

Effects of Image Upload on Social Media as Media Promotion in Journal Publishers

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Abstract

Digital content is content in various formats, whether written, image, video, audio or combination so that it can be read, displayed or played by a computer and easily sent or shared through digital media. Digital content has abundant benefits, especially in the field of promotion. Where when a place of business or a body wants to introduce a product or service that is owned, it definitely requires content such as images as a promotional media. However, if you have to distribute posters to everyone you meet, it is not in line with current technological advancements because you are still using a conventional process. Therefore, to overcome this problem, social media can be used to process digital content easily and quickly. In this study, there are 3 (three) problems that will be overcome by 2 (two) methods, and 3 (three) solutions are produced. The advantage of digital content in social media is that it can be accessed anytime and anywhere, so it is concluded that the use of digital content in social media is able to overcome problems and is a creativepreneur effort found in the promotion system of a journal publisher.

Keywords—Digital Content, Creativepreneur, ATT Journal, Social Media

1. Introduction

In the industrial era 4.0 which is growing rapidly and rapidly, changes occur so significantly that is clearly seen in information technology [1,2]. Promotion or introduction of a product or service does not escape from the times, the promotion process that was previously carried out at the center of the crowd even had to come to an event can now be done from within the house [3]. In the past, introducing a service or product must spend more time, cost and energy. However, various kinds of facilities are available with all its features, utilizing an integrated information system so that it can be accessed using a computer or a smartphone, anywhere and diverse supported by an internet connection network [4, 5].



Figure 1. The flow of traditional information distribution

Information about journal publishers embedded and distributed in cyberspace is innumerable. The author is always looking for the information he needs, and one of them is a call for paper that contains information about the time of publication of the paper. In Figure 1, the flow of the author's traditional or non-electronic process is explained. Initially, an author searched for information on websites or social media to find information about journal publishers. On the other hand, the management team of journal publishers embeds information on their websites in written form. If the writer discovers the website, the information is read and understood by the author. Then the writer who is lazy to read so much information listed on the website will look for other websites that are easier to understand and more informative.

If the author agrees, the writer submits. Then the paper that has been processed and passed the review will be published and published in the journal publisher OJS. By utilizing the website it is possible that it is less effective to attract the author's interest to simply submit due to the lack of information received and understood from existing journal publishers [6]. The technology used can support the success of a service or company. Nowadays many services or companies use technology to compete with other companies [7]. Because basically one of the keys to the success of global competition lies in how efficient and fast the services provided [8].

Aptisi Transactions on Technopreneurship (ATT) Journal is a Journal Publisher who always follows the development of technology [9, 10]. In order to support the research activities of scientific writers, social media Aptisi Transactions on Technopreneurship (ATT) was made, various information was presented about the author's needs such as how to register as an author, log in at the ATT OJS, when the paper reception took place, when the current paper was published, time of forthcoming paper publication, etc. [11, 12]. Where information is an important asset for organizations in information technology services. [13]. However, for writers who want to see digital content in the form of video, it has not been fulfilled properly in ATT Journal's social media. In this case, one of the well-known social media serves as a place to assist the ATT Journal team in promoting and informing the management of journal publishers related to paper. So that it is hoped that the presence of digital content besides uploading images on ATT Journal's social media can help, motivate writers to learn and foster the enthusiasm of the management team to develop ATT Journal's social media [14].

Social media is media that can be used using an Internet connection [15], the rise of gadgets and all things connected to the internet can change people's mindsets and lifestyles [16], anytime and anywhere can be accessed easily [17]. The quality and knowledge of the world cannot be separated from the use of digital technology as one of the many useful media [18], at least the changes can also result in profit or loss [19], from this problem, a social media content is made to prove it [20]] So that the quality of services and facilities at the Transaction on Technopreneurship (ATT) Apparatus to the authors of the paper can be satisfactory [21].

2. Research Methods

In this study the method used is direct observation or observation. With this observation method, an observer of the journal Aptisi Transactions on Technology (ATT) was observed, which has implemented social media in the information process and promotion of services offered. After knowing that digital content in the form of images can be created as a means for expanding information online, the next step is to analyze all kinds of benefits and the level of effectiveness that will be obtained if digital content is applied to social media Aptisi Transactions on Technopreneurship. Observation provides an opportunity to expand information directly which shows a new delivery method and the author has a lot of capacity to access all information regarding the publication of the paper [22, 23].

Then to support this research, literature study research methods are also used by gathering several journals that are relevant to the system being discussed in this research, in the form of knowledge theories about design and promotion systems that are applied or discussed in various places [24, 25]. The following are 7 (seven) literature studies that are used as references in this study:

1. Research conducted by Sella Mawarni, Ali Muhtadi from Yogyakarta State University in 2017, with the title "Development of interactive digital books for multimedia interactive learning development courses for students of educational technology. This research discusses the concept of digital content as an information medium while being able to produce or develop an interactive learning multimedia product [26].
2. Research conducted by Agusin Dyah Utami and Bambang Eka Purnama from Surakarta University in 2012, with the title "Utilization of Social Networks (Facebook) as Online Business Media (Case Study in Batik Solo 85)". In this study, the researchers discussed that Facebook not only acts as a promotional medium in online business but also acts as a medium to communicate with potential customers. Besides Facebook also provides a broad market share for online businesses. This certainly has its own impact on sales results on Batik Solo 85. The conclusion resulting from this research is, Facebook is a social network whose presence is increasingly maximized as a medium for online business [27].
3. Research conducted by Moch. Khalif Haiqal, Syarip Hidayat from Telkom University in 2017, with the title "Application of Visual Identity in Promotion Media for Rajapolah Craft Tourism Website". This study discusses the application of visual identity in website promotion media needed to be able to reach the target market widely and effectively while introducing and increasing awareness of Rajapolah craft tourism brands. Visual identity is needed in designing website promotion media on the overall design and appearance presented in order to facilitate awareness and recognition of the brand so as to develop associations with the Rajapolah Craft Tourism brand [28].
4. Research conducted by Lusyani Sunarya, Po. Abas Sunarya and Jasmine Dara Assyifa from STMIK Raharja in 2015, with the title "The Effectiveness of Visual Communication Media as Supporting Promotion at Raharja Colleges". In this study, the researchers discussed that promoting by using visual communication media, Raharja College designed a creative concept that would be outlined in the development of information and promotional media used by Raharja College, in the form of creative ideas based on object data obtained from Raharja College, which will then be processed into a memorable visual communication media in accordance with the image of Raharja College and image displays that will be creatively processed and arranged according to the message needs planning by the Raharja College so as to increase target new students desired [29].
5. Research conducted by Hadi Gunawan Sakti from IKIP Mataram in 2017, with the title "The Effect of Adobe Photoshop-Based Graphic Design Media on Class X Student Learning Creativity in Graphic Design Subjects". This study discusses that Adobe Photoshop-based Graphic Design Media has an influence on the learning creativity of Grade X students on graphic design subjects [30].
6. Research conducted by Musmuliadi and Ary Purmadi from IKIP Mataram in 2018, with the title "The Effect of Adobe Photoshop-Based Graphic Design Media on Student Learning Creativity". In this study, the researchers discussed the influence of graphic design media namely Adobe Photoshop on student learning creativity, so that with the advancement of technology students can use learning media and can learn independently at home, especially in Design subjects [31].
7. Research conducted by Herman Setyawan, from Raharja College in 2016, with the title "Use of Corel Draw Application and Adobe PhotoShop for Digital Marketing Digital Image Archives". This study discusses the good impact of technological developments on people's lives, especially the use of archives must also include the source of the archive, so that duplicated archives need to be given a digital watermark [32].

Based on the 7 (seven) literature studies above, it can be concluded that the digital image content system is now highly developed with all the facilities available online, offering

various types of design and accuracy of the information, so that the author can receive information anytime and anywhere with convenient and fast.

3. Results and Discussion

Social Media plays a very important role in bridging sellers and buyers because it is for the sake of the smooth process of buying and selling in this all-sophisticated era, a seller must adapt and utilize all the facilities that are available. Creativepreneur is an abbreviation of 2 (two) words, namely creative and entrepreneur, so creativepreneur can be interpreted as a businessman who is involved in the creative industry sector [33]. A service seller who promotes his services through images is included in the creativepreneur because the images offered are the result of thoughts and skills, full of innovation and creativity.

3.1. Problem Analysis

As explained before, ATT provides facilities for the creativepreneur team to be able to design their images as a promotional medium. However, there are still some issues that must be overcome to support creativepreneur activities. There are 3 (three) problems in the processing of image design in ATT. The first problem is the lack of information provided if only through the website, we need another creative idea to spread information besides using the website. Then the second problem, marketing or promotion regarding ATT services also does not yet exist, if the service is not offered to the author then the success of the transaction will not be achieved. Then the last problem, the third problem, is that digital content that is interesting and not boring is needed in order to attract the interest of writers to submit papers to ATT.

3.2. Program Design

One of the methods used to overcome the problem is by organizing promotions through ATT social media so that the writer and the management team can transact without constraints. The maintenance of social media by the admin such as adding up-to-date information must also be done, thus miss-communication between the writer and the management team can be avoided. As a result, the process of sending information received the support needed and the smooth submission of papers can be guaranteed.

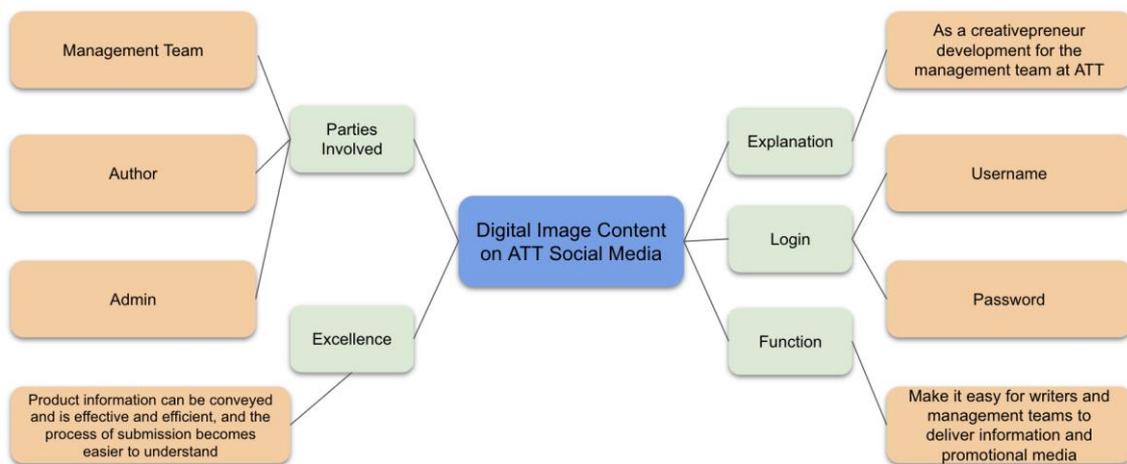


Figure 2. Mind map

Figure 2. Is a display of mind map or mind mapping that explains the digital content of images on ATT social media, which consists of: (1) Explanation: as a creativepreneur development for the management team at ATT (2) Parties involved: Management team, authors and admin. (3) Login: The username has been registered. (4) Excellence: product information can be conveyed effectively and efficiently, and the process of submission becomes easier to understand. (5) Function: It makes it easy for the writer and the management team to deliver information and promotional media.

3.3. Flowchart Algorithm

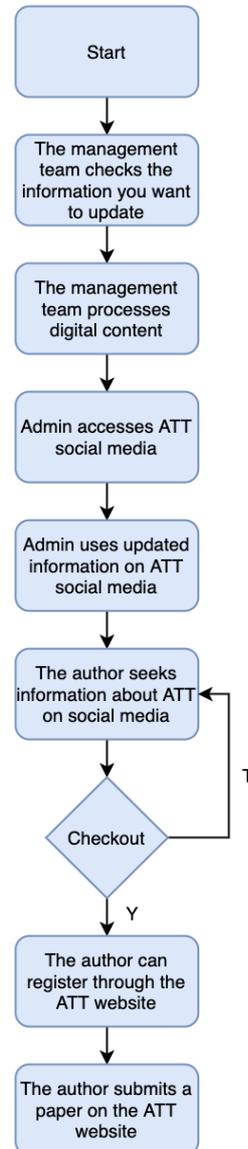


Figure 3. Flowchart flow updating image content through social media ATT

After examining the problems that exist in the promotion system on ATT, the flow of the process of filling image content using social media ATT conducted by the admin is illustrated in the flowchart in Figure 3.

Figure 3. explains the 7 (seven) steps of the process of delivering information on ATT social media, which is as follows:

1. The management team checks what information needs to be made of digital content
2. The management team processes digital content creation using Adobe Photoshop CC 2017 software.
3. Admin accesses ATT social media at <https://www.instagram.com/>, and logs in by entering the registered username and password.
4. Admin uploads digital content that has been processed by the management team by embedding the description needed to strengthen the information provided.

5. The author seeks information needed through the website or also through social media ATT.
6. If the author is interested and has confidence in the services ATT offers, the author can register through the ATT website.
7. Furthermore, the authors will be able to submit papers easily and find out the development of paper information that has been received through ATT social media.

3.4. Implementation

Electronic media needed to access social media ATT Journal is not limited to Personal Computers, various electronic media such as notebooks, tablets, laptops and mobile phones can be used to access, accompanied by support from an adequate internet connection. In addition, the appearance of the ATT Journal social media that is neatly arranged and comfortable to look at will have a positive impact on the people who see and visit the ATT Journal profile. The following are 5 (five) screenshot image contents from the manufacturing process and upload results on ATT Journal social media accessed using laptop media.

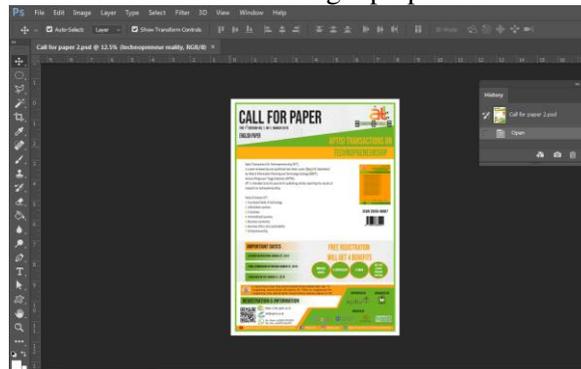


Figure 4. Display of Adobe Photoshop CC 2017

Seen in Figure 4. the interface of the Workspace or work page on Adobe Photoshop CC 2017 which is used as an ATT digital content creation media, there are 80 layers used in creating a call for paper content Vol. 1 No.1 becomes 1 whole design.



Figure 5. Call For Paper Design

Seen in Figure 5. The results of the content design of the call for paper Vol. 1 No. 1, where information such as what volume is currently being processed, important dates for submission, what is obtained if the paper submits on ATT and other information. Content regarding a call for paper Vol. 1 No. 1 which will be published in March 2019. Based on this page the author can find out the schedule for the publication of the paper carried out by the journal publisher ATT.



Figure 6. Image content with its description

Next is Figure 6. Product descriptions such as an explanation of what content is displayed, a notification that ATT has officially opened access for public writers can submit papers, love code that indicates how much content the management team created and uploaded to social media, as well as the hashtag allows writers to be able to find our digital content more easily. With this product description, the management team does not need to explain the information repeatedly to many authors who wish to submit papers.



Figure 7. ATT website information with 4 followers

Figure 7. Where on January 29, 2019 when it was first announced to the general public only had 4 followers and no paper was submitted in the OJS ATT Journal.

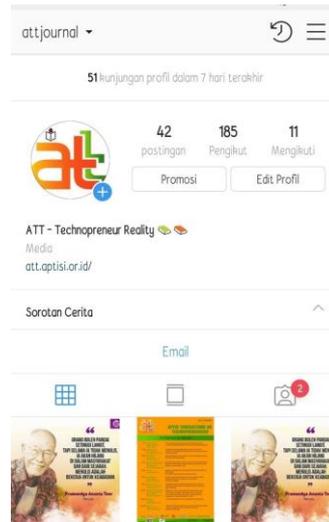


Figure 8. ATT website information

Figure 8. The ATT Journal Instagram account on March 30, 2019 had an increase of 181 followers, initially 4 followers to 172 followers with 33 posts with a span of less than 3 months.



Figure 9. Direct Message ATT Journal

Figure 9. The ATT Journal Instagram account on March 24, 2019 received direct messages from ITS Surabaya students who were interested in submitting to the ATT Journal.



Figure 10. ATT Journal V1N1 March 2019

Figure 10. is displayed from the ATT social media instastory to inform that the issue of Vol.1 No.1 ATT Journal 2019 is ready for delivery to authors who pass the paper selection.

Graph of ATT Journal Development

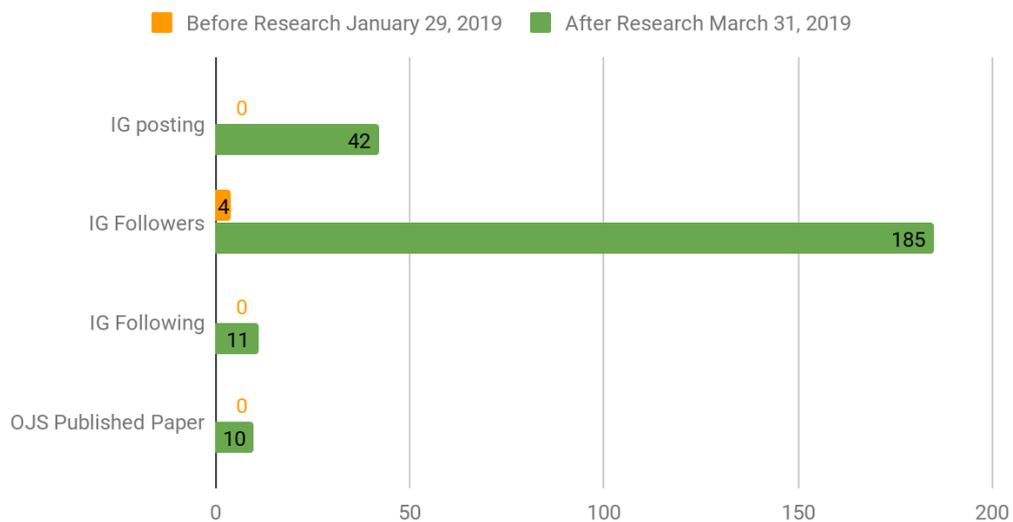


Figure 11. Graph of Increase in ATT Journal

In Figure 11. It can be seen that the presence of digital content on ATT social media makes the public interested in finding out more, this is also evidenced by the number of followers listed in the picture above.

4. Conclusion

Based on the digital content of the images added to ATT Journal's social media, 3 (three) conclusions can be drawn that:

1. Digital content can help creativepreneur in developing promotions. The image content uploaded online, in addition to facilitating the management of journal publishers and writers, can also develop social media ATT Journals that previously did not have followers and did not have content became a means of creativepreneur in their services.

2. Then, with the presence of image content on ATT Journal's social media, if eye-catching and informative videos and articles are made, it will attract the writers' interest. Because of the ease of socialization caused by technological advances, now distance and time are no longer a significant barrier. Information about image content can be easily found in only one hand.
3. Then with the use of social media that is being loved by many people throughout the world, all informative content can be accepted by the author neatly and easily. Misunderstanding in receiving information can be minimized because social media has presented a clear picture and description content, requiring the writer to see and read clearly as well.

5. Ideas and Suggestions

Based on the explanation of the results of the study that have been described previously by the author, it can be concluded from the explanation that there are 2 (two) suggestions given for the progress of this research are:

1. It is necessary to develop digital content types in the form of journal publisher social media such as informative videos with short duration.
2. In addition, content dissemination on ATT journal social media also needs to be expanded by using advertising features, so that more writers can be created and creativepreneur can continue and develop.

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