between levels of administration can be administered and managed more easily. Information from the strategic level to the operational level can be delivered more quickly and easily without the use of time and cost. Hybrid components highlighted by Junco (2010), through integrated marketing communication model is an important component of the internal organization at this time. Integration of social media and traditional methods are able to improve marketing and communication aspects of an organization.

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development of a comprehensive information technology infrastructure will affect the use of the internet as a marketing medium. Entrepreneurs of SME should play a more progressive social media environment to understand and respond rapidly to adapt to the latest methods in business hinges on the use of the Internet as a platform.

Visibility factor is a factor that must be addressed by entrepreneurs, especially the SME sector to be competitive and get the attention of internet users. Lim (2011) in the study states that there are two ways to ensure the visibility of a website in the cyber world; the first is due to how much of the reach of external websites linked to the website. The second method is in terms of the value of an object, issues and consumer groups who act as agents for the visibility. This indirectly will make the website or social media sites are more prominent and stand out amongst their own user group specifically wanted was a normal user. This statement is supported by Hernandez (2009), which states the key strategies for success and more ahead of the game is based on the quality of information, quality system and quality of the services offered through this platform. Users will change from the normal visitors to loyal customers due to several factors mentioned above. Thus, the visibility factor can have a big impact on the SME entrepreneurs through the use of social media applications as a competitive marketing tool.

Theory

The study involved three important theories of the new communication paradigm theory, social influence theory and the theory of enrichment media. Continuity of the three theories supports the objectives of the study, which emphasizes the development of element visibility on the use of social media.

Theory of New Communications Paradigm

This theory states social media using hybrid components. Hybrid component describes how social media using traditional communication combined with the use of the Internet platform as a new communication paradigm (Mangold, 2009). Use of social media is more meaningful to SME organizations where they can form a relationship with mutual customers anywhere at any time via the social media platform. According to Mangold (2009), this theory allows the use of social media to connect customers and SME entrepreneurs interact with each other in a two-way street. This supports the improvement in relations between the two parties in a win-win situation. Indirectly, it also can provide an efficient impact on the effectiveness of social media as marketing and business needs. Figure 1 shows a new communication paradigm theory. The figure explains the dependence of two communications techniques that have been traditionally and new communication can be intensified through the use of social media. Hybridization approach highlighted by this theory empowers one to one relationship between the SME and customers. Continuity theory a positive impact on the development of SME marketing through good relationships, forged with customers.

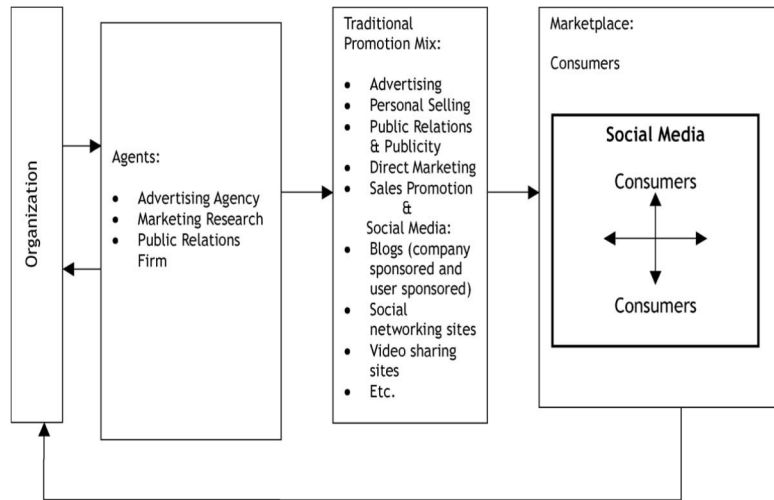


Figure 1: Theory of New Communication Paradigm (Mangold, 2009)

Theory of Social Influence

The Social influence theory explains the change in attitude and response produced by social influence based on the number of stages (Figure 2). The specified level is based on the acceptance of individual influences affecting compliance, internalization and identity (Cheung & Lee, 2010; Goodwin, 1987). This theory explains how a new application, such as the use of social media influences the environment in the present. This theory is consistent with a study in which the study focuses on how SME influences customers to buy their products using social media mediums. In this study, this theory helps of how a new technology is able to attract social community to use it. From the perspective of the SME entrepreneurs, this theory is the support to SMEs to attract users to use the social media platform to conduct business transactions.

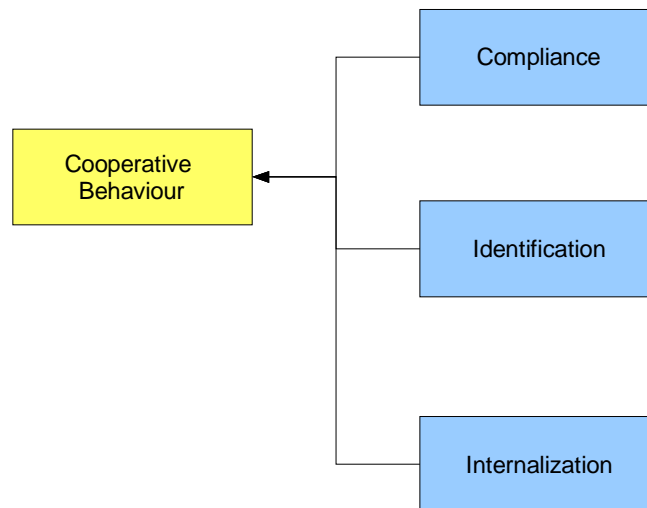


Figure 2: Theory of Social Influence (Goodwin, 1987)

Theory of Enrichment Media

Enrichment media theory describes how an organization that processes information in order to reduce the risk of uncertainty and a lot of information involved. Further research is based on how this theory to comment on the use of media to ensure a consistent organization can use the media to suit the organization's operations. Based on the theory of this enrichment, there is a medium level of information delivery, which touched on the effectiveness of the information presented to the community people (Daft, 1984). This can be attributed to the organization of SMEs to choose the type of social media that fits used by SMEs to increase visibility. Selection of social media and will make inappropriate SME less prominent among Internet users (Stonehocker, 2010).

This theory is based on four criteria: feedback, signal range, diversity of language and personal focus. This theory can be associated with the use of social media as a communication tool that connects media between SME and customers. Figure 3 shows the hierarchical theory of enrichment media. Through the figure can be explained hierarchical enrichment media used. This theory emphasizes information delivery techniques that have an impact on the quality of the information communicated through certain rules. A media source that is delivered through face-to-face techniques have a high level of enrichment media, mainly because it touches on the overall criteria where face to face communication techniques have a high level of feedback, good signal diversity, and personal focus of intensive compared with the media in the form of newsletters and brochures, which have low enrichment media as well as the delivery of information to consumers is weak.

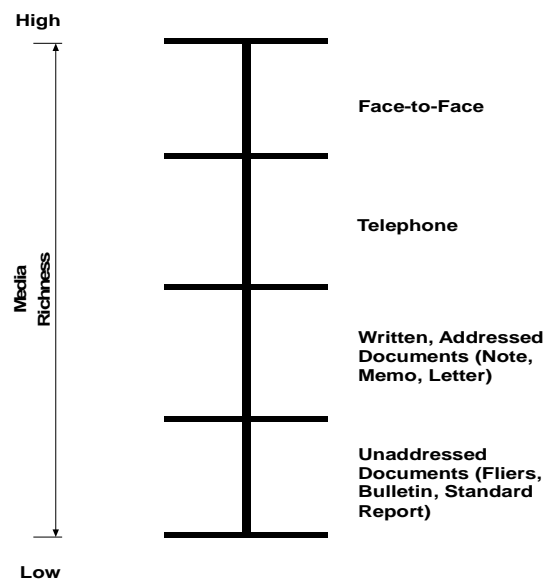


Figure 3: Hierarchy Theory Enrichment Media (Daft, 1984)

The Implication of Theory

The development elements visibility is centered on the theories that have been swallowed chosen as a basic research study. The provision should incorporate elements of theory, which is relevant for ensuring the visibility elements that will be produced are academic. Three theories,

namely: theoretical enrichment media, social influence theory and the theory of the new communication paradigm able to support the direction of this research.

Enrichment media theory applies how the selection and use of media to coincide emphasized by SME entrepreneurs to increase visibility in the internet environment. Face to face interaction is the relationship of the highest in the hierarchy of media enrichment theory (Daft, 1984). According to the theory, factors related directly to customers will enhance the visibility of SME.

The social influence theory is reviewed from the perspective of how the customer will always have a relationship with the SMEs involved. This theory is consistent with a study in which the study focuses on how SME can influence customers to buy products using social media medium (Cheung & Lee, 2010). The main goal of this theory is to attract customers to use the services or products offered to customers. Indirectly, it can increase the visibility factor SMEs a major goal in the study.

The new communication paradigm theory also emphasizes the hybrid technique of adapting traditional techniques of communication and empowerment as an internet platform in the field of communication between entrepreneurs and SME customers. Integration of communication manifested as integration marketing communications (Integrated Marketing Communication) who practice a relationship with one (Mangold, 2009). This indirectly led to this study which focuses on the visibility issue. Good relationships enable visibility guidelines capability can be improved.

Visibility Elements

Visibility elements adapt by the entrepreneurs to increase the company popularity among the internet user. According to Hu, et al (2011) the visibility of social media site such as Facebook referred to the quality of information provided to the visitors. The visibility elements was constructed by two main activities (1) the literature review and (2) the comparison of guidelines which exist in the market. The result, visibility elements for social media site was constructed by five main visibility elements, (1) Build a business website; (2) Develop a community; (3) Manage information content; (4) Analyze customer behavior; and (5) optimization market opportunities. Those elements highly suites for the Facebook application whereby affiliate in social media cluster.

Guideline

The fundamental of guideline development was developed on five (5) main visibility elements as discussed above. The guideline divided to five sections as showed in Figure 4

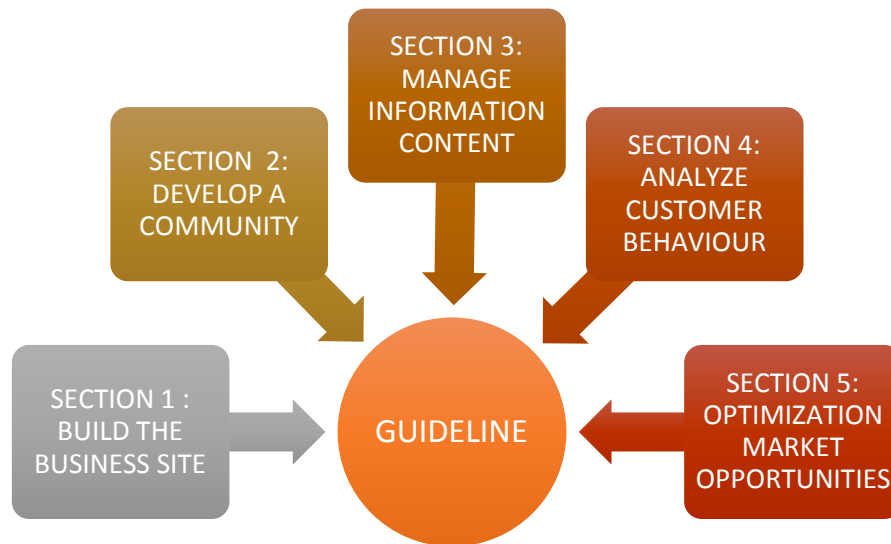


Figure 4: Sections in Visibility Guideline

The visibility guideline development developed using two formats which are (1) printed format (Figure 5) and (2) electronic format as known as e-guideline (Figure 6).

1.3 Memasukkan maklumat umum perniagaan

Langkah 1 Masukkan maklumat umum perniagaan.

Langkah 2 Pilih kategori perniagaan anda.

Langkah 3 Masukkan nama produk anda

PENGUNAAN "BOLD" PADA PERKATAAN

Garis Panduan (3)

Maklumat ini penting bagi pelanggan untuk mengetahui berkenaan bidang perniagaan anda.

Pelanggan dapat memahami dengan mudah berkenaan perniagaan yang anda jalankan tanpa perlu mengeksplorasi dengan lebih terperinci

Rajah 1.2 : Memasukkan maklumat umum perniagaan

Figure 5 : Visibility Guideline in Printed Format



Figure 6 : Visibility Guideline in Electronic Format

Theory Review of Guideline Verification

The guideline development theoretically support by the theory which discussed in earlier. The theories align with each section in the guideline. Table 1 showed the relationship of each section in the guideline to the theory. The theory become the foundation to the development of the relevant and efficient guideline. As result, the guideline more dynamic and relevant to academic perspective.

Table 1: Relationship of each section toward theory

No	Section	Theory
1	Section 1 : Build The Business Site	i. Theory Enrichment Media
2	Section 2 : Develop A Community	i. Theory of Social Influence ii. Theory Enrichment Media
3	Section 3 : Manage Information Content	i. Theory of New Communication Paradigm ii. Theory Enrichment Media
4	Section 4 : Analyze Customer Behavior	i. Theory of New Communication Paradigm
5	Section 5 : Optimization Market Opportunities	i. Theory Enrichment Media ii. Theory of Social Influence iii. Theory of New Communication Paradigm

Expert Review of Guideline Verification

In development of the visibility guideline, experts verification process is the vitally process to follow. The justification of verification process from the experts is to encourage the relevant input from their perspective on social media business. There are five (5) experts come from variety background such as academicians, social media expert, online business entrepreneur and marketing expert. Their knowledge and expertise enlighten the development of the guideline more relevant and usefulness.

The verification of the guideline by the experts consist of 25 items which are divided to three section; section 1 (quality of guideline) consists of eight (8) items; section 2 (Format and Contents of Guideline) consists of nine (9) items and ; section 3 (Usability and Acceptance of Guideline) consists of eight(8) items. Below showed the finding in each section verified by the experts.

Finding in Section 1: Quality of Guideline

The percentage score by the experts was 63.75% in section 1. Overall, the expert gave the higher score in this section. The experts encourage some modification on three (3) items as show below:

- Arrangement of information in the guideline
- Additional on detail steps guideline
- The cause and effect of guideline

Finding in Section 2: Format and Contents of Guideline

The percentage score by the experts was 66.75% in section 2. The experts gave the positive feedback on format and contents of guideline. Moreover, there are three (3) suggestions need to consolidate the guideline development:

- Use the appropriate procedure and technique and up-to-date.
- Usage of understandable language and technical less
- Embed the cause and effect of guideline each step in the guideline

Finding in Section 3: Usability and Acceptance of Guideline

The percentage score by the experts was 58.33% in section 3. The experts mostly stress on those two (2) items:

- Provide the risk of each step in the guideline.
- Provide the value for money on each step in the guideline especially on Facebook Advertisement service.

As a result, the modifications on visibility guideline have been reviewed according to the expert's feedback. Moreover, the revised guideline based on the expert's feedback will turn back to the experts for the final verification.

The verified guideline that reviews by the expert is the final guideline that will use by the SME's entrepreneurs. The guideline initially will increase the visibility of SME's entrepreneurs among the Facebook users. The visibility of the company Facebook page site depend on the incensement of Like numbers, Comments feedback numbers and Share posting numbers.

Conclusion

A good social media sites must have some properties which can attract visitors among the internet users to visit the site, which is (1) The use of managed; (2) multimedia information; (3) Has a gimmick; (4) Power Persuasion; (5) Interactive; and (6) Continually updated. In all of nature, the social media site visitors will visit the site with the latest information with good interactive features. A study conducted by Williams, et al. (2006) noted that the major challenge faced by the developers of social media sites for any company is to provide business information performed more frequently and regularly updated to be visited by the visitor.

In addition, optimization of social media sites are also important and involves a number of activities, including (1) Advertising; (2) Merger; (3) Viral Marketing; and (4) customer visits. This optimization is formed through the addition of more interactive interaction in the use of social media (Steyn, et al., 2010). These optimization activities have a high impact on the dynamic interaction between the client and SME entrepreneurs. Optimization of synergies between activities can improve the visibility of a holistic perspective on the elements discussed visibility, especially in the form of a community of more dynamic and progressive. The discussion of this section it can be concluded that the visibility is divided into five elements, namely: (1) Build a business website; (2) Develop a community; (3) Manage information content; (4) Analyze customer behavior; and (5) optimization market opportunities.

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