

THE EFFECTIVENESS OF THE ROLE OF SOCIAL MEDIA IN INTELLIGENT CONSUMERS

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Abstract: The large number of social media users in Indonesia of course gives rise to opportunities to optimize the presence of social media as a communication medium, which then raises the question of how to use social media to make communication more effective in society, both in the field of marketing, politics and in the field of learning. That social media is a very important part of life. Social media has become a habit for users to use in life. Because from all walks of life and everywhere, everyone uses social media. One example is by interacting through chatting on social media, then selling, carrying out promotions, creating promotional strategies, communicating, looking for goods or products according to needs, all of which cannot be separated from the use of social media. However, nowadays there are still many consumers who are deceived or have their rights violated when making buying and selling transactions via social media.

Keywords: Effectiveness, Social Media, Consumers.

Introduction

In the current era of digitalization, the use of social media has brought about a change for the wider community. Where with social media we can find out all information needs quickly, not only in terms of information but also by means of selling various products that can be channeled externally with the use of social media. Social media has now become a current trend in marketing communications. Social media is online media with many users so that users can easily get various information, search for a product or item, and disseminate important information widely. Some of the social media that currently have many users are: Facebook, Instagram, Whatsapp, TikTok, Youtube, Whatsapp, and others. The use of social media today is not just about searching for various information, following current trends, but is also a means to promote a product. With social media nowadays, it really provides all the convenience and effectiveness in promotion.

As the use of social media grows and the need for interaction, exchanging information, selling various products increases, social media becomes an effective platform or tool for its users. The large number of various social media that exist today, makes it very effective for users to create a strategy for promoting products, interacting, enjoying social media facilities, and exchanging information.

The large number of social media users in Indonesia of course gives rise to opportunities to optimize the presence of social media as a communication medium, which then raises the question of how to use social media to make communication more effective in society, both in the field of marketing, politics and in the field of learning.

Social media is a forum for learning today, including educating consumers in the world of buying and selling. Because consumers must understand their rights and obligations. Based on Law Number 8 of 1999 concerning Consumer Protection, Article 4 specifically describes several consumer rights:

1. the right to comfort, security and safety in consuming goods and/or services;
2. the right to choose goods and/or services and obtain said goods and/or services in accordance with the exchange rate and conditions and guarantees promised;
3. the right to correct, clear and honest information regarding the conditions and guarantees of goods and/or services;
4. the right to have opinions and complaints heard regarding the goods and/or services used;
5. the right to obtain appropriate advocacy, protection and efforts to resolve consumer protection disputes;
6. the right to receive consumer guidance and education;
7. the right to be treated or served correctly and honestly and not in a discriminatory manner;
8. the right to receive compensation, compensation and/or replacement, if the goods and/or services received are not in accordance with the agreement or are not as they should be;
9. rights regulated in other statutory provisions.

Consumer Protection Law according to Az. Nasution is a consumer law that contains principles or rules that are regulatory in nature, and also contains characteristics that protect the interests of consumers. Consumer law is defined as the overall principles and legal rules that regulate relationships and problems between various parties and each other relating to consumer goods and/or services in social life.

Social media that educates consumers is a form of protection for consumers. The definition of consumer protection in Article 1 Number 1 of Law Number 8 of 1999 concerning Consumer Protection, hereinafter abbreviated to UUPK 8/1999 is "all efforts to ensure legal certainty to provide protection to consumers". The definition of consumer in Article 1 Number 2 UUPK 8/1999 concerning Consumer Protection is "every person who uses goods and/services available in society, whether for the benefit of themselves, their family, other people or other living creatures and not for trading." Meanwhile, the definition of Business Actor in Article 1 Number 3 UUPK 8/1999 concerning Consumer Protection is "every individual or business entity, whether in the form of a legal entity or non-legal entity which is established and domiciled or carries out activities within the jurisdiction of the Republic of Indonesia, either individually or jointly through agreements to carry out business activities in various economic fields".

Literature Review

1. Media Sosial

The definition of social media according to several experts is: 1). Social media according to M.L Kent (2013), Definition of social media according to M.L. Kent is any form of interactive communication media that allows two-way interaction and feedback; 2). Social media according to Joyce Kasman Valenza (2014), The definition of social media according to Joyce Kasman Valenza is an internet platform that makes it possible for individuals to share immediately and communicate continuously with their community. 3). Social media according to Michael Cross (2013), The definition of social media according to Michael Cross is: a term that describes various technologies used to bind people into collaboration, exchange information, and interact through web-based message content. Because the internet is always developing, the various technologies and features available to users are always changing. This makes social media more popular than a specific reference to various uses or designs. 4). Social media according to Philip Kotler and Kevin Lane Keller (2016), The definition of social media according to Philip Kotler and Kevin Lane

Keller is media used by consumers for text, image, sound and video-based information both with other people and companies.

Social Media can be interpreted as a place for people to gather and share information as well as a place to interact between one user and another online. The general functions of social media are: Expand human social interaction by utilizing internet technology and websites; Creating dialogic communication between multiple audiences (many to many people); Carrying out the transformation of the human being used to use the message turns into the message itself; Building personal branding for entrepreneurs or public figures; As a communication medium between entrepreneurs or public figures and other social media users; Administration, social media can be used to organize company employee profiles in relevant social interests and relative to where your current market position is; By establishing social media, people can easily find companies and all types of administrations; Listen and learn through social media, companies can listen and learn from what is in the media.

2. Consumer protection

Consumer protection is the goal of the business to be achieved or the situation to be realized. Therefore, consumer protection objectives need to be designed and developed in a planned manner and prepared early on. Consumer protection objectives include activities for creating and implementing a consumer protection system. Consumer protection objectives are structured in stages, starting from awareness to empowerment. Achieving the goal of consumer protection does not have to go through stages based on this arrangement, but by looking at the urgency. For example, the goal of improving the quality of goods, its achievement does not have to wait until the first goal is achieved, namely increasing consumer awareness. Ideally, achieving consumer protection goals is carried out simultaneously (Sasongko, 2017).

Consumer rights in Article 4 UUPK 8/1999, namely:

- a. The right to security and safety in consuming goods
- b. The right to obtain correct, clear and honest information regarding the condition and guarantee of goods
- c. The right to choose and obtain goods in accordance with the exchange value and condition and guarantee of the goods
- d. The right to have opinions and complaints heard regarding the goods used
- e. The right to obtain protection and appropriate efforts to resolve consumer protection disputes
- f. The right to obtain the necessities of life
- g. The right to obtain compensation
- h. The right to a clean and healthy living environment
- i. The right to obtain consumer education.

Consumer obligations in Article 5 UUPK 8/1999, namely:

- a. Read or follow information instructions and procedures for using or utilizing goods for safety and security.
- b. Have good faith in carrying out transactions to purchase goods.
- c. Pay according to the agreed exchange rate.
- d. Follow appropriate legal resolution efforts for consumer protection disputes.

The rights of business actors in Article 6 UUPK 8/1999, namely:

- a. The right to receive payment in accordance with the agreement regarding the conditions and exchange value of goods and/or services traded;
- b. The right to obtain legal protection from consumer actions with bad intentions;
- c. The right to self-defense is appropriate in the legal resolution of consumer disputes.

The obligations of business actors in Article 7 UUPK 8/1999, namely:

- a. Have good faith in carrying out business activities;
- b. Treating or serving consumers correctly and honestly and not discriminatory
- c. Guarantee the quality of goods and/or services produced or traded based on the provisions of applicable quality standards for goods and/or services;
- d. Providing compensation, compensation, if the goods and/services received or utilized by consumers do not comply with the agreement.

Legal consequences will arise if business actors do not carry out their obligations properly and consumers will complain if the results received are not in accordance with the agreement at the time of the sale and purchase transaction that was carried out. In a contract or agreement, if the business actor can fulfill his obligations well then the business actor has made an achievement, but if the business actor has been negligent and cannot fulfill his obligations well then a default will arise. Default or breach of contract is the failure to carry out the performance or obligations as agreed in the contract. This act of breach of contract has the consequence of giving rise to the rights of the aggrieved party, demanding that the party who committed the breach of contract provide compensation or replacement. There are three types of default, namely: default of not meeting achievements, default of late in meeting achievements, and default of not fully meeting achievements.

Method

A study cannot be said to be research if it does not have a research method (Koto, 2021). The research method is a process of collecting and analyzing data that is carried out systematically, to achieve certain goals. Data collection and analysis is carried out naturally, both quantitatively and qualitatively, experimentally and non-experimentally, interactively and non-interactively (Koto, 2020). The research method used is normative juridical research, namely legal research conducted by examining literature or secondary data (Koto, 2022). In qualitative research, the process of obtaining data is in accordance with the research objectives or problems, studied in depth and with a holistic approach (Rahimah & Koto, 2022).

Result and Discussion

Social Media as a Means to Educate Consumers

Social media is actually a medium for socialization and interaction, as well as attracting other people to view and visit links containing information about products and so on. So it is natural that its existence is used as the easiest and cheapest (lowcost) marketing medium by companies. This is what ultimately attracts business people to make social media their mainstay promotional media, supported by company websites/blogs that can display complete company profiles. In fact, it is not uncommon for business actors to only have social media but still exist in competition (Siswanto, 2013).

As a networking site, social media has an important role in marketing. This is because social media can play a role as a communication medium. Communication is an effort to make all marketing or promotional activities of the company produce a consistent image for the company. (Morissan, 2007). According to Setiadi (2003), at a basic level, communication can inform and make potential consumers aware of the existence of the products being offered. Communication can attempt to persuade current and potential consumers to want to enter into an exchange relationship. Marketing communications is an effort to convey messages to the public, especially target consumers regarding the existence of a product on the market. The concept that is generally used to convey messages is often referred to as the promotion mix, namely advertising, sales promotion, personal selling, public relations and public relations and sales. direct (direct selling). If you look at the promotional mix, social media is proven to play a role as Integrated Marketing Communication (IMC). Social media is able to carry out promotional mix functions in an integrated manner, even to the point of transaction processes, where customers have become users who are members of social media accounts owned by the company, be it friendships or fan pages (on Facebook), followers (on Twitter) or another term used by some social media providers. Then the company will automatically be able to establish continuous communication, so that the company can communicate persuasively and introduce its products in the future (Siswanto, 2013).

Social media definitely has an impact, both positive and negative. The following are the impacts of social media:

Positive impact:

- a. The friendship becomes closer
- b. Provide space for positive messages. Social media has been widely used by religious figures, motivators and also ulama.
- c. Bring friendship closer
- d. It's always easy to get the right and accurate information
- e. So that insight and knowledge increases.

Negative impact:

- a. Fraud, Pornography, Prostitution
- b. Media for spreading ideology is very effective and efficient
- c. Children and teenagers become lazy in learning to communicate in the real world.
- d. Apart from that, it is also a place for irresponsible people to carry out criminal acts on social networks.
- e. On social media, teenagers and children can use any language, be it slang or standard language and their everyday language.

In this day and age, social media actually disturbs consumers, many consumers have their rights violated through social media. The rapid development of technology in the era of globalization which is increasingly advanced from time to time has produced a variety of goods and services that can be used by society. These technological advances have made Indonesian society more modern and changed human thought patterns and behavior globally. One of the clear evidence that we can see is that the use of mobile phones or what is commonly referred to as mobile phones no longer recognizes age, job or social status limits because their function is very important in everyday life, namely as a means of connecting one person with another. . This is supported by the existence of a system to support daily needs so that it is easier for people to get information via mobile phones called the internet.

Information and communication technology is increasingly complex because it has changed the trading system and trade transactions in society. Where generally sellers and buyers exchange goods or barter and then meet face to face to carry out buying and selling activities. With the emergence of conventional trading via the internet network using electronic media. An electronic system network is the connection of two or more closed and open electronic systems. The recipient is the legal subject who receives electronic information from the sender, while the sender is the legal subject who sends electronic information. (Arifin, 2020)

Article 4 of the Information and Electronic Transactions Law also explains that the use of information technology and electronic transactions is carried out with the aim of:

- a. To educate the nation's life as part of the world information society;
- b. Developing trade and the national economy in order to improve community welfare;
- c. Increasing the effectiveness and efficiency of public services;
- d. Open the widest possible opportunities for everyone to advance their thinking and abilities in the field of use and utilization of information technology as optimally as possible and responsibly; And
- e. Providing a sense of security, justice and legal certainty for users and providers of information technology.

If you look at several cases that have occurred in the community, the action that must be taken by the community is to be more careful and more thorough in carrying out online buying and selling transactions. Because in reality there is a risk of inequality between business actors and consumers. Consumers are often targets of exploitation by business actors who have powerful positions. Even though the rights and obligations between consumers and business actors have been regulated so that no one feels disadvantaged. The rights and obligations of business actors and consumers have their own legal regulations. Rights and obligations are listed in Articles 4,5,6,7 of the Consumer Protection Law.

Conclusion

That social media is a very important part of life. Social media has become a habit for users to use in life. Because from all walks of life and everywhere, everyone uses social media. One example is by interacting through chatting on social media, then selling, carrying out promotions, creating promotional strategies, communicating, looking for goods or products according to needs, all of which cannot be separated from the use of social media. However, nowadays there are still many consumers who are deceived or have their rights violated when making buying and selling transactions via social media.

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