PENGGUNAAN MEDIA ONLI UNTUK BISNIS OLEH PEREMPUAN  
(Studi Deskriptif Pengelolaan Informasi untuk Bisnis dengan Media Online oleh Perempuan pada Komunitas WOSCA)

Abstrak:

The development of information technology especially the internet has changed the pattern of doing business, which spawned business with online media. Today online business activities began much demand, especially by women. Various reasons for pushing a woman to do a business online. This study sought to describe the women who run online businesses in the WOSCA community. In addition, researchers are trying to draw business run information management respondents using diagrams Lancaster. The approach used is quantitative descriptive type. The total respondents is 55 women in the WOSCA community. Sampling was done through purposive sampling, with consideration of respondents already own an online business and have operated a business for at least one year. The results indicate that online media most used by respondents is facebook and equipment technologies most used by respondents to access the online media business is BlackBerry. The main benefit of online business respondents felt was able to work while taking care of children and families. The management online business information is necessary, given the indirectly they sell the information. So we need to describe the information of the goods or services in detail and show item’s foto of items in detail. In women who have done a description of information goods/services by good has earned over a million dollars, while women who do not do a description of information goods/services by good has earned under a million dollars.

Keyword:

Daftar Pustaka:

Juju Branding Promotion with Social Network. Elex Media Komputindo 2010 Jakarta
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