CHAPTER 1

INTRODUCTION

I.1 Background

Technology developments in contemporary times have a large impact on human needs. Increasingly sophisticated technology today, make a lot of people got easiness in find their needs. Maybe in the old days people still read the newspaper in paper form to get the latest news, but today the news we want to read we were able to search and find via the internet. This simplicity makes people become increasingly easy to access a variety of information of a General nature.

In the 1990s, many companies and businesses that rely on print media, television and radio to market their products. But in this modern era, since the advent of the web site and the number of people who use social media. People began to leave the print media, television and radio and began to switch to using the web and social networking sites to market their products.

With the increase of Internet users, it makes business people and companies think to introduce their products in a way that is easy, efficient, fast, and at a low cost. Today many businesses that intentionally create a website, blog, or create an account on Facebook and twitter to market their products. Progress is considered very useful to be used as a business marketing strategy.

Everyone knew in 2013 users of social media such as Facebook and twitter has reached millions even billions of users worldwide. This is what causes businesses or companies to take advantage of it to open a business or marketing the products they sell through cyberspace. In the virtual world has a lot of web sites that sell products for example, zalora.com. In fact, not only through the web site businesses to market their products, social networking also become an easy target for them to market their products, because they could see lucrative opportunities when their products are marketed through cyberspace.

With the increasingly of social media user, people start to change their media from paper to be digital to promote their product. Our Purpose is to help people who want to choose social media as a media to promote and show their product.

1.2 Writing Objective

The purpose of this ISAS are we hope people understand about what is definition of E-Business, and people will know the history of E-Business which begin of online business today, and what is Business to Consumer and Consumer to Consumer model in Social Media.

1.3 Problem Domain

Accordance with the title of ISAS "The Utilization Of Social Media on Online Business" We will discuss about :

1. Comparison Among Social Media Which The Best For Online Business
2. Advantages and Disadvantages Of Online Business in Social Media
3. Company Progress and Growth With Online Business in Social Media

1.4 Writing Methodology

The method which used in this ISAS is the method of browsing from internet, read someone review article, and make a survey in problem domain.

1.5 Writing Framework

The paper was written by systematic as follows :

CHAPTER I : INTRODUCTION

1.1 Background

Discusses the history of Business and the reason why E-Business come.

1.2 Writing Objective

The purpose of this article is to understand all about E-Business.

1.3 Problem Domain

Mention several points about the problem of online business on social media, there are comparison of the best social media for business, advantages and disadvantages using social media as business media and The Company progress and growth with online business in social media.

1.4 Methodology Writing

To get data which needed, Author use the method of observing or direct observation techniques, and information ask people to get the information, ask people opinion in the problem case. Not only that, Author also browsing for the material and sources from electronic mass media which reaching internasional, that is internet.

1.5 Writing Framework

Author Writing Framework consists of four Chapter, the first chapter is introduction which tells the background, writing objective, several problem domain, methodology writing and writing framework of this paper.

Chapter II Basic of Theory

In chapter II, Author write several sub chapter. The first sub chapter is to tell about briefly description about business which make people understand little description and purpose of busines. The second sub chapter is to tell about definition of E-Business, so people will understand what the meaning of E-Business. The tird sub chapter is to tell about history of E-Business which begin of online business era. The fourth sub chapter is to tell about Business to Consumer and Consumer to Consumer modeling which used in Social Media Online Business.

Chapter III Problem Analysis

Analyzing and solve the problem that contained in problem domain.

Chapter IV Conclusion and Suggestion

Conclude and suggest related to this paper.