

ANALYSIS OF NEW MEDIA THROUGH SOCIAL MEDIA NETWORKS AS A MARKETING TOOL IN THE NEW ERA**Clara V. Mariana, Haetami M. R. Fahmi, Lalu Muhamad Reza Padila***

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Lalu.padila@students.paramadina.ac.id*Abstract**

This research adopts a qualitative technique based on discourse analysis. Data is gathered by observation, book study, and document study. Many corporations leverage social media users as a platform to market and publicize their brands. In addition to the positive aspects of social media and Web 2.0, such as the ease of accessing features and the rapid flow of information and sharing content, it also has negative aspects and dangers such as cyberbullying, identity falsification, hacking and cracking, the danger of viruses that harm software, piracy, plagiarism, and leakage and theft of information. The accessibility of sharing content on social media allows communicators to package communications with certain visual symbols to communicate messages to communicants who are social media users in the new media era.

Keywords: *New Media, Visual Communication, Marketing, Advertising.*

Abstrak

Penelitian ini menggunakan pendekatan kualitatif dengan dasar *discourse analysis*. Data didapatkan dari observasi, studi literature dan studi dokumen. Banyak korporasi yang memanfaatkan pengguna media sosial sebagai lahan untuk memasarkan dan mengiklankan brand mereka. Selain memiliki aspek positif dari media sosial dan web 2.0 seperti kemudahan mengakses fitur, kencangnya arus informasi dan membagikan konten, juga memiliki aspek-aspek negatif dan bahaya seperti *cyber bullying*, pemalsuan identitas, *hacking* dan *cracking*, bahaya virus yang merugikan perangkat lunak, pembajakan, plagiasi, serta kebocoran dan pencurian informasi. Kemudahan membagikan konten di media sosial membuat komunikator dapat mengemas pesan-pesan dengan simbol-simbol visual tertentu untuk mengirimkan pesan kepada komunikan yang merupakan masyarakat pengguna media sosial di era *new media*.

Kata Kunci: *New Media, Komunikasi Visual, Pemasaran, Periklanan.*

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A. INTRODUCTION

In modern period, communication media are one of the key sources of information that are quite influential in society. In society, the pattern of individual life is influenced by the media, which is a source of information that educates, entertains, and enlightens in the individual's social contacts, where the media provides a notion of the individual to analyze his behavior.¹ It may be claimed that the mass media is still employed as a source of knowledge as well as an intermediary and information provider, therefore occasionally the media takes sides with a group or emphasizes the news by stereotyping particular groups.²

In today's information era, communicators package messages utilizing audio-visual media formats that blur the barriers between art, technology, information, and entertainment amidst the rapid flow of information updates. The audio-visual media format, especially the visual aspect of the format, promotes the creativity of communicators and communicants in presenting and interpreting the messages read. In this scenario, the visual literacy of the communicator is very significant in deciphering the message conveyed by the communicator, since if the degree of visual literacy between the communicator and the communicant is widely different, there will be an imbalance in the delivery of information.

As part of the new means of communication, the internet is currently at a greater and more varied level of usage (Web 2.0) compared to before (Web 1.0). (Web 1.0). The way of communication through the internet makes the flow of information seem infinite. One of them is through social media.³ It is estimated that of the 7.39 billion inhabitants of the earth, there are 3.4 billion people who have internet access, 2.3 billion people use social media regularly, and 2 billion people access social media through their mobile devices (Nicolas Alarcon, Urrutia Sepulveda, Valenzuela-Fernandez, & Gil-Lafuente, 2018). (Nicolas Alarcon, Urrutia Sepulveda, Valenzuela-Fernandez, & Gil-Lafuente, 2018).⁴

Social media is one example of employing internet characteristics for social connection and can have a good impact on its users. In addition to the needs of

¹ Kurt, H. *Acritical Review to the Media which Constructed in Media Literary Course in Secondary Education. Procedia - Social and Behavioral Sciences*, 174.

² Ndiayea, I. A., & Ndiayea, B. *Sociocultural Stereotypes in Media and Intercultural Communication (Africa in the Polish Media). Procedia - Social and Behavioral Sciences*, (November 2014), hlm. 72–76.

³ Al-Rahmi, W. M., & Zeki, A. M. *A model of using social media for collaborative learning to enhance learners' performance on learning. Journal of King Saud University - Computer and Information Sciences*, (2017), 526–535.

⁴ Nicolas Alarcón, C., Urrutia Sepúlveda, A., Valenzuela-Fernández, L., & Gil-Lafuente, J. *Systematic mapping on social media and its relation to business. European Research on Management and Business Economics*, (2018), 104–113.

social contact in general, social media can also be turned into a way of addressing needs at a more particular level. One example of social media applications for specific needs is the adoption of enterprise social media (ESM), which originates from the need to organize and boost the loyalty of a company's employees, as well as integrate, improve skills, and build social interactions for new employees.⁵

The growth of the digital era as it is today also opens up options to guide user-owned content in certain directions, such as the propagation of the previously stated culture, education, and art, as well as for business goals such as transactions, marketing, and advertising. Such globalization also results in cultural flows, which refer to the transmission of things, talents, beliefs, and practices through media and communication technology as a type of cultural equality and media formats across the world.

With the new media, users are free to enter any content because one of the characteristics of the new media, such as social media and the internet in general, is anonymity. So, in its development, it is also vital to have user awareness because it is difficult to withdraw anything that has been widely circulated on online media. The integration of technology in daily life also increases the expectations of the abilities that the new generation is required to have because, from the perspective of technological literacy, the high exposure to technology in the new generation raises the assumption that the new generation must have high abilities and knowledge about technology, especially information technology.

New Media as Visual Communication Media in the New Era

There are two categories within the mass media itself: the first is print media, such as newspapers and magazines; the second is electronic media, such as television, radio, and movies. There is also media labeled as "new media," which is closely tied to online media. New media content is a combination of audio and visual data packed in digital format and broadcast through internet networks based on fiber optic cables, broadband, satellites, and microwave systems.

Online media as part of new media of communication is not confined to social media (Levinson, 2009),⁶ but also includes sites that allow for interaction such as Youtube, blogs, forums or groups, and so on. People's interest in becoming new media users is based on the qualities supplied by new media itself,

⁵ Leidner, Gonzalez, Koch. (2018).

⁶ Levinson, P. *New New Media*. New York: Penguin Academics. (2009).

one of which is the enhanced speed of information flow as the basis of interaction.⁷

Visual communication is a method of communication that relies on the use of one of the five senses, particularly vision. Visual communication is inseparable from the process of visual perception, which is a process to determine the experience and reaction to stimuli starting with the receipt of stimuli that become the center of attention by the audience's sense of sight so that a sensory experience is formed, which is then interpreted based on the audience's own experience.⁸

Visual communication applications in new media are in the form of digital visual symbols. These digital visual symbols include photographs, photos, animations, typography, and videos. Visual communication in new media can be summarized as a multimedia product based on the premise of the process of static digital images and moving digital images, or audio-visual (video) (video). Through this method, communicators can package several messages into one visual result.⁹

B. RESEARCH METHOD

This research adopts a qualitative technique based on discourse analysis. Data were gathered by observation, book study, and document study. The acquired data is then compared to one another, interpreted, and described. The data that has been described is next presented and examined.

C. RESULT AND DISCUSSION

The evolution of digital media today has given rise to new names such as "Web 2.0" to refer to the development of the internet in the present new media era. Web 2.0 is a collection of material and applications that are user-controlled, interactive, and free to access (open-source) that enhance the experience and knowledge gained by users. Web 2.0 facilitates the emergence of ideas, information, knowledge, innovation, and creativity in a network of users through sharing material.¹⁰

The definition focuses on the implementation of the elements of Web 2.0 itself. While Web 2.0 itself is a complex thing that consists of several aspects, such

⁷ Nicolas Alarcón, C., Urrutia Sepúlveda, A., Valenzuela-Fernández, L., & Gil-Lafuente, J. *Systematic mapping on social media and its relation to business. European Research on Management and Business Economics*, (2018), 104–113.

⁸Goldstein, E. B. *Sensation and Perception*. California: Wadsworth Cengage Learning. (2010).

⁹ Adiloglu, F. *Visual communication: Design studio education through working the process. Procedia - Social and Behavioral Sciences*, (2011), 982–991.

¹⁰Constantinides, E. *Foundations of Social Media Marketing. Procedia – Social and Behavioral Sciences*, (2014), 40–57.

as computer technology, information systems skills and knowledge, software, and applications that are sometimes confusing and cause ambiguity, One example is the use of the terms "web 2.0" and "social media," which are used to refer to each other despite the fact that social media and web 2.0 are two different things.¹¹ The majority of practitioners characterize and identify social media with user-generated filler content.

Social media is defined as a linking program with instant communication channels where users can share their uploaded material. Social media is not just limited to one type of application but also includes many forms of interaction in networks such as blogs, including microblogging, chatrooms, forums, and websites, including information and news sites such as Kompas.com and Jawa Post, hosting and downloading sites such as Mediafire, e-commerce sites such as Lazada and Tokopedia, social networking sites such as Twitter and Facebook, networks focused on video content such as Youtube and Vimeo, and networks focused on photo content such as Instagram.¹²

In the digital era, the level of access for new media consumers is expanding along with the expansion of communication and information media. People who use new media are facilitated in numerous ways. Thus, social media has become one of the domains of political action for both political actors and followers of political personalities. This is typically seen on social media, which increasingly discusses political observations or practical politics that create content on social media. Political dynamics in social media influence the pattern of contact between individuals and groups through the establishment and dissolution of communities of political followers and/or certain political figures based on the majority party. This dynamic is also based on events, ideology, and political tensions, as well as the connections of the personalities and parties that administer the political system.¹³

The enormous number of users is exploited by corporations as a new business opportunity by leveraging new media as a marketing and advertising medium using website pages, advertising videos disseminated through video hosting sites such as Youtube, and social media such as Twitter, Facebook, and Instagram. Marketing and advertising activities using social media like these

¹¹Constantinides, E. *Foundations of Social Media Marketing. Procedia – Social and Behavioral Sciences*, (2014), 40–57.

¹² Nicolas Alarcón, C., Urrutia Sepúlveda, A., Valenzuela-Fernández, L., & Gil-Lafuente, J. *Systematic mapping on social media and its relation to business. European Research on Management and Business Economics*, (2018), 104–113.

¹³ Weaver. (2018)

make it easy to build consumer segmentation and brand perceptions of marketed products.¹⁴

The concept of leveraging social media for the purposes of creating brand perception has considerably altered marketing practices for organizations. Many firms have grasped the value of maintaining media interactions through social media. Cooperation with social media can also improve the brand awareness of a firm if that cooperation is formed. Corporations can become better known, for example, through endorsements. The endorsement can also influence and be influenced by the brand, service, and credibility of both parties by offering mutual feedback.

Social media also encourages the capitalization of information by sharing business information so quickly and making it easier to access information about employees, distributors, and clients in huge numbers. This information might be vital information that can allow stakeholders to determine where the company is going. This is because the economy is no longer simply dependent on natural resources but has progressively begun to be influenced by intellectual and digital resources. With the migration of information sources to the digital arena as it is today, it is feasible to analyze the condition of the organization more readily. Corporations can also more readily create ties with consumers through interactions built on social media.¹⁵

Because of the comfort, simplicity, and speed of the social media environment, users tend to use it too frequently, and they typically ignore the dangers and negative elements that emerge from excessive use of social media.

Users' interest in social media originates from the convenience of acquiring information compared to real life, but this digital environment also includes social, ethical, and security challenges that require special attention and need to be regulated. These difficulties present themselves in a variety of ways, including cyberbullying, identity theft, hacking and cracking of various dangerous software (Spyware, Adware, Ransomware, Malware, and so on), piracy, plagiarism, and information leakage and theft, as in the case of Facebook.¹⁶

On the other side, social media can be employed to various other good elements, such as in the educational environment, by offering access and possibilities for academic actors to seek and gain sources of knowledge.

¹⁴ Nicolas Alarcón, C., Urrutia Sepúlveda, A., Valenzuela-Fernández, L., & Gil-Lafuente, J. *Systematic mapping on social media and its relation to business. European Research on Management and Business Economics*, (2018), 104–113.

¹⁵ Elena. (2016)

¹⁶ Georgescu & Popescu. (2015)

However, this access needs to be given restrictions and standards so that the quality of the content is preserved.¹⁷

The usage of new media, especially social media, for educational purposes is still quite low. The bulk of social media users still use social media as a tool to simply interact and find amusement. This is also confirmed by parents' perspectives, where the majority of them consider modern media such as social media and videogames as things that hamper and interfere with school activities.¹⁸ If filtered in terms of education, new media is very supportive of the needs in the field of higher education.

Visual Communication on the Network: Art, Messages and Propaganda

Visual communication is a method of communication that relies on the use of one of the five senses, particularly vision. Visual communication is inextricably linked to the process of visual perception, which is a process for determining experiences and reactions to stimuli that begins with the receipt of stimuli that become the focus of attention for the audience's sense of sight, resulting in the formation of a sensory experience that is then interpreted based on the audience's own experience.¹⁹

Visual communication applications in new media are in the form of digital visual symbols. These digital visual symbols include photographs, photos, animations, typography, and videos. Visual communication in new media can be summarized as a multimedia product based on the premise of the process of static digital images and moving digital images, or audio-visual (video) (video). Through this method, communicators can package several messages into one visual result.²⁰

Visual perception that can have an impact on the audience is formed based on communication to the audience through signs. Signs can impact and shape the differentiation of meaning, where the elements of visual communication can establish an identity and image. Through this visual communication, communicators can communicate messages in the form of symbols to the audience indirectly.

The anonymity of the internet also results in the proliferation of undesirable content. One example is terrorist content. The easy circulation of content such as

¹⁷ Ali, M., Yaacob, R. A. I. B. R., Al-Amin Bin Endut, M. N., & Langove, N. U. *Strengthening the academic usage of social media: An exploratory study. Journal of King Saud University - Computer and Information Sciences*, (2017), 553–561.

¹⁸ Lim, C., Thanq, V. C. Der, & Liang, R. *Singapore Youth's New Media Participation: Consuming, being, Learning and Schooling. Procedia - Social and Behavioral Sciences*, (2013), 727–731.

¹⁹ Goldstein, E. B. *Sensation and Perception*. California: Wadsworth Cengage Learning. (2010).

²⁰ Adiloglu, F. *Visual communication: Design studio education through working the process. Procedia - Social and Behavioral Sciences*, (2011), 982–991.

images and videos of suicide bombing victims sometimes makes people nervous and even amplifies the desired impact of the terrorists themselves, namely dread. In this scenario, user literacy in interpreting and taking action is particularly crucial because if users upload or share these contents, it signifies that users have aided the terrorists achieve their goals. The mass media also has a role in events like this, where the media sometimes releases news that actually makes people worried.²¹

Visual messages that contain negative aspects are often communicated indirectly and occasionally veiled. An example is the employment of satanic and illuminati symbols wrapped in video game details. In this context, occasionally players do not understand that the video games they play include demonic and Illuminati content and messages.²² Another example is in video clips produced by musicians, such as those from South Korea, often referred to as "boy bands" and "female bands." Some video clips from popular South Korean bands feature satanic and illuminati symbols.²³

The symbols most often appearing and employed in both situations are the all-seeing eye, which is the symbol of the illuminati itself. In addition to the all-seeing eye, additional symbols that are regularly utilized are the pentagram and hexagram, which are intimately tied to satanic emblems. The pentagram and hexagram are symbols used to worship and invoke the devil in western culture.

The employment of these symbols in a visual work might yield numerous meanings. These symbols can be regarded solely as adding details to a visual work and not the main message to be communicated to the communicator, or these symbols can be interpreted as the communicator wishing to give the main message with satanic and illuminati nuances through his visual work to the communicator. Again, user literacy plays a significant role in the process of comprehending the messages given by communicators through symbols in visual works broadcast on digital networks in the new media era.

D. CONCLUSION

Along with the rise of digital technology in the midst of society, the use of new media, especially social media, has increased substantially. This growth happens because consumers may quickly access supporting technologies such as gadgets and mobile devices. Start-ups and established enterprises market and publicize their brands by leveraging on the presence of new media users in

²¹ Khairil, M., Ali, M. N., Zakaria, S. Z. S., Arifin, K., & Razman, M. R. *Mass Media Coverage on Terrorism in Order to Achieve Peace and Justice according to the World Agenda of Sustainable Development Goals (SDGs)*. *INFORMATION*, (2017), 4935–4940.

²² Saputra. (2016).

²³ Haris. (2016).

society. The usage of new media, especially social media, also includes hazards and negative repercussions such as cyberbullying, identity forgery, hacking and cracking, piracy, plagiarism, various forms of hazardous software viruses (Ransomware, Malware, Adware, and so on), as well as leakage and theft of new media. Because communicators can package messages to be sent with a range of visual symbols that not all users are able to interpret, user literacy information also determines users' ability to interpret communications.

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