

# Cyber Marketing: Media Effective Interest for Potential Customer in Advertising Products and Services Online

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**Abstract:** *Information technology through the medium of the Internet has grown so rapidly since the discovery of the first time in 40 years ago. Internet has penetrated almost every side of human life. Basically, this technology has changed the social structure, politics and economics, and in many cases change the geographical boundaries. Especially in this era of globalization, there is virtually no barrier and time and space constraints that limit human activities, including business activities. Cyber marketing in a business known as a media marketing services and products online that are very effective. With cyber business information marketing products and services in expanding its marketing and also in optimizing business benefits for his company. But this does not mean to underestimate the transaction directly as in the conventional market. The basic concept of trading on the internet are not much different from the conventional market, it's just different media used. WOM is an interpersonal communication about the product between the buyer and the people around him in the marketing of products and services online using the internet social networking media such as facebook. Variables of trust, quality, and satisfaction experiential things to consider in the use of cyber marketing.*

**Keywords:** Cybermarketing, Wom, Internet, Facebook.

## 1. Preliminary

Business competition is getting tougher in the era of globalization requires the company to reorganize its business strategy and tactics. Why is that? due to the presence of an increasingly tight competition requires companies to change their marketing strategy. Marketing strategy must be carried out in accordance with the present conditions surrounding the world of marketing. Development of marketing and business development would be affected by the development of the surrounding environment. Especially in this era of globalization, there is virtually no insulation and limits in the business and one of the things that now must be considered by the company to win the competition with the use of Internet technology development.

Cyber marketing is an important discovery at this time because most people's lives are affected by it, ranging from the use of online social media such as Twitter, Facebook, Friendster and others. Social networking sites are a web-based service that allows users to create profiles, see the list of available users, and to invite or accept a friend to join the site (Boyd and Ellison, 2007). With the use of online social media businesses currently facilitated in their activities so they can start a business, trade, meetings and even negotiated in just minutes, anytime, anywhere. One of the most popular social networking sites in cyberspace is up. According Taraszow et al (2008) Facebook offers things not only

about the attractive things about friendship and interaction but also offer the security and privacy features. Facebook has grown extraordinarily fast as social networking sites in the world and become the most popular than others. One key to success is why Facebook so popular and has many members are karenaperan own members who recommend Facebook to friends who are not yet members.

## 2. The Theory Foundation

### Definition of Marketing

Marketing is an important factor in a cycle that begins and ends in consumer demand. A cycle will end when consumers are satisfied with the possession of the goods or services. This cycle will occur repeatedly or continuously. Marketing activities must be able to give satisfaction to the consumer if they want to continue running his business or the consumer has a good view of the company. According to Philip Kotler (1997) marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering and exchanging products bernialai with others. Marketing is a business that directs the flow of goods and services to consumers or users produksen. (Private Basu, 1984). According to William J. Stanton (Private Basu, 1984) marketing is a whole system of activities aimed at planning, pricing, promoting and distributing goods and

services that can satisfy the need to purchase an existing or potential purchase. Based on the above explanation of the definition of marketing, indicates that marketing is an explanation of the definition of activities that are integral. Where marketing is not just a simple way to maximize the target of sales activity (because the sale is only a stage of the marketing process), but marketing is also done before and after sales activities.

## 2.1. Cyber Marketing

The basic concept of trading on the internet are not much different from the conventional market, it's just different media used. But there is a need to keep in mind that selling on the internet selling process is the same as in conventional, differing only medium only. Because it's all marketing principles in daily life should also be practiced in selling products on the internet. All the more in selling products on the internet where buyers and sellers do not physically meet each other, of course, the trust factor and the relationship will provide an important role, so that the selling process can occur. And usually when the trust and relationships are nurtured well, the buy-back (repeat order) is very possible, because the purchase of products via the internet is actually easier and simpler, buyers do not bother to come to your store, especially if your store is located stalled in the region and far away from the location of the buyer, the purchase online is the best choice. If during these companies rely on the conventional marketing system, it was time to open up new markets, markets that never occurred, and imagined by you, the market is infinite, both the place and waktu. Apapun Business and products you offer, Cyber marketing is a new market to develop and market your services and products company. Cyber marketing is an important discovery at this time because most people's lives are affected by it, ranging from the use of online social media such as Twitter, Facebook, Friendster and others. Social networking sites are a web-based service that allows users to create profiles, see the list of available users, and to invite or accept a friend to join the site.

## WOM (Word Of Mouth)

In internet marketing the need for communication (Word Of Mouth) or WOM, is an interpersonal communication about the product between the buyer and the people around them (Kotler, 2001). Word Of Mouth even has a level greater impact than the written information, as revealed by Herr (1991) in Baskoro (2007). While Ennew et al (2000), quoted Harsasi (2006) says that WOM is a form of verbal communication (both positive and negative) among groups of people such as product providers, experts, family, friends, current customers and potential customers. Bone (in Harsasi, 2006) suggests that WOM refers to an exchange of thoughts, ideas, or comments between two or more people where they bukansumber marketing. The effect of WOM is sangatat large, even a lot of marketers who have to use it. WOM has a strong effect and large because it comes from a trusted source, the effect is even greater than the effect

recognized ATL advertising on television (Fahima, 2007). The variables that affect the creation of which is customer satisfaction WOM (Priharmoko, 2003), the quality of the product (Tjiptono, 2006) and Experiential Marketing as expressed by Thomas (2004) in Irawati (2008). All three are very important variables and determines the extent to which the desired success WOM perusahaan. To these three variables will determine what kind of WOM will be deployed, whether positive or negdunia ing (Priharmoko, 2003). Given the importance of three variables in the creation of WOM. Thus, this potential should be utilized, remember WOM can influence consumer behavior.

## 3. Research Accomplished

Journal of research conducted by the Angga Saputra Analysis of the influence of satisfaction, quality, Experiential Marketing And Word Of Mouth on social networking site facebook on FE student UNDIP Semarang. David Setya Darma DKK Thesis on marketing system printing services via the Internet at Fertile PT Mitra Grafistama.

### 3.1. Research Methodology

Activities undertaken by the author is analyzing the activities of various journals and theses that discuss the use of internet media (Cyber marketing) in the process of selling and purchasing products and services of the journal. This is done with a reference from a variety of case studies taken as a study in the analysis of marketing strategies in developing the business world by analyzing the problem to be faced such as competitors, how to analyze a variety of alternative design solutions and systems using web sites such as the use of applications in the marketing of products and services to generate maximum profits for the company.

## 4. Discussion

In the implementation of the use of cyber marketing as an online business media in the marketing of products and services has its own advantages, follow as:

### 4.1. Broader marketing reach

By using the website online marketing, your product can be reached by customers in areas that had not yet reached by our products. And the main thing is opening up opportunities for overseas markets, so the opportunity to export a very mungkin. Internet operates 24 hours a day, 7 days a week. So even though we're not in front of computer, business and marketing we will continue to run without having to waste time and energy to promotion.

### 4.2. Products - products that you offer can be directly known to the consumer

We as the seller only needs to display images with a good product and explain the specifications of your product

with a clear and detailed, so prospective buyers can purchase products directly decide on the website (online store) without having to come to your shop or meet with us.

#### 4.3. Direct communication with consumers

By using media web / internet consumers can make direct contact with you if you want to know information about our products. Simply by including email address, phone number or a form to submit questions to us.

WOM is an interpersonal communication about the product between the buyer and the people around them (Kotler, 2001). Based on the analysis of cyber-marketing studies of business success that is Word Of Mouth is influenced by following factors:

##### Variable quality

Experiential marketing and satisfaction variables have a positive effect on the variable word of mouth. Variable quality of the greatest influence on word of mouth. This condition memperlihatkan that Facebook has a good quality in the eyes of the most influential konsumen. Indikator Accessibility is the indicator. Where according to the consumer, Facebook has excellent accessibility by sebelumnya study; Facebook can improve quality by maintaining ease of acquired customers when accessing this site.

##### Variable experiential

Experiential marketing variables have the greatest impact both on word of mouth variable after variable quality. The most influential indicator is Act or habit, which according to previous studies, respondents have the habit of always taking the time to open akunmerek site Facebook. Facebook word of mouth can be created through experiential marketing, marketing concept perludipraktekkan able to touch the mind and the consumer experience and no interaction in it (Schmitt, 1999). This can be done by adding features, among others, are intended to encourage the creation of an intense interaction between Facebook and its members.

##### Variable satisfaction

Satisfaction variables have the smallest effect on the variable word of mouth.

##### Variable confidence

When the trust relationship has been nurtured well, the buy-back (repeat order) are very likely to occur and this can be a success in business.

## 5. Summary

Cyber marketing is the application of alternative solutions and models in system design and perform marketing services and products. Use of web site applications using features that are optimal as possible in the marketing of products and services to generate maximum profits for the

company. Then WOM is the best alternative solution in communicating products and services on the internet as a medium of information technology to business. As well as keen in analyzing the same competitors in online business is crucial to maintain and develop the business.

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