

ONLINE ADVERTISING IN THE ASPECT OF ENTREPRENEURSHIP WITH REFERENCE TO EAST BALI CASHEW'S WEBSITE

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Abstract. Entrepreneurship, design and innovation walk together to produce high quality products and services that are solutions to problems in our daily lives. Apart from creating products and services that catch the eye of the customers, young entrepreneurs have another consideration, which is how to market their products in the midst of digital realm competition. With the developing industrial revolution, entrepreneurs are also required to expertise in advancing their products or services, one of them is the ability to advertise online with the internet as a medium of communication. The subject of this research is the website of East Bali Cashew and its advertising. Case studies based on observations from the customer's point of view. East Bali Cashew is a company that produces cashew nuts into a healthy snack. From the website, East Bali Cashew looks very transparent with the production process, the story behind the success, and even answers FAQ from customers. With attractive website management, East Bali Cashew has proven that with online advertising companies have an interactive way of communicating with customers as well as increasing the sales volume of their products. Advertising plays a big role in gaining exposure and interest in the product. Over the past few years, the internet has become the main media of conveying marketing messages to customers. Online advertising is also being used as advertising campaign by big and small companies. With easy access and, online advertising has become the most important marketing strategy.

Keywords: Entrepreneurship, online advertising, and East Bali Cashew.

I. INTRODUCTION

Entrepreneurship is becoming such an important issues in this nation where the industrial revolution and economic activities developing. To be exact, in the midst of global pandemic, entrepreneurs in various ages born rapidly per day. A country's economic growth improves when the entrepreneurial growth also increases. Entrepreneurship indeed soar national economic growth, it have a crucial role to create a new work field, increase national income, create more value for goods and services, also reduce economic and social disparities. But Indonesia still at behind, according to Gati Wibawaningsih as Director General of Small and Medium Industries and Miscellaneous Industries, Ministry of Industry Indonesia need to increase the percentage by 4% of total population. Still, in the midst all of that, young entrepreneurs clueless about the details of skills and traits that need to expertise in order to compete where the world is completely digital.

Entrepreneurship is an activity that being carried out to convert ideas into businesses. As an entrepreneur, there are also ideal traits that needed, namely ability to plan business and career, have specific vision and mission, the last one is ability to reach the goals in fixed pace and lane. Entrepreneurship have very important elements, that is consistency, converting ideas, and profitable. Those three are very useful and let young entrepreneurs require skills in advancing their products or services, including skills in designing and innovating. In entrepreneurial activities, design and innovation become as much as important, because in the middle of converting ideas, designing process must be done to make sure that our ideas turning into something real. It's clearly clueless, when being a creative

individual and giving birth to a lot of ideas but zero effort that put into our ideas in order to become real and profitable.

Innovation also play a crucial role to achieve customer's loyalty and attract more customers. Era is rapidly growing, existing company need to keep up to trends and demands from customer, so that their products or services upgrading and fit into today's situation.

Another important skills that young entrepreneurs have to expertise is skill in advertising. Companies are hardly to grow without advertising. Leaving out advertising means that company don't have a way in reaching out to customers, receiving a feedback, and more importantly reaching out more customers. Rapid growth of social media and its user bring company to choose online advertising rather than physical advertising. Online advertising believed to be more effective than physical one because of internet use as media to conveying company's marketing messages. Online advertising have so many kinds, one of it was creating a website and advertise it using techniques such as social media marketing and whatnot. To be exact is company called East Bali Cashew, their website management is very attractive that they actually have an interesting way of interacting with customers, such as finding out about production process, story behind the success and visiting their online store.

II. BASIC TEORY

A. Entrepreneurship

Entrepreneurship based on famous definition from Peter F. Drucker, is the practice of consistently converting good ideas into profitable commerce venture. In conclusion, the most important element of entrepreneurship is how entrepreneurs

converting ideas into something that is real and profitable for sure. That's why, entrepreneurs need constant ideas and innovation, therefore, the last element is consistent in running the business and developing products or services. Also motives for transforming those ideas into because like what Napoleon Hill, father of modern motivator said that ideas that being transformed into something real and have an economic value is the root of entrepreneurship. Entrepreneurship indeed works if ideas are also there, with that being said design and innovation are important factors so that business can move forward.

To become the ideal entrepreneurs, there are characters and skills in needed. Some of it that stand out are, openness of social media, constantly making something new and distinct from others, being creative in marketing their products or services, and the last one is make something common into extraordinary, to be specific, the way of interacting with customers, management, and the way of advertising it. It totally relevant with something that in raise today, one of it was expertise in advertising field. Especially in the world where is completely digital, company need something that effective in conveying their marketing messages.

B. Online Advertising

In simple, online advertising is a form of marketing or advertising that uses internet as a medium to convey marketing message for promotional purpose. Usually, online advertising seen as an annoying ads but actually there are a lot of kinds of online advertising that is profitable and well received by internet and social media users. Such as, display advertising and search engine marketing that not that annoying as pop up ads. In fact, those kinds of online advertising very beneficial so that customers be able to visit products and website and way more interactive. There are also another kinds of online advertising,

1. Display advertising, usually convey their advertising messages visually using text, logos, animations, videos, photographs, or other graphics.
2. Interstitial, this kind of ads display before a user can access requested content. And are a form of interruption.
3. Search engine marketing, is designed to increase a website's visibility in search engine results pages and provide sponsored results based on a web searcher's query.
4. Social media marketing, is commercial promotion conducted through social media websites.
5. Mobile advertising, usually delivered through wireless mobile devices and in the form of SMS or MMS.
6. Email advertising, is ad copy comprising an entire email or a portion of an email message.
7. Online classified advertising, posted online in a categorical listing of specific products or services.
8. Adware, is a software that once installed automatically displays advertisements on a user's computer.
9. Affiliate marketing, occurs when advertisers organize third parties to generate potential customers for them.
10. Content marketing, that involves the creation and sharing of media and publishing content in order to acquire and retain customers.

Every entrepreneur should use this modern-age advertising technique cause of its perks in helping increase their profits and sales volume of the products. There are six major benefits of online advertising, those are global reach, means that business will be accessible beyond local area and expand to target audience worldwide. One of the greatest benefits of online advertising is its cost effective. Online advertising also keep target audience engaged so it easily plan ad campaigns accordingly. Unlike traditional advertising methods, online advertising is fast and easy also be able to measure which strategies are working and which are not. Entrepreneurs can analyze customer data and easily measure the effectiveness is such a big help in improving business ads and advertising strategy.

Online advertising does handful and easy in marketing company's promotional messages, but company have to choose an effective type of advertisements. There are surely type of advertisement that is weak and strong. Based on research, as mentioned before pop up ads are the weakest type of advertisement, followed by interstitial ads. Those type of advertisements not received well by internet user when in fact it really bothers user's activity. One of the strongest type of advertisement is search engine marketing, nowadays search engines have become the primary tool for searching information on the internet. Therefore, search engine marketing offers the possibility of accessing large group of recipients.

Apart from the research, companies freely choose what kind of advertisements suit and profitable for them.

B. The Importance of Having a Website In Referring to East Bali Cashew's Website

Website has become essential tool to interact and gain loyalty from customers. Also to reach out to various customers at both local area and worldwide. To be exact, in the digital world, entrepreneurs without website probably losing out on opportunities for their business. A website can be used to accomplish many different marketing strategies in increasing business's growth. With having an online presence, company can advertise more about their website on social media and social networking sites. A website not only gives credibility but it also helps to give a positive impression so that a company can get bigger and more successful.

By taking an example from East Bali Cashew's website, this company is very open about their products, the ingredients, also the production process. Nowadays, customers are busy and smart to actually know about the products through internet and website. Providing a good service and product can gain loyalty from customers, they also can trust the company more and gaining more customers based on the impressions that they share to other people. In this case, East Bali Cashew also uses social media marketing technique to attract customers to visit their website that often found on Instagram, Facebook, and Twitter. East Bali Cashew's website management is really well designed and informative so it actually really fun to visit and understand more about their products

East Bali Cashew's openness is bringing trust to customers also rising support from loyal customers.

Websites are actually way more convenient for customers because of how it always available and accessible 24 hours a day. With numerous marketing strategies, company can advertise and market their business and it depends on how to choose the right marketing strategies effectively to the business

C. Entrepreneurship Development in Digital Age

Entrepreneurship development in the world where is completely digital surely increases and accessible for both small and large companies. Reaching global audiences is becoming easier and in raise these days. Entrepreneurs can act with great flexibility in operational activities and development. Entrepreneurship in digital realm spans wide areas that allows small companies to grow even bigger and fast. Digital entrepreneurship indeed drive economic or social value by creating something new with digital technologies. Digital entrepreneurship also have benefits, namely to improve business operations, invent new business models, sharpen business intelligence, and engage with customers and stakeholders. Also, create the jobs opportunities.

In the digital realm, entrepreneurs also require to have personal traits and knowledge to actually compete with other business. One of the most important personal trait is willing to take a risky action in the hope of desired results.

IV. CONCLUSION

One of the skills that young entrepreneurs need to expertise nowadays, is skill in advertising especially online advertising where the internet is a main media to convey marketing messages. Online advertising believed to be more cost effective and widen company's target audience area.

East Bali Cashew's website is an ideal example for having a well-designed and informative to attract customers and their loyalty. This proves that if company honest and open about their product, they surely gain customer's trust.

Having a website and advertise it with various kinds of online advertising that fit into marketing strategy is essential for today's entrepreneurs. Especially, in this digital society, entrepreneurs' sensitivity in social media is becoming important traits.

In this digital age, young entrepreneurs can't losing out opportunities in advancing their business. Therefore, entrepreneurs require to have constant ideas and step their game up in order to raising Indonesia's economic growth.

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