



KADIN INDONESIA

## **INCREASING CHAMBER OF COMMERCE OUTREACH & THE POWER OF SOCIAL MEDIA**

By

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### **INTRODUCTION**

Technological developments, especially in the field of ICT (Information and Communication Technology) today are so rapid. It has a great impact on behavior and lifestyle. These changes can be seen from the way of interacting between people, how to access information, how to do business and so forth. The popularity of these various means by which humans today are often used as a medium of interaction has made the media as a social medium that is often exploited by individuals, companies and organizations as a strategy to achieve the desired goals and expectations.

While the internet and mobile phone technology become more advanced, social media is growing rapidly, too. Now to access facebook or twitter for example, can be done anywhere anytime simply by using a mobile phone. So quickly people can access the social media phenomenon has resulted great impacts to the flow of information not only in developed countries, but also in developing countries. Given the speed, social media is also starting to replace the conventional mass media role in spreading the news.

Indonesia is currently ranked second in the world of Facebook users. In May 2011, there were 36.49096 million users, but now the number has reached 41.77 million. As for Twitter, Indonesia ranks third in the world and the Indonesian language also becomes the third language most used in Twitter. Of all the statistical data of social media developments in Indonesia, there were approximately 5,270,658 blogs in Indonesia.

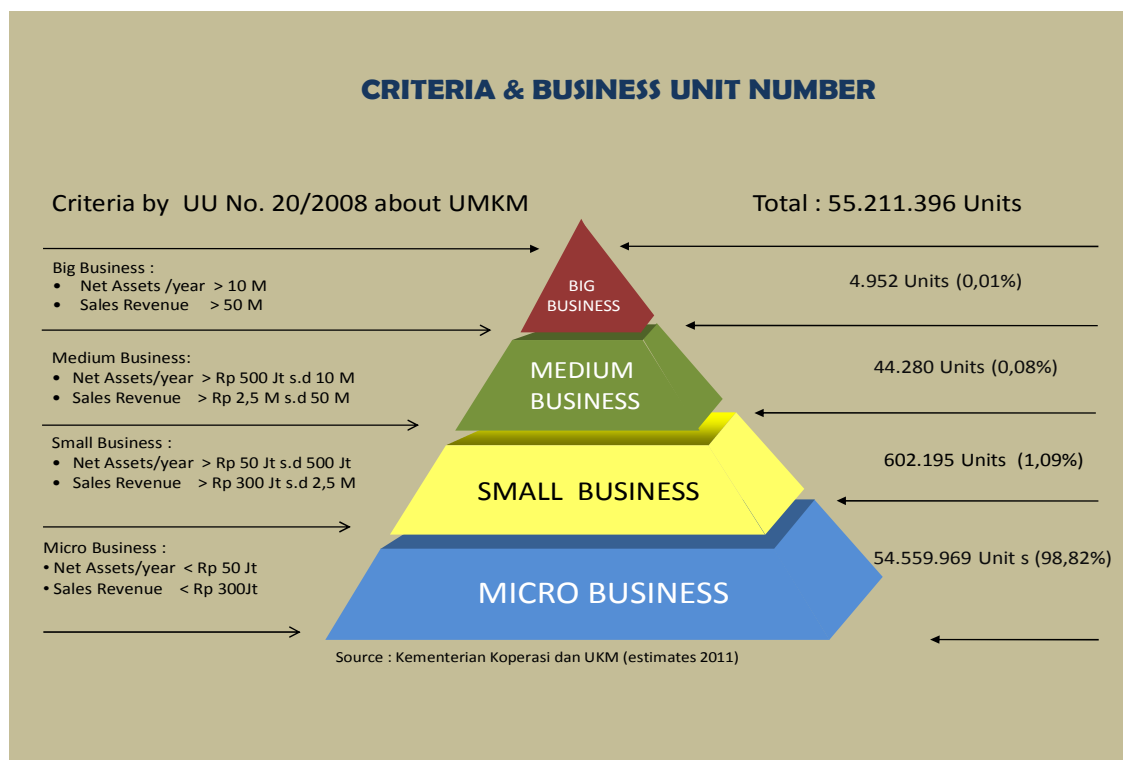
Looking at the scale of active users of social media in sharing information and communication has given an overview of the power of social media to be used as a means of interacting. In a country, as an example the case in Egypt, the President may be imposed by the power of social media, through majority votes and cyber demonstrations. Egyptian President Hosni Mubarak was ousted because of a wave of resistance that is built from facebook and twitter. Just as exciting in Indonesia, how millions of people support KPK (Corruption Eradication Commission) in some corruption cases in Indonesia

Social media can sometimes give unfavorable effects to a brand if not properly managed. An egalitarian relationship (same / equivalent) between brand owner and the users may facilitate the spread of positive messages, but also vice versa, might quickly spread a negative message, which could lead to negative impacts to brand owners. For an organization or company that is not ready, it will stutter with these current changes. It does require a plan and a new approach to be able to get into social media.

### USING SOCIAL MEDIA AS A MEANS OF COMMUNICATION AND INFORMATION IN THE CHAMBER OF COMMERCE AND INDUSTRY

Chamber of Commerce and Industry (Kadin) is the umbrella organization for businesses, which established its presence in Indonesia based on Law No. 1 of 1987. To date Chamber of Commerce in Indonesia consists of 33 provinces and 428 Kadin Kadin District / City. Members of Kadin Indonesia are all entrepreneurs, whether they join or not join the Organization of the Company and / or Employers' Organization.

Up to now according to recent data, the structure of the business community in Indonesia is as follows:



**DEVELOPMENT OF THE NUMBER OF UMKM & BIG BUSINESS  
YEARS: 2007 - 2011**

Business Type	YEARS				
	2007	2008	2009	2010	2011
Big Business (Units)	4.463	4.650	4.677	4.820	4.952
Medium Business	38.282	39.717	41.133	42.621	44.280
Small Business	498.565	522.124	546.675	573.592	602.195
Micro Business	49.608.953	50.847.771	52.176.795	53.179.675	54.559.969
<b>Numbers</b>	<b>50.150.263</b>	<b>51.414.262</b>	<b>52.769.280</b>	<b>53.800.708</b>	<b>55.211.396</b>

From the data shown in the picture above, it can be seen clearly that the composition of Indonesia's largest business structures are micro and small businesses. In general, the micro, small and medium enterprises, especially in developing countries, have the following characteristics:

**Viewed from the aspect of management:**

**micro:**

- ⊗ Types of Commodity are volatile and subject to change in product / business
- ⊗ no settled place of business or at any time can be moved
- ⊗ There has been no attempt in good financial records
- ⊗ Education level in HR is very low, the average is elementary-to- Junior High school
- ⊗ Not familiar with banking and instead make frequent contacts with middlemen or moneylenders
- ⊗ Most businesses do not have permits.

**small:**

- ⊗ Type of goods or commodities are not easily changed
- ⊗ The location or place of business are generally settled
- ⊗ It has a bookkeeping though still modest, meaning that the administration of the company's financial records is already broken down into categories.
- ⊗ Have the legality of the business or other permits
- ⊗ Education level in HR is pretty good, the average high school
- ⊗ Getting more familiar with banking.

**medium:**

- ⊗ It has a management and organization that are more organized and better with a clearer

**division of tasks between divisions / units**

**☞ has a financial management system, making it easier to do auditing**

**☞ It has made adjustments to government regulations in the field of labor**

**☞ It has complete legal requirements**

**☞ Often partner up with banks and other businesses**

**☞ HR is much better and reliable at the level of Manager and Supervisor.**

**Viewed from the aspect of commodities / products:**

**☞ The quality has not met the standard requirements**

**☞ limitations of design and product type**

**☞ The limited capacity and price list of products**

**☞ Lack of standard materials**

**☞ Product continuity is not guaranteed and is less than perfect.**

**In addition to the characteristics as mentioned above, SMEs also have a variety of constraints, namely:**

- 1. Weaknesses in gaining market opportunities and increasing market share.**
- 2. Weakness in the capital structure and limitations to obtain the path to the sources of capital.**
- 3. Weaknesses in the areas of organizational and human resource management.**
- 4. Limitations of the network of cooperation among small businesses.**
- 5. Unfavorable business climate because of adversarial competition.**
- 6. Guidance that has been done is less integrated and lack of trust and community care for small businesses.**

**Indeed, based on characteristics and common obstacles faced by SMEs, it can be concluded that the core factors that affect the business of SMEs can be categorized as follows:**

- 1. Weak managerial aspects, such as: attitude, knowledge, and institutional organization, management, HRD etc.**
- 2. Weak access to information**
- 3. Weak access to technological development**
- 4. Weak access to funding**
- 5. Weak market access.**

**Based on the things mentioned above, the Chamber of Commerce in accordance with its duties and functions, must perform a variety of activities for the strengthening and development of SMEs. One key to success in encouraging business growth of SMEs is through media and promotional information. Some media information used by the Chamber of Commerce in order to inform and promote the business activities of SMEs and the business opportunities that exist is through newspapers, newsletters, brochures, pamphlets, television, mail, email, internet (web / blog), mailing list, facebook and other other.**

**Until now, information and promotional tool that is frequently used by the Chamber of Commerce is the conventional nature of social media, such as: newspapers, newsletters, brochures, flyers, tv and letters. Whereas for the current use of social media / modern is through the internet, email, mailing list and facebook.**

Indeed, the use of social media in Indonesia is growing rapidly, such as Google Plus, Twitter, Facebook, YouTube, Digg, LinkedIn and others.



Internet Usage and Population Statistics: Indonesia					
Source: United Nations Department of Economic and Social Affairs					
YEAR	Users	Population	% Pen.	GDP p.c.*	Usage Source
2000	2,000,000	206,264,595	1.0 %	US\$ 570	ITU
2007	20,000,000	224,481,720	8.9 %	US\$ 1,916	ITU
2008	25,000,000	237,512,355	10.5 %	US\$ 2,238	APJII
2009	30,000,000	240,271,522	12.5 %	US\$ 2,329	ITU
2010	30,000,000	242,968,342	12.3 %	US\$ 2,858	ITU

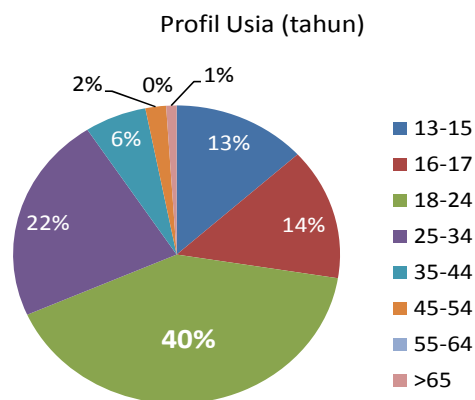
Note: Per Capita GDP in US dollars

## Pengguna Facebook Indonesia

Sumber : Socialbakers.com

	Country	Users	Penetration
1	United States	155.900.120	50,25%
2	Indonesia	36.490.960	15,02%
3	United Kingdom	30.813.720	49,42%
4	Turkey	29.535.320	37,96%
5	India	26.701.840	2,28%
6	Mexico	25.223.460	22,43%
7	Philippines	24.348.460	24,37%
8	France	22.783.300	35,18%
9	Italy	19.933.460	34,31%
10	Germany	19.161.440	23,29%

Data per 27 Mei 2011 dari www.socialbakers.com



## 20 Situs Internet Tertinggi di Indonesia

Sumber : Alexa, 23 nov 2010 – Buku Putih 2010, Kominfo

1	Facebook	Jejaring Sosial
2	Google.co.id	Mesin Pencarian
3	Google	Mesin Pencarian
4	Blogger.com	Blog
5	Yahoo!	Portal
6	Kaskus – Komunitas Indonesia	Komunitas
7	YouTube – Broadcast yourself	Komunitas
8	WordPress.com	Blog
9	Detik.com	Berikta
10	4shared	File Sharing
11	Twitter	Jejaring Sosial
12	KOMPAS.com	Berita
13	Wikipedia	Eksiklopedia
14	VIVAnews.com	Berita
15	Detiknews	Berita
16	Clicksor	Bisnis
17	angege.com	Portal
18	KlikBCA	E-Banking
19	Ziddu	Berbagi Berkas
20	KapanLagi.com	Entertainment

From these data, it can be seen that social media is generally used by individuals and will continue its increasing trend. For companies, especially for business purposes, the use of social media is now widely used as part of a marketing strategy to promote products or services as well as to establish communication with customers and prospective customers.

The existence of social media provides a new channel for companies to interact differently with consumers. If it can be utilized and managed properly, it can provide many positive effects for the company. But vice versa, in the absence of goals, plans and signposts, the benefits of social media will not be obtained, even worse may result in losses.

Remembering each social media type has advantages and disadvantages, in providing lines of communication and information to members of the Chamber of Commerce, Chamber of Commerce today still utilizes the conventional media, combined with growing social media as mentioned earlier. Organization's success in the use of social media does not just lie in technology implementation, but there is the challenge of leadership and management to be able to collaborate with the community so that it can provide added value to members / customers, employees and other stakeholders. If these challenges can be met, and the potential for mass collaboration can be maximized, then the organization will be transformed into a social organization (the social organization). Social media offers a function of mass collaboration that allows many people all over the world to work together and contribute according to their talents, creativity, and energy it has. This is a collaborative community.

## **USE AND DEVELOPMENT EFFORTS TO USE SOCIAL MEDIA TO THE FUTURE IN CHAMBER OF COMMERCE**

As conveyed above, that the use of social media in Indonesia is mostly done by the individual or individuals. Evidence suggests that the arrival of social media in Indonesia has been greeted positively by most people. The media is widely used as a communication tool and a place to confide. Although there are positive effects to social media such as making new friends, there are negative impacts such as cyber abuses and crime incidences.

The use of social media also has an impact on behavioral change in some communities in Indonesia, and this change has become quite drastic. If social media was originally used by young people before, now adults are also participating in using the social media. For those who are married and are traveling far, they can upload pictures and video through social media to tell their stories.

If we look at the Facebook users, every second there are always people who update their statuses and users are also increasing. Update status of a given variety, from the status again pleased to report a state, fall in love, seek information or ask for help and so on. Remarkably, a quiet man, his heart was often through social media. Some social media are often used in Indonesia, among others:



TWITTER is a social network is very well known, both in Indonesia and in foreign countries. Many young people are using this medium, the term if kiota not know, then they call us as clueless (Stuttering Technology). Often used as a medium for each comment, so it is always up to date and its use is not difficult.



The picture above is a social media SKYPE. This program allows us to communicate audio visual, not only that the use of skype running without knowing daptaty borders or even national borders and can be accessed anywhere. IN Indonesia skype widely used by the people who worked in the office as a tool that makes it easy to monitor certain events, such as in a state of conflict, disaster and other accidents that can be seen at events.



This is Foursquare, a social networking website that is based on the location. The services provided such as GPS, when we checkin will earn points and badges as well as rewardnya. The site is still under a new category and not as famous as the other woods.





**"YOUTUBE"** many of us already know, which can be used as a place to show our ability or skill. We can express at will. Many people who suddenly become famous and artists because of this media, such as "Shinta and Jojo and Brigadier Norman Kamaru" even more famous abroad as well as becoming a world-renowned star of "Justin Bieber".



Social media is now the most famous in Indonesia is **FACEBOOK**. Its name is quite easy to memorize at all ages, from children to adults too familiar with this best-selling social networking. Facebook has an advantage in comparison with other social networks. This media can update the status and have a chat or upload facility to upload. The facility is the same as being pro-sms on HP or phone. In fact, many users are often show and show off photos and videos owned.

In accordance with the predictions of Amy Jo Martin, founder of Digital Royalty quoted Tech Crunch, the use of social media in the future will be more developed and developing countries, namely:

- **Social Media Will Go Into Television**

Television in 2012 will be a new social media container. Television show will involve the public directly through social media. Network television special broadcast will also involve the audience to interact directly on a popular story.

Political broadcasts, campaigns, and presidential elections may be conducted in an interactive television. Television, which was originally a monologue, will turn into a dialogue; was originally a one-way communication, it will turn into a two-way and interactive.

- **Streaming Television Will Affect Social Media**

Social Integration is the opposite of the TV. Upon entry into the realm of social media television, this time television shows will go into the realm of the internet. In the year 2012, the Super Bowl American football final match held at the end of season NFL game in the United States, will air in streaming.

That is, the show can be enjoyed by internet users without having to watch television.

Watching football can be on a desktop or laptop. Streaming impressions will be more flourishing in the realm of online and can be integrated with social media and advertising.

- **Facebook Will Become Center for Social Media**

Ami believes, in 2012, Facebook will become the center of social media projects. Facebook will be able to sell its name to get a variety of projects that make a particular social media is not left behind by its users.

Integration with Facebook becomes a necessity profitable in 2012.

- **Social Media Will Grow Into Big Business**

Large companies will concentrate on caring for their social networking accounts to keep the "brand image". Facebook, Twitter, and Youtube is no longer a place to just advertise, but to build social relationships with customers and business partners.

- **Great ROI**

ROI (Return on Investment) in social media in 2012 is still large. The concept of the relationship of social media success will be adopted by the company as a business strategy. Customer Service, research, branding and image will be an important business in the realm of social media.

The Company will use social media to determine the extent to which community would understand the measures taken and the extent of successful marketing. Social media will become a major investment that generates great ROI with only spending a little investment.

Looking at trends and opportunities for the utilization of such great use of social media, especially for the development of business / company or organization in the future, we should definitely maximize the use of social media. Through the use of social media, organizations like the Chamber of Commerce will be better known by the public. The public will better understand the functions and activities as well as various activities and struggles by the organization in terms of trying to cultivate life in Indonesia better.

By organizing various activities for the public, the Chamber of Commerce will further encourage companies to enter the Chamber of Commerce members. The more members coming in, it will further develop the organization, so that this organization will become more credible and have a high confidence for the business world and government.

Although the use of social media by the Chamber of Commerce is still very limited (such as the use of Facebook, mailing lists and websites), but in the near future, Chamber of Commerce will seek to further optimize other types of social networks, according to the functions and advantages of each of the social media concerned.

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