PROCEEDINGS

International Conference on
Management, Hospitality & Tourism, and Accounting (IMHA) 2012

Governance Enterprising towards Accountable and Sustainable Future Business in Digitally Free Trade Era

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Foreword from Chairman

Warmest Greeting!

Welcome to the International Conference on Management, Hospitality & Tourism, and Accounting (IMHA) – 2012 as a program of Asian Academy of Management (AAM) Indonesian Chapter and BINUS University.

Recently Governance Enterprise is applied to describe the framework of company’s good governance and business management. Entering the era of free trade and digital business worlds where competition is increasing, the organization should not only innovate products/services but also necessary to run a responsible, growing and sustainable governance. That’s why the theme for this event: “Governance Enterprising towards Accountable and Sustainable Future Business in Digitally Free Trade Era”.

In this event, we would like to express our appreciation to AAM Headquarter – Malaysia, Universiti Sains Malaysia (USM) and Universitas Teknologi Yogyakarta (UTY) for their support and cooperation in this conference, also deep gratitude and thanks to the reviewers for their dedication and time.

Participants, researchers and speakers from around the world have joined on this favorable event. This gathering is meant to provide a leading break for sharing ideas, practices and research discoveries for the improvement of business and management.

Lastly, I would like to congratulate to all members of the committee for their hard work, support and effort in making the event successful. To all participants of IMHA 2012, we would like to congratulate for presenting the paper and sharing the knowledge. Hopefully you will enjoy the event and make networking with other participants.

Best Regards,

Chairman of IMHA 2012
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SOCIAL MEDIA MARKETING MODEL

Cecep Hidayat
Bina Nusantara University, Jakarta-Indonesia

ABSTRACT

Social Media Marketing is a form of marketing by using social media as a channel. The purposes of this paper are: (1) to analyze the definitions, concepts, and the dimensions of social media as a means of marketing (2) to analyze models of research involving social media variables with other variables which are not examined, (3) to examine the thinking of social media experts from various points of view. The issues to be raised are based on the reference journals that are reviewed, they are: (1) How is the development of definitions, concepts, and dimensions of social media as a marketing tool, (2) How is the development of research models that involve variables of social media with other variables which are not examined; (3) What is the thinking of social media experts from various point of view. Paper writing model approach that will be used is a dimensional approach, it reviews the literature by analyzing the variable dimensions of social media from different experts’ points of view. By writing this paper, hopefully it can enrich science, especially social media marketing model development (academic implications) and it is also useful for decision makers in selecting and using social media in accordance with the objectives and scope of the organization (practical). The conceptual focus of marketing model that will be developed is the effectiveness analysis of using social media as a promotional medium.

Keywords: Social Media, Social Networking, Marketing Model, Dimensional Approach
SOCIAL MEDIA MARKETING MODEL

Cecep Hidayat
Management Department, School of Business and Management, Bina Nusantara University
Jl.K.H. Syahdan No.9, Palmerah, Jakarta Barat 11480
ceceph1267@binus.ac.id

ABSTRACT

Social Media Marketing is a form of marketing by using social media as a channel. The purposes of this paper are: (1) to analyze the definitions, concepts, and the dimensions of social media as a means of marketing (2) to analyze models of research involving social media variables with other variables which are not examined, (3) to examine the thinking of social media experts from various points of view. The issues to be raised are based on the reference journals that are reviewed, they are: (1) How is the development of definitions, concepts, and dimensions of social media as a marketing tool. (2) How is the development of research models that involve variables of social media with other variables which are not examined; (3) What is the thinking of social media experts from various points of view. Paper writing model approach that will be used is a dimensional approach, it reviews the literature by analyzing the variable dimensions of social media from different experts' points of view. By writing this paper, hopefully it can enrich science, especially social media marketing model development (academic implications) and it is also useful for decision makers in selecting and using social media in accordance with the objectives and scope of the organization (practical). The conceptual focus of marketing model that will be developed is the effectiveness analysis of using social media as a promotional medium.

Key Words: Social Media, Social Networking, Marketing Model, Dimensional Approach

INTRODUCTION

Today the use of social media as a means of communication between the organization and its stakeholders is an inevitable thing. One part of very important stakeholders which is related to the concept of marketing is part of the social / community itself, the customer. The use of social media has actually been started since the beginning of the interaction between human beings (Edosomwan et al., 2011). The discovery of electronic media like the telegraph, telephone, radio, and television helped to increase the intensity of the use of social media. As the progress of information technology grows very rapidly in the early 21st century, the use of internet-based electronic social media has intensified and expanded in various organizations in both the business, government or other nonprofit organizations.

The study Wright et al. (2010) showed that ad spending for social media in the United States from April 2009 to October 2010, and 2014 is projected to have the highest order of interactive ad spending compared with other interactive media. The results in detail are the following social media 34%, 27% of mobile marketing, display marketing 17%, 15% search marketing, email marketing and 11%. Wright et al. (2010) also suggested that long-term social media to shift the functions of traditional advertising that began to be ignored by consumers in the United States.

Dong-Hun Research (2010) showed that in the period November 2009 until October 2010 is widely used by social media 79% of the Fortune 100 best companies. Dong-Hun who took the survey data from a public agency Burson-Marsteller from Fortune 100 best companies found that 68% use YouTube, and upload 10 posts per month, 54% use Facebook and upload a 3.8% post per month and use Twitter and have uploaded 25 to 30 posts per week. Burson-Marsteller survey results also found that 65% of the 100 best companies that has an active account on Twitter, Facebook fanpage has an 54%, 60% have a YouTube channel, and 33% have a corporate blog.

There are several advantages of the electronic social media for business organization as revealed by the Dong-Hun as follows: There are four key values from the value of social media for business: first, the speed
and durability, secondly, the plurality and diversity of audience; third, the feasibility and cost effectiveness; fourth, relationships namely hospitality and credibility (Dong-Hun, 2010).

Almost all the literature selected to be referenced in writing this paper refers to the definition of social media today is rapidly evolving electronic social media online (connected to the Internet network) such as Facebook, YouTube, Twitter, MySpace, LinkedIn, etc. Though social media in a broader sense not only the media but the general public will have all the media in which individuals can freely create and share information with others (Brussee and Heekman, 2010). Basically there are two major social media, namely print media such as newspapers and magazines and electronic media like the telephone, radio, television and the internet. If the organization will use both types of media in the marketing of its products, it is certainly going to have a different marketing strategy. Likewise, in one type of media will require different marketing strategies such as social media marketing strategy for radio will be different with social media marketing strategy of television, the television media marketing strategies will vary with the internet, and so on.

From the journal literature discussed, there is also overlap between the understanding of social media and social networking. Both concepts are often interchangeably used in the analysis of social media marketing model, although both have a different basic understanding. Basically social media is more led to communications channels, while social networking is more directed at people or a group of people with interests, social interests and the same. Lead to more social media tools to create, spread, or share information, so more of the channel (channel). While social networking is more directed at the act of engagement, so networking is not going to happen if people do not interact on the basis of various interests. Social networking via an online networking website that allows one to interact to form a community based on equality or of particular interest. Social networks (social networking) is a tool (tools) used in social media marketing. Mayfield (2008) mentions that social networks (MySpace, Facebook, Bebo) is one of the basic forms of social media, social media forms the basis of other Blogs, Wikis (Wikipedia), Podcast (Apple, iTunes), Forums, Content Communities (Flickr for photos, YouTube for video), microblogging (Twitter).

One definition of social media marketing (Social Media Marketing) is as stated by Gunelius (2011) as follows: Social media marketing is any form of direct or indirect marketing is used to build That awareness, recognition, recall, and action for a brand, business, product, person, or other entity and is Carried out using the tools of the social Web. Such as: blogging, microblogging, social networking, social bookmarking, and content sharing. Social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition, memory, and actions for business, brand, product, person or other entity and is done by using the social Web tools, such as sharing of blogging, microblogging, social networking, social bookmarking, and content.

Social media marketing is a form of marketing by leveraging social media as a channel (channel). Position between the user (users) are horizontal, which means there are no leaders and subordinates. In other words, mutual respect between the user without any attachment to bureaucracy. The power of social media marketing led to the voice of the community as the main (core power) and the center of gravity. If a name or brand is able to interact in it and then do the marketing (marketing) of a product and a lot of positive things to talk about forming a community opinion, the ultimate goal of marketing strategy can be realized, which generate sales that will bring profit.

In writing this paper the author will try to review by focusing on the concept and dimensions of social media itself as a means or channel of marketing. From the definitions, concepts, and the dimensions of which were identified in turn will try to be explored definitions, concepts and dimensions which can be grouped into the same thought. The writer will try to develop constructs to develop social media marketing model further.

Of some of the symptoms of problems that have been disclosed, the authors limit the scope of the problem by focusing social media marketing model with emphasis on the discussion of the concept and dimensions of social media as a marketing tool. In detail the issues to be discussed is formulated as follows: (1) How is the development of definitions, concepts and dimensions of social media as a marketing tool, (2) How is the development of research models that involve variables of social media with other variables not examined in this paper, (3) What is the thinking of experts considered grouping of dimensional aspects of the approach. The purpose of writing this paper, among others, are as follows: The first aim is to trace and examine the definitions, concepts, and development of the theory of social media marketing, including the development of
definitions and dimensions of this definition. The next concept will be analyzed so that we can conclude the essence of the definition or concept development.

The second aim of this paper to analyze the research models that involve variables with the variables of social media marketing is not examined. This includes research model and authors, the core variables, and methods of research and industry to implement the model. Furthermore each of the variables will be studied to obtain conclusions from the analysis of the development model of social media marketing.

The third aim of this paper examines the idea of social media experts from various aspects. Aspects studied include the thinking of experts on the field of science expertise, the research model / theory is developed, researchers who adopt a research model, as well as changes or the development of current concepts. Once inventoried will then be compiled into a school of thought that looks obvious difference of scientific development is viewed from both time periods, different dimensions, methodological differences, similarities of thought, and others.

**RESEARCH METHODOLOGY**

The research method used in the writing of this paper is a study of the literature that attempts to analyze the concept and development of model references which are used as a reference and analytical materials. The main reference which is made as the subject of analysis is of major journals relating to the selected concepts and models of social media marketing.

**RESULT AND DISCUSSION**

What will be discussed in this section is the results summary of a literature review that analyzes the literature on definitions, concepts and dimensions contained in the definition of social media research. There are two classification definitions that will be analyzed, namely the social networking and the social media in which their uses are often interchangeable in marketing concept. Analysis of literature about definitions, concepts and theory development on the topic being studied can be seen in table 1.

<p>| Table 1. Analysis of Literature About Definitions, Concepts and Theory Development on the topic being studied |</p>
<table>
<thead>
<tr>
<th>Authors</th>
<th>Definition</th>
<th>Dimension</th>
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<tr>
<td><strong>Social Media</strong></td>
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<tr>
<td>Kangas, P., Toivonen, S., &amp; Bäck, A. (2007:12)</td>
<td>Social media is built of content, communities and Web 2.0 technologies</td>
<td>Content, Communities, web 2.0</td>
</tr>
<tr>
<td>Dong-Hunn (2010:112)</td>
<td>Social media is an &quot;open media for interactive communication led by normal people&quot;</td>
<td>Open media, interactive communication, normal people</td>
</tr>
<tr>
<td>Mayfield (2008:5)</td>
<td>Social media is best understood as &quot;a group of new kinds of online media&quot;, which share most or all of the following characteristic participation and engagement, openness conversation, community, connectedness.</td>
<td>participation and engagement, openness conversation, community, connectedness</td>
</tr>
<tr>
<td>Brussee and Hekman (2010:4)</td>
<td>Social media as a supply chain for a type of media with a large participation in the production role of &quot;consumers&quot;, i.e. people that usually have the consumption role in the supply chain.</td>
<td>Supply chain for a type media, production role, consumer role</td>
</tr>
<tr>
<td>Sarnola, A. (2011:17)</td>
<td>Three aspects of social media are relevant for reputation management, as used in marketing communication. These are electronic word-of-mouth, brand trustworthiness, and consumer participation.</td>
<td>electronic word-of-mouth, brand trustworthiness, and consumer participation</td>
</tr>
<tr>
<td>Merriam-Webster Dictionary (secara online 2011)</td>
<td>Social Media : &quot;forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)&quot;</td>
<td>forms of electronic communication, online communities</td>
</tr>
<tr>
<td><strong>Social Networking</strong></td>
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<tr>
<td>Boyd, D.M. and Ellison, N.B. (2007)</td>
<td>We define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.</td>
<td>public or semi-public profile within a bounded system, list of other users, articulate a list of other users with whom they share a connection, their list of connections and those made by others within the system</td>
</tr>
<tr>
<td>Hiefte, Kimberly. (2009:9)</td>
<td>social networking sites are a category of online community sites which incorporate three commonalities: profiles, friends, and comments. Intrinsically, social networking sites are based around profiles, which are a form of individual home page that provide a description of each member.</td>
<td>profiles, friends, and comments</td>
</tr>
<tr>
<td>Merriam-webster dictionary (secara online 2011)</td>
<td>Networking as &quot;the exchange of information or services among individual, groups, or institutions; specifically: the cultivation of productive relationship for employment or business&quot;</td>
<td>the exchange of information or services, cultivation of productive relationship</td>
</tr>
</tbody>
</table>

Kangas, P., et al. (2010:4) they argued that the definition they make a reference is that social media is built on three key elements namely: content, community and web 2.0 technologies. The meaning of the content is the content of the message to be conveyed by someone in social media. The content can be very diverse and influenced by a variety of things and one's social and cultural backgrounds. Community means a group of certain people who have a relationship on the basis of specific interests and goals. In human communities, the individuals in it can have the intent, belief, resources, preferences, needs, risks and a
number of other similar conditions. Communities can be formed on the basis of hobbies, professional background, education, consumption, and many other things are more or less similar. In general, a community built by a variety of functional needs. So the fabric of a community have a closer relationship because of earlier equations.

The third element of social media proposed by Kangas, P., et al. is web 2.0, the new development of the worldwide web (www) that is more participatory. technically, web 2.0 is a classification in which the characteristics of data exchange many-to-many case. Web 2.0 is the classification of the web that makes everyone who is connected to the web is able to provide and distribute content (text, graphics, etc.) on the web.

**Figure 1. The Core Concepts of Social Media**


In the era before web 2.0 (before 2000 there was also classified as Web 1.0), only those who have knowledge of the web or the owners of capital who can afford the programmer is able to provide the content (text, images, music) on the web. So that data exchange occurs is one-to-many or few-to-many. Web 2.0 is a website that allows people to share content on the web with ease (no web programming knowledge can share data on the web). So the main difference between web 1.0 to web 2.0 is its function of distributing content. As an example of content in a web 2.0 include Blog, Photo Sharing (flickr), Video Sharing (YouTube), Presentation Sharing (Slideshare.net), social networks (facebook, myspace, friendster, LinkedIn), etc. definition of the characteristic dimension Kangas, P., et al. which has been described can be concluded that the definition is more emphasis on the element or elements forming the social media (structural dimension).

Meaning contained in the definition put forward by Dong-Hunn (2010) is that the media is open (open media) the point is everyone has access to the media is no exception. Interactive means that communication is a two-way exists, the response can be directly provided by the received message. In addition to the proposed definition of Dong-Hunn suggested that social media can be an open medium where everyone can become a producer of content, and deliver them through interactive communication in the form of a pyramid, based on a relationship.

The purpose contained in the statement is that everyone has the potential to become a producer of certain content in accordance with the desire, knowledge, insight and experience he has is certainly going to affect what will be delivered by someone in the content. Communication that exists not in one direction (as well as other mass media) but two-way (interactive), meaning that the response of the recipient (the audience) can be obtained immediately. Pyramid shape means that the information would have a double impact due to a very fast communication between communities that already have a social relationship that has existed previously (relationship). For the normal aspects of their own people Dong-Hunn in his article did not discuss further. According to Dupre, J (2011) normal is what is familiar, and the unfamiliar is feared or Condemned as abnormal (is what is familiar / unusual, strange and feared or condemned as abnormal).

In contrast to the dimensional nature of the definition of P. Kangas et al. (2007), the dimensions of the characteristics contained in the proposed definition of social media, Dong-Hunn more emphasis on the nature of social media itself (open media, interactive)
According to Mayfield (2008), social media is a new type of online media that has the characteristics: participation and engagement, openness, conversation, community, connectedness. The following is an explanation of such traits as suggested by Mayfield as follows. Participation and Engagement (participation and involvement) social media encourages contributions and feedback from anyone interested. Boundary between the media and the audience became increasingly vague. Conversation Openness means that the participation set some viewers enjoy the freedom of voting, comment, or share information. Unlike traditional media that focuses on one-way communication, social media provides two-way conversation, so that communication is instant. Community means that the most important results of social media is shaping the community. The backbone of this community is to share common interests. Connectedness means that social media creates a sort of chain effect, use the links to other sites and people resources. Most of the elements proposed by Mayfield dimensions are more likely to emphasize the social media aspect of the function itself (functional dimension). Equation definition of Mayfield (2008) by Kangas, P., et al. (2007) is equally have a community dimension element in the definition. The difference is in addition to aspects of the dimension itself, especially the emphasis, Kangas, P., et al. more emphasis on the elements that make up the social media itself, while Mayfield put more emphasis on the social media function itself. Equation definition of Mayfield to the definition of the Dong-Hun is the element had the same conversation in an open and interactive dimension of social media. The difference lies in the emphasis of the elements of the definition, Dong-Hun more emphasis on 'nature' media social media, while Mayfield more emphasis on 'function' of social media for oneself.

Brussee and Hekman (2010:4) discuss that social media is essentially a supply chain or distribution for any type of media with extensive participation of the user whose role as a producer as well as users (figure 2). As a producer point is that the use of social media users can produce something to be consumed by other social media users. As a user point is that one's role as a social media users are limited as the user only (consume what is produced by other social media users). Supply chain (supply chain) the point is that social media has the function of spreading or distributing messages produced by the creator of the message (sender) or in other terms the consumer in his role as producer (Figure 3). Further elements associated with the distribution chain in the definition put forward, they also say that social media is not limited to internet media alone but other media (electronic and non electronic) which serves to distribute something that messages generated by the individual, such as doubling the handwriting, the results molds such as the photocopy, and others.

**Figure 2 The media supply chain with lowered barriers for different forms of media**

![Diagram of media supply chain](image)

*Source: Brussee dan Hekman (2010)*

**Figure 3. Social media: one person in two roles**
By Brussee and Hekman (2010) there are two users, namely one's role as producers and as consumers. Electronic media other than the internet, such as radio and television are among examples relating to the definition put forward by them. Radio and television is a distribution channel that can convey a message to any number of simultaneous viewers, although the nature of the communication that occurs in contrast to the Internet is only one direction. So the definition put forward by Brussee and Hekman is the definition of social media in a broader sense, since it includes all the mass media that serves as a distribution chain (supply chain) made by a person's message. Elements in common with previous definitions including the definition put forward by the Dong-Hun and Mayfield both contain elements of the functional dimension.

The definition of social media according to the Merriam Webster Dictionary, which was later quoted by Edowsomwan et al. (2011) as well as the definition put forward by Ahlvist, et al (2010) and Sarniola (2011) is a social media internet-based electronics. According to the dictionary definition of electronic media is referring to an example of the web site for social networking and blogging. This definition can be interpreted that the term social media and social networking is a unity because both have the same goal, namely the (social), although it has a different definition.

The definition of social networks Boyd and Ellison (2007) put forward is to reinforce its links with the concept of social media, where both have similarities and differences. Bold and Ellison promoted to that web-based social networking service that allows individuals to (1) construct a public profile public or semi-confined system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse the list connections and those made by others in the system. The nature and nomenclature of these connections may vary from site to site. If the characteristic dimension associated with the grouping of social networking definition presented here is more emphasis on functional aspects.

Similarly, the definition Hieffje, K. (2009) also aims to further reinforce its links with the definition of social media. Hieffje, K. provide a definition that is a category of social networking sites online community site that combines three things in common: profiles, friends, and comments. Intrinsically, a social networking site based around the profile, which is the home page (homepage) each of which gives a description of each member. Just as the definition of social media from Kangas et.al (2007) definition of social network presented here is more emphasis on the aspects that make up a social network (structural).

With these definitions of social networking is if we examine more in depth will be seen more clearly that social networking is more emphasis on contextual aspects rather than the channel, meaning that the network can only occur when individuals interact. While social media is a channel or media in which the interaction (online) in it can be done.

Analysis of research models that involve social media variables with other variables which is not examined can be seen in Table 2. The main research themes Dong-Hun (2010:112) is how the growing popularity of social media and its links to business strategy, marketing strategy, especially in Korea. The concept of social media are raised by Dung-Hun is social media internet-based electronics. In that study suggested that there are four key values of social media for business organizations, namely: (1) Time, speed and durability, (2) Audience; plurality and diversity, (3) Cost; feasibility and effectiveness, (4) Relation; friendliness and credibility. Four key value that causes how internet-based electronic social media can grow rapidly, so business strategy must adapt to these changes.
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<td>Dong-Hun (2010:112)</td>
<td>Growing Popularity of Social Media and Business strategy</td>
<td>- Growing Popularity of Social Media, - Business Strategy</td>
<td>Literature studies that attempt to explain the growing popularity of social media and its relationship to business strategy</td>
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<td>Wright et al. (2010:73)</td>
<td>The Lasting effect of social media trends on Advertising</td>
<td>- Social media Trends, - Advertising</td>
<td>Descriptive using secondary data is then made forecasting / projections Literature that discusses how social media to form media consumption patterns</td>
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<td>Webster (2010:593)</td>
<td>User Information Regimes: How Social Media Shape Patterns of Consumption</td>
<td>- Social media, - Patterns of Media Consumption</td>
<td>Literature that discusses how social media to form media consumption patterns</td>
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<td>Sarniola (2011)</td>
<td>Professional Perceptions of the Link between Social Media and Reputation Management</td>
<td>- Social media - Reputation Management</td>
<td>Qualitative study with semi-structural interviews of professionals in the fields of marketing, communications and social media and online survey with 18 young professionals</td>
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<td>Palmer, A., Koenig-Lewis, N. (2010:162)</td>
<td>An experiential, social network-based approach to direct marketing</td>
<td>- Social network - Direct marketing</td>
<td>Qualitative descriptive that addresses the needs of manufacturers, sellers, and community based on the customer experience as an integrative framework</td>
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<td>Workman (2010)</td>
<td>The Social Media marketing Model</td>
<td>- Connecting Ring - Prospecting Ring - Active Clients - Sale Target - Conversations Pie - Referrals Pie</td>
<td>Descriptive analysis to develop a simple model that helps explain the essential components of social media marketing strategy.</td>
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<td>Tariq, M.&amp; Wahid, F. (2011:1049)</td>
<td>Assessing effectiveness of Social Media and Traditional Marketing Approaches in terms of cost and target segment coverage</td>
<td>- effectiveness of Social Media and Traditional Marketing</td>
<td>Qualitative interview study with practitioners in social media as an instrument of data collection</td>
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</tbody>
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The first value of time (talking about the speed and durability), which discusses how the benefits of social media seen from the aspect of time is the speed of the distribution of posts made by someone in a hurry to reach a worldwide audience in an instant. The second value is the durability discuss how the information or images stored in a social media can last a long time in accordance with the wishes of the creator of the content, very different when stored in other media such as newspapers, magazines. Newspapers and magazines can not survive long, if already discarded the possibility of reading. Messages posted on the
radio and television durability depending on contracts that have been made with no guarantee that the message on to or seen by the audience. The second value of the audience (audience) of social media that have the diversity and plurality that is higher than other media. The use of social media could represent an entire segment, unlike other media where the media can only represent one or several segments of the audience. The third value is the cost to be viewed from the aspect of the feasibility and effectiveness. When advertising in radio and television must be paid in accordance with the duration and frequency (unsecured seen by viewers). Advertising on social media are paid based on the number of viewers who click on those ads, so the fee paid is more feasible and more effective. The fourth value is the relationship that is more closely friendly and no doubt his credibility. Is formed due to the closeness of community that forms the basis of equality of certain equations such as friendship, friendships, hobbies, professions, backgrounds, and other commonalities. Credibility because they are in groups formed on the basis of mutual trust with each other.

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Another aspect discussed in the Dong-Hun study is how social media can be used for marketing. The first social media can be used for direct marketing (direct marketing). As these two interfaces and services to consumers, instead of a call center. The third is an amplifier (amplifier) from word of mouth, where social media can distribute information much faster than traditional WOM (without going through social media). Essence of the study of Dong-Hun discusses how the growth of electronic social media with the rapid advance because it has four key values of excellence and as a result, business organizations have to follow these changes by adjusting its business strategy.

The study Wright et al. (2010: 73) outline discusses how long-term effects (more enduring) than social media for advertising. In that study Wright et. al. suggests that how consumers in the United States becomes increasingly resistant to traditional forms of advertising aimed at them. Advertising spending millions of dollars could ultimately be futile because the consumer to block and ignore the ads that appeared in the traditional advertising media. As a result, marketers must re-evaluate the method recommended using the concept of advertising and marketing as a whole (holistic marketing).

The study begins by discussing the history of marketing concepts, ranging from the production concept, product, sales, marketing and holistic marketing. The discussion aims to see how the weaknesses of a concept born and weaknesses corrected by the next-born concept, which ultimately led to the use of holistic marketing concept is most appropriate for today's business organizations. In addition they also discuss research on how the marketers have to explore other forms of new advertising media. Other forms of advertising media examined to see their advantages and disadvantages, until in the end how social media is seen to have many advantages compared with other media. Besides, Wright et al study discusses how marketers must respond to the trend of consumer rejection of the advertising contained in the traditional advertising media that are one-way, which ultimately led to the alternative social media more interactive. The use of social media as another alternative supported by secondary data comparison of advertising expenditures among mobile marketing, social media, email marketing, display marketing, search marketing.
is derived from the serial data from the month of April 2009 until October 2010, and projected until 2014. The result is that social media has put the top of the interactive ad spending projections. The results in detail are as follows 34% of mobile social media marketing 27%, 17% display marketing, search marketing 15%, and email marketing 11%.

Essence of research conducted by Wright et al. (2010) discuss how social media in the long run may shift from traditional advertising functions are ignored by consumers in the United States. This is evidenced by the budget data for social media advertising which is highest among the other advertising spending. The results Dong-Hun (2010) and Wright et al. (2010) essentially argues to us that the use of social media today is an inevitable thing again by business organizations who want to achieve marketing goal.

Research Webster (2010:593) broadly discuss how the regime of user information (user information regime) and their role in shaping patterns of media consumption. Discussed in more detail Webster is as follows: the first discusses the importance of the space market Characteristics of digital media (digital media market place), the second discusses the theoretical model of the space market. The third discusses the regime of user information, and general methods they use to produce recommendations and an error (bias) are often constructed in both methods. The latter identifies the emergence of patterns of media consumption.

An important characteristic of digital market space is as follows: first, the total supply of media materials and services are abundant and growing rapidly. Second, digital media is available in the form of cross-technological, and allow consumers to access their media products, the third of the total supply availability of human attention consume media products is a leap.

The theoretical model of the market space is formed above the first three components are the user's media, the agents who consume media products and services, the second is a provider of media (media providers), which is creating a structure and resource users to use, the third is the user's information regime, traditionally created by third party media provider offering market information needed to observe and manage media consumption.

The method is applied relates to the emergence of information regime is the user's search algorithms, which search engines (search engines) who offer advice in response to a question or doubt, for example google is the most popular search engine today. The second method is Aggregating Social network, social media is how to integrate a particular community group on the basis of background and interests to form a communication network. The third method is the Collaborative Filtering, a method that will provide the means to cooperate but tailored to the needs of individual users. For example Amazon, iTunes, and Netflix we know as a pioneer in cooperation with the user based on the specificity of consumer needs. The bias is associated with a method that was built in the regime is the behavior of the user's information, personalization, and popularity. The third bias is often a constraint in the analysis methods regime the formation of user information.

Media consumption patterns that form the outline of two-dimensional dynamics of the fragmentation and polarization. Fragmentation dynamics associated with the splitting of the viewer or user's own media related to social values. Polarization dimension describes the tendency of users to concentrate on their consumption patterns around the relatively diverse media products. If associated with research Dong-Hun (2010) Webster's research focus is on aspects of content and community more broadly and more obvious link between the two. With a literature review conducted by Webster provides knowledge that in forming an organization's content, especially if the producer must consider many things, because of the nature of the communities are dynamic, complex and fragmented. If associated with the grouping of elements forming the category of social media, research, Webster was more emphasis on the aspect of nature or characteristics of the building-blocks of social media itself (dimension properties / characteristics). 

Research Edosornwam et al. (2011:79) discusses the history of social media and its impact on business. Edosornwam et al. refers to the definition of social media according to Merriam Webster dictionary is a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. His research has historically discusses how the development of computer technology in the 1970s to support the development of social media, social networking developments are created in the 1990s, and discusses examples of social media has historically, like Lunar...
Storm (1996), Wikipedia (2001) MySpace, LinkedIn, last FM. tribe.net (2003), 2004 Facebook, YouTube, Yahoo, Cyworld (2005). Besides, this study also discusses the differences with the social media social network.

Besides, it also discussed the benefits of social media are affecting the business to use it more widely. The benefits include the following: promoting open communication between workers and management; allow the worker to share project ideas effectively in groups, promoting better content, such as webcast and video, as opposed to simple text; help communicate the cooperation between current customers and potential customers; encourage members or employees of the company because part of a recognized member of the community better; social media be a good place for discussion and a classic goal of marketing and communications. According Edosomwan et al. key factor of success of social media is conversation.

Research Edosomwan et al. (2011:79), as well as research Dong-Hun (2010) and Wright et al. (2010) in addition to providing a historical reason why the media systematically social impact on business, also provide an argument that social media is very plays an important role for the organization in its business strategy.

Figure 4. Corporate Communication

Source: Sarriola (2011)

Research conducted by Sarriola (2011) aimed to investigate the relationship between social media and reputation management of the professional point of view of four Finnish organizations involved in social media and other professionals knowledgeable of social media. This study examines the use of social media in the target organization and the lessons learned by the professionals studied in order to answer the main research questions: What is the relationship between social media and reputation management, as perceived by professionals who were interviewed and surveyed. The methodology was conducted qualitative study consisting of four semi-structured interviews with communications professionals, marketing and social media from four Finnish and international organizations of an online survey of sixteen young professionals. Interviews were conducted in person, by telephone and via email, and online survey administered via Facebook. Theoretical framework of research that included social media activities in four areas of corporate communication: PR, marketing, crisis communication and HRM organization’s reputation can be managed as organizations involved in these activities in social media.

The results of these findings, that the relationship between social media and reputation management are three: First, how social media and reputation interact depending on their respective organizations. Second, the reputation of the organization can benefit from social media as these tools allow organizations to unlock. Third, organizations should participate in social media with a genuine interest in building relationships said.
In contrast to previous studies discussed in this paper, a literature review conducted by Sarniola (2011) see social media communications comprise of four distinct areas, namely in the areas of: (1) Public Relations, as being personal, monitoring, disseminating information; (2) Marketing Communication, includes promotion, brand trustworthiness, and consumer participation (3) Crisis Communication, which includes generating activities news, enabling crisis escalation. Involving the public (4) Human Resources Management, include recruiting, using social media at work. So the use of social media can be utilized for the purpose of the four regions of interest in that field.

It also Sarniola (2011) by quoting Kaplan argued that social media can be classified into two categories based on the properties of these media tools, which is based on Self-Presentation / Self Disclosure and Social Presence / Media Richness. The classification with examples of social media can be seen more clearly in the table 3. So the difference Sarniola research with research that has been discussed previously is focusing on aspects of the region and the nature of social media itself. (dimensions of area / space and nature)

**Table 3. Classification of Social Media Tools (Kaplan & Haenlein, 2010)**

<table>
<thead>
<tr>
<th>Social Presence/Media Richness</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self Presentation / Self Disclosure</td>
<td>High</td>
<td>Blogs</td>
<td>Social networking Sites (E.g., Facebook)</td>
</tr>
<tr>
<td>Self Presentation / Self Disclosure</td>
<td>Low</td>
<td>Collaborative Project (E.g., Wikipedia)</td>
<td>Content Communities (E.g., YouTube)</td>
</tr>
</tbody>
</table>

Source: Sarniola (2011)

Palmer (2009) proposed a model-based direct marketing experience to guide the assessment of social networking online. In Figure 5 the three elements of social networking environment to be displayed are: manufacturers, customers and communities. Based on these images one can clearly see the difference between direct marketing in the context of modern social networking with traditional direct marketing, which does not use social networking.

Related to the dimensions of social media like previous studies, Palmer (2009) by quoting the opinion of the Fountain (2008) identified the following five main categories of social media: (1) Blog, composed of individuals or companies online journals, often combined with audio or video Podcasts, (2) Social Network is an application that allows users to build personalized web sites accessed by other users to exchange private content and communication, (3) content communities, ie web sites that organize and share certain types of content, (4) Forums / bulletin boards, namely the site to exchange ideas and information usually around special interests, (5) content aggregators, which is an application that allows web users to completely customize the content they want to access.
There are differences between the categories of social media forward by Sarniola (2011) by Palmer (2009). Although Palmer promoted to the category of the term but are more likely to see the dimensions of the elements that make up the social media itself (structural dimension). If explored further, the dimensions proposed by Palmer is an extension of the structural dimensions proposed by Kangas et al. (2007), although the paper did not make it as Referrals.

In contrast to previous studies that emphasize the social aspects of the media as a channel (channel) for the marketing, the paper Workman (2010) tried to develop a simple model that helps explain the essential components of social media marketing strategy. He suggest critical components of a model of social media marketing as follows: Connecting Ring, Ring Prospecting, Active Clients, Sale Target, Conversations Pie, Pie Referrals.

Connecting Ring: that everything in the target area representing our sphere of influence, the outer ring circumscibes represent all the people with whom we have contact, the potential clients and referral sources.

Prospecting Ring: the area consists of contacts who have expressed active interest in our services as an intermediary (realtor). The goal is to get them to see us as their real estate expert. Active Clients: representing people who have been chosen specifically to represent. Social media can make us stay connected to clients, but the main task is to do what we do best, namely as a realtor. Sale Target: represents a specific goal for each connection. The main goal is to make the sale and every activity should be directed to help achieve a particular conversion or sales purposes.

Besides the main components of the proposed model of social media marketing Workman also recommends the creation of LIFT (LinkedIn, Blogs Internet, Facebook and Twitter) in his paper. To understand the model Workman (2010) also provide an illustration as well as the two blades of a helicopter to describe the conversation and Referrals. (Figure 6). The more frequently the frequency effectively turning more and more apparent benefits of social media. However, it is important to control the helicopter rotor blades so they do not spin out of control in order to foster relationships that provide a stream of referrals and new business.

Significant differences with previous studies that discuss more on the social media aspects of themselves as a means of marketing. Workman is located in the study of one of its components, namely the sales target. At its core marketing concept boils down to how to benefit, through the sale. So whatever you call it a marketing model should be directed to the ultimate goal of a business organization.
Figure 6. The Helicopter Blade of Conversation and Referrals

Sources: Workman (2010)

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Table 4. Grouping the Thinking of Social Media Marketing Researchers

<table>
<thead>
<tr>
<th>Author</th>
<th>Background of expertise</th>
<th>Model Research / Theory developed</th>
<th>Changes or the development of current concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kangas, P., Toivonen, S., Back, A. (2007)</td>
<td>Research scientist in Information Technology and Services</td>
<td>Ads by Google and other social media business models</td>
<td>Develop a social media based on the dimensions forming the structural dimension</td>
</tr>
<tr>
<td>Mayfield (2007)</td>
<td>consultant, author and commentator on web media strategy, social media, online content, reputation management and digital literacy</td>
<td>What is Social Media?</td>
<td>Develop a social media element based on the dimensions of the properties / characteristics, namely the participation and involvement, openness, conversation, community, and connectedness</td>
</tr>
<tr>
<td>Brussee, R., and Hekman, E. (2010)</td>
<td>Senior Researcher, Ph.D in Mathematics (Brussee); Lecturer at the Faculty of Communication and Journalism at Hogeschool Utrecht (Hekman)</td>
<td>Social media are highly accessible media</td>
<td>Develop a social media element based on the functional dimension</td>
</tr>
<tr>
<td>Sarniola (2011)</td>
<td>Business Communication</td>
<td>Professional Perceptions of the Link between Social Media and Reputation Management</td>
<td>Develop a social media element based on the dimensions of the area / space (area)</td>
</tr>
</tbody>
</table>
Based on research ideas and models of social media marketing has been discussed, can be broadly grouped according to the scientific background, research model developed and the emphasis on the dimensions of the concept can be grouped into four categories as shown in table 4.

Related to the method of this paper is to use dimensional approaches, the grouping of social media thinking also refers to the dimensional aspects. Based on the ideas of the researchers in the journal that have been studied, it can be grouped into four categories dimensional namely: (1) Structural (2) the nature / characteristics, (3) Functional, and (4) area / space.

CONCLUSION

The use of social media as a means of communication between the organization and its stakeholders is an inevitable thing. The facts suggest that advertising spending of some big companies in America shows that ad spending in the United States ranks the largest interactive advertising spending. Definitions and concepts related to social media, most of the selected literature that refers to the definition of Referrals made online social media. Between the concept of social media and social networking are often interchangeable in their usage although both have a different basic understanding. The research method most widely used in research models of social media is a literature review, then it is followed by a qualitative method using semi structural connection with the grouping based on the dimensional aspects of the researchers in the journal that are to be referenced in this paper the four schools of thoughts namely structural, the nature / characteristics, functional, and the area / space dimensions.

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