Abstract

Facebook is one of the fastest growing social networking sites in the world. Millions of people signed up to become its member every month. Facebook is also thriving and becoming one of the most popular website in Indonesia. Many businesses in Indonesia begin to create a business page for their company in Facebook as marketing tools for their products. This very interesting trend attract researcher to do a research in this particular topic.

This research main objective is to find whether Facebook business page gives a positive impact to businesses that had created a business page on Facebook. Researcher would like to learn more about the effectiveness of Facebook as marketing tools. The second objective of this research is to find relationship between age, education level, monthly income, and frequency in using Facebook.

The methods used to achieve the objectives are by conducting an online survey and conducting interviews with businesses representative who had owned Facebook business page. The researcher creates the online survey in esurveyspro.com and spread the link to the online survey through Facebook and email.

In this research, researcher found that only 45% of the total respondents knew about Facebook business page. However, majority of the respondents who do not know about the business page show interest to learn more about it and majority of those people who already knew about the business page passively involved in it.

The research concludes that Facebook business page has a positive impact for businesses if it is managed properly. This research also concludes that there are differences between the answer from people with different ages and education level.

Key words
Information System, Research, Facebook, Business Page, ANOVA.