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Role of Social Media in the Successful Implementation of Business User Data Management

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Abstract

The associate degree of the section ever-growing people used social media on a frequently, Information of a social media analyzed in arose many various sciences. The social media analysis technique consists of four steps data representation, system, composition, and assessment. the huge deal of literature on the challenges and problem with specified knowledge analysis methods, there is very little analysis of the stages of data finding, group and arrangement. the counter their discrepancy, our self-came to a collaborative extended and structured literature analysis. Social networking describes the phenomenon found in democratic and self-communicating net sites such as Facebook, MySpace, YouTube where members and participants share their personal lives, discuss, hope, dream, and even act. The ideas of others and ideas of wonder. Online communities represent a growing range of communities in the marketplace where participants give and exchange data on manufacturers, services or common interests. Brands are, or are, social.

Papel De Las Redes Sociales En La Implementación Exitosa De La Gestión De Datos De Usuarios Comerciales

Resumen

El grado asociado de la sección de personas en constante crecimiento utilizaba las redes sociales con frecuencia. La información de una red social analizada surgió en muchas ciencias diferentes. La técnica de análisis de redes sociales consta de cuatro pasos de representación de datos, sistema, composición y evaluación. Debido a la gran cantidad de literatura sobre los desafíos y el problema con los métodos de análisis de conocimiento específicos, hay muy poco análisis de las etapas de búsqueda de datos, grupo y disposición. A pesar de su discrepancia, nuestro auto-vino a un análisis colaborativo extendido y estructurado de la literatura. Las redes sociales describen el fenómeno que se encuentra en los sitios de redes democráticas y de comunicación automática como Facebook, MySpace, YouTube, donde los miembros y participantes comparten sus vidas personales, discuten, esperan, sueñan e incluso actúan. Las ideas de los demás y las ideas de maravilla. Las comunidades en línea representan una gama creciente de comunidades en el mercado donde los participantes dan e intercambian datos sobre fabricantes, servicios o intereses comunes. Las marcas son, o son, sociales.

1. Introduction:

The last decade to Social media embraces over become a key operator for behavior and broadcast knowledge within the pour domain. The social media is one amongst the explanations is awesome that the likelihood to come back or turn out or share the common messages at a lower value and as universally. With the large increase in social media usage, the information of what's widely referred to as social media is increasing. info on social media platforms, together with photos, videos, sound, and relocation. The consolidation of Social Media is on-line communication channels they are dedicated to community-service input, humanization, ideas content sharing and cooperatively. The social media has multiple varieties of square measure beat numerous for social marketing, social period, social networking, Social Web, Wi-Fi and Websites and applications dedicated

to forums..

Definition of Social Media:

The communication of social media is an associate of internet-based variety. the various types of units are used social media for social network, icon sharing sites, instant electronics communication, online chatting, sharing videos, similarly as blogs, virtual worlds and additional. The online communication of sharing an individual's interests for those fascinated by exploring the interactive activities and others.

Examples: Instagram, Facebook, Whatsupp, Snapchat ,Telegram

1.1. Positive Effects for Social Media :

The development of Social media permits for the social community helps several and additionally businesses. Social media provides tools sales that may reach loads of potential shoppers. We have a find the knowledge to area unit of a tendency solely ready to access the news through social media. Social media raising awareness is often an excellent tool for any social cause. The homeowners can reach job seekers and UN agency area unit hooked homeowners are reaching bent potential job seekers. Social growth whereas there aren't any issues, with social growth They are large several folks and create it easier to speak by the globe. A load of individuals uses social media to urge high executives to seek out themselves. It can even assist folks to meet you're.

1.2. Negative Effects for Social Media:

More physiologists believe social media can be one of the biggest problems that cause depression and anxiety among individuals. This is one of the reasons behind the growth in child. Exaggerated use of social media will impair sleep patterns use of social media. Units like cyber bullying, body image problems, etc. have many different negative effects. There is an exaggerated degree in Associate Degree Missing out of Fear among young people due to social media.

2. The Theoretical background of a Social Media:-

Social Media deals tics for Analytics with the ways of social media knowledge. Researchers have divided their analysis method into several phases. We use the steps of introducing, information collection, knowledge, and analysis, that we tend to customize from Alfred Stieglitz al. To be prepared to categorize these challenges, we would instead seek to draw theory from

the larger information literature. Specifically, we use the speed, volume, integrity, and variety of the four V's.



Fig.1: Modern info- graphic design

The social media politics has a term for lots of attention has attracted. The knowledge rising as a domain analysis space aims to integrate, optimize strategies, expand the knowledge views of social media analysis. The organization is an important condition, while the other is the vision of content and the users who create.

2.1. The Social media of an analytics:-

he social media use has enlarged over since of the past century, the folks are attempting to urge info an extra supply of knowledge gang as the traditional media. The social media tend to use the term to ascertain Internet-based see applications of philosophy and technology that think about the foundations. The social media platforms have recently established as a supply of data journalism and political communication current problems and lots of problems and actions communicate by folks remark and get the discussion and calculate the proper solution. the examine factors moving social participation analyzes social media. The social media is an online platform that people use networking conjointly networking data processor asocial networking service the social relationships and social network with other global organization connection of real-life backgrounds, career interests, extra activities. social media networks are distributed by mobile, laptop, desktop and varied to varies purposes.



Fig.2: Social media analytics

A computer network is inherently an area unit of social networks and linking of data and organization. the social network communication tools or operational laptop and desktop and on mobile devices like pill smartphones and computer there are going to feature digital listening music, video, photograph, online share the entries of internetwork diary online communication social network services typically provide the area unit cluster focused individual service area online network community.

2.2. Steps of a social media analytics:-

The strategy of social media for conducting types of ideas developed frameworks researchers that analytics of social media. Analysis opportunities describe social media.

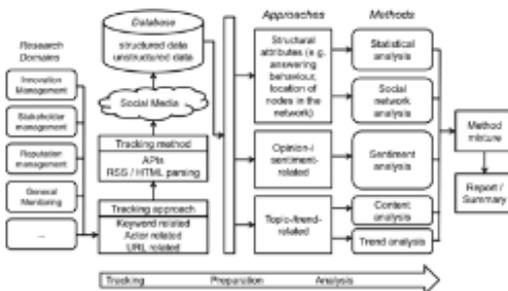


Fig.3: The Social Media Analytics Framework

Analytics and proposes the framework a pursuit of the connection between society and know the social media connection of a business. There are four types of framework consists of social media connected activities and Three levels of study researchers examine which will be targeted once these activities. the structure of social media Van Ouch and Courses categories to relevant as a full Van Ouch and Courses categories to study in step with actors and also activities observe. The study in step with the actors and also the activities they observe.

2.3. Styles of a challenge in huge information analytics: -

As indicated above, the prevailing literature is detailed in some detail on the steps involved. The associated discussion to our data, there is no comprehension step in these challenges. Fill this void, we tend to draw on the material on “Big Data”. It is often social media argued that information shares many characteristics of “big” information, a term that consists of information from obtained different completely sources and even in different disciplines.

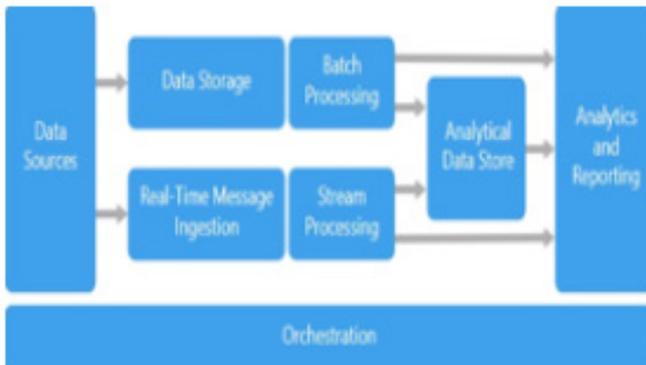


Fig.4: Huge information analytics

- Speed, the speed of knowledge creation in addition to profit
The data was obtained in real time from the analysis.
- Diversity, takes many alternative forms of information.
It is usually unproven or its design limits the information available.
- Opacity, especially in terms of information quality.

2. Findings OF Social Media

3.1.Overview of the Social Media:-

Social media is the most important part of daily life. Social media is an interactive and collaborative area for most people. For the interaction between them, social media uses different platforms to share data with each other.

- **Social media data knowledge:-**
The sorted by the data of social media for blogs the social media network, wikis, news and RSS and formats for JSON and XML. The extra knowledge sets includes more and more necessary like monetary knowledge, period knowledge feeds, telecoms and spatial knowledge, client group action knowledge.
- **Social media data access programmatic:-**
The service data and tools for scraping and sourcing information by the wikis, RSS feeds, social networking media and news .They are divided into –
- **Service tools and Sources of a Data:**
The data Service tools and Sources access the information by the access by the tools that give easy analytics to defend the information of media. Example: Social Mention, Google Trends, Social Seek, Social pointer give a knowledge that social media feeds of aggregates numerous.

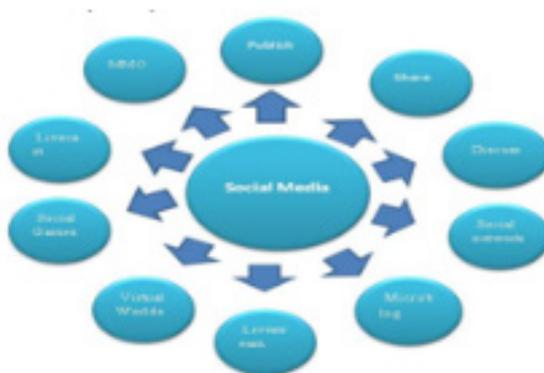


Fig.5: Overview of the Social media

- Social media network platform:-

Social media data provide comprehensive environments and analytics libraries of tools. Include the Example. Lexalytics, Radian 6 and Thomson Reuters Machine Readable.

Network Media Platforms:

The network platform provides a wide range of social network Facebook, Twitter, and data mining media sources.

News Media Platform:-

The news network platform associated analytics and commercial news archive feed providing for Thomson Reuters.

3.2. The Social Media of aLandscape:-

Any subsequent social media channels will generate native social media ads. Following each category can be a fleeting description of what this channel provides.

Facebook:-

Facebook is a web site was launched in Feb 2004 it is a social networking service and Mark Zuckerberg was created.



Fig.6: Facebook

Facebook is used social networking services is the most common used by monthly active users worldwide. Recreation Weekly placed the location on its Best-Off list at the tips of the decade. Facebook provides priceless resources to satisfy the fundamental human wants of social connections.

Twitter:-



Fig.7: Twitter

Twitter could be a microblogging and social networking service on that user's post and move with messages referred to as "tweets". Twitter is adding a network of data to a social network.

Google+:-

Google Company is an indebtedness Company is an associate degree yank international technology company specializing in a product of internet-related services, as well as online advertising technology, cloud computing, Search engines, computer code, and hardware.



Fig.8: Google Limited Liability Company

It is considered as the Big Four technology company with Amazon, Facebook and Apple.

YouTube

YouTube was the fastest growing site on the World Wide Web. YouTube allows users watch,upload, rate, comment, add to playlists, report, share on videos and subscribe to other users.



Fig.9: YouTube

YouTube and select creators monetize these ads with Google AdSense, a Program that targets ads based on site content and audiences.

Instagram

Instagram is a photo and video-sharing social networking service owned by Facebook Inc.



Fig.10: Instagram

In the hands of Facebook, Instagram is the largest photo sharing platform and the net provides an important touch to the audience.

Snap Chat

Snap chat is a multimedia messaging app used World Wide Web. A time-

based symbol of electronic messaging applications, quite franklyUsed by younger audiences, wherever the picture is square measurements your shared time will then expire briefly.



Fig.11: Snap Chat

Telegram

Telegram Client Apps are available for Windows Phone, IOS,Android, WindowsNT, MacOS and Linux. Users can send messages and exchange, photos, videos, stickers, audio and any kind of files. Telegram is a cloud-based instant messaging and voice over internet protocolservice.



Fig.12: Telegram

The service provides end to-end encryption for voice calls, and provides optional End to end encrypted “secret” chat between the two. Not for on-line users, groups or channels yet.

4. Propose System:

4.1. Flow chart:-

The Global “Marketing Automation Software Market” report is an information bank that gives detailed information about the market from establishment to estimated growth trend.

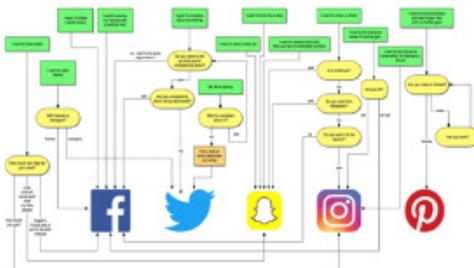


Fig.13:
Social media Flow chart

The key areas to focus on in this report include product strategies integrated by leading market competitors, global sales growth, factors affecting and restraining market development, and complete segmentation analysis of the market.

They are competing with each other and contributing significantly to the market, giving customers the best possible products and services. Marketing Automation Software market report gives a comprehensive forecast based on the current business techniques and trends. Marketing automation software market report describes minor changes in product profile, as this variation can directly or indirectly affect the product with correct description.

4.2. The Social Media Shares:-

Pie Chart:

Shares, followers, and influences of social media networks, including a pie chart that provides a media value for the platform and social media network distribution of shares. When you are trying to compare the whole area, it is best to use a pie chart. They do not show changes over time.

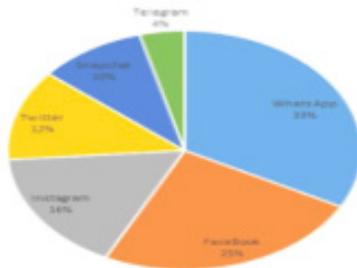


Fig.14: Pie Chart

Social media user graph:

Today, mobile users around the world use about multiple apps a day, and this number is influenced



Fig.15: Social media graph

by social networking and media apps like Facebook, YouTube, WhatsApp, Instagram, Twitter and multiple apps used to day to day life but the graph can calculate the highest user used in which app and calculated the graph .

5.Conclusion

The conversation is a success key component of social media. The employee used a social media website to expand a business. The voice communication by the line of work in an exceedingly brand. a corporation must be as dedicated to communication through social media because it is to customers. The company should be devoting time to reviewing conversations and dedicate time and energy in responding to the customers. Within the starting, businesses market merchandise and services at the lower costs. In an exceedingly time of once corporations weren't, that they had to watch out regarding sufficient cash, where, once and from whom they production the merchandise and services, and therefore the worsenig reduced the belief of the business.

The customer is the unreliable belief of the company as a result of the business if there is no response from the problem. the company can lose whole reliability and believability. The social media is an interaction to customers to solve the problem is not the only place for company services and products. People's business of social media is business lives to several and currently a serious player.

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