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Utilizing Social Media and Applications to Stay Productive for Photographers in Pandemic Times

I Made Arsana^{1,*} Achmad Muktafi Akbar²Setya Chendra Wibawa³Handini Novita Sari⁴

¹Mechanical Engineering Department, Universitas Negeri Surabaya, Surabaya, Indonesia

²Management Study Program, Universitas Negeri Surabaya, Surabaya, Indonesia

³Informatics Engineering Department, Universitas Negeri Surabaya, Surabaya, Indonesia

⁴Mechanical Engineering, Universitas Negeri Surabaya, Surabaya, Indonesia

^{*}Corresponding author. Email: madearsana@unesa.ac.id

ABSTRACT

During the current pandemic, a lot of work is affected. Including photographers. This phenomenon causes many photographers to be unable to earn income outside the home because activities outside the home are always limited and cannot be free. However, many photographers continue to carry out their hobbies by turning to become street photographers. And also do promotions online such as social media and applications. The goal is to pamper photo lovers with attractive photos. As well as attracting customers to use their services. The method to be used is a descriptive method, which aims to describe what happened as it should have been when the research was carried out. This application will also use the method that will be used, namely the 4D method, the purpose of this method is to create a social media-based digital business and applications by doing 4 stages, namely define, design, develop, and disseminate. The results of this research are many offers made by customers, such as wedding photo services, hunting, school albums. From the application of the use of social media, it is hoped that many service workers will be able to more easily reach their customers and be able to increase the productivity of the community, of course.

Keywords — Photographer, Utilization of social media

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1. INTRODUCTION

In this modern era, the development of technology is increasing rapidly. Including in the field of photography. This development began in the early 2000s, with the start of film cameras using digital sensors. This certainly makes it easier for camera users not to bother printing photos just to see the work that we have captured. This development started from the establishment of a photo community, many users who bought digital cameras and works that won both nationally and internationally. Photography itself has always been inseparable from human life, apart from being a documentary, photography itself is art, the art of creativity using light. So it's no wonder there are so many rapid developments.

In the current era of globalization, it requires the community to participate and use it. Starting from learning the operation of computers and gadgets, especially for the elderly. They are required to keep up with the current developments in the electronic world. With so many people who love the field of photography because they can take photos with one touch on their respective gadgets. In the world of photography, the use of social media has been

applied to sell or promote results in the work of the photographer. Social media is an online sales medium that offers convenience for clients to see directly the results of images from photography service workers. Through this social media, clients can view photos, videos, pricelists of these photography services, and can also contact directly or just for a consultation.

Social media is one of the strategies for photography workers to make their achievements. This method has proven to be very effective considering that society is developing following the era of globalization. They just type the name of the service, photos from the photography service will automatically appear. The utilization of social media can not only be done on one platform, it can be done on various platforms including forums, namely social media that facilitates users to share information according to the subtopics provided by the forum, for example, Kaskus, Kompasiana, Indowebster [5]. This digital platform is an important means of disseminating information about the advantages of the services offered.

Social networking media at this time makes it very easy for users with smartphones that can access services on

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the internet [6]. Social networking media is a site where people communicate with their friends, whom they know in the real world and the virtual world (Zarella, 2010: 51).

Utilizing this social media can provide various kinds of content or services offered, such as 1) Photo album services for school students, 2) Wedding photo services (weddings), 3) Engagement photo services (fiancee), 4) Product photo services, etc. [1].

2. METHOD

The method that will be used is the 4D method. This method uses 4 stages, namely Define, Design, Develop, Disseminate. The research method used to describe problems that occur in the present or ongoing aims to describe what happened as it should be the time the research was conducted. The object of this research is the use of social media and applications to make it easier for clients to reach information on photography services. The 4D method consists of defining, designing, developing, disseminating. Research questions or Research Questions (RQ) are tailored to the needs of the specified topic, here are the RQs of this study:

- **RQ 1: What are the stages of making e-commerce that can be used to create a digital photography service business?**
- **RQ 2: What is the content of the e-commerce content used for photography services?**
- **RQ 3: How does the social media of photography services look like?**

The stages of the 4D method are defining, designing, developing, disseminating.

2.1. Defining (defining)

This stage is useful for preparing the initial steps needed to test the problems to be tested made, from identifying the problems to be faced to making applications. This stage also contains the system that will be made on the application. At this stage also collect as much information as possible from the data to be made, this can be done by interviewing consumers about the desire to strengthen the data. After that make a concept that is composed of what will be included in the application.

2.2. Design (design)

After compiling the initial steps and finding the problems to be faced, the second stage is the design stage. This stage is to design a digital media that will be made so that it can be used comfortably by the intended user. Setting goals is also important to measure the application's ability to work. Then the selection of application media to make it easier for customers to suit their needs. Then determine the format for the application, such as making designs, colors, images, and writing descriptions of the services provided.

2.3. Development (develop)

In this development, it is time to carry out and implement the stages that have been designed, problem minimization, and careful planning. Making applications and testing applications to others to obtain maximum results.

2.4. Spread (disseminate)

After the trial was carried out and the test results were fixed without a hitch, the next stage was the dissemination of social media aimed at photography enthusiasts and also the public and agencies that require photography services. [2].

3. RESULTS AND DISCUSSION

The results of the evaluation of system testing that have been made as well as improvements or developments in making e-commerce applications for photography services.

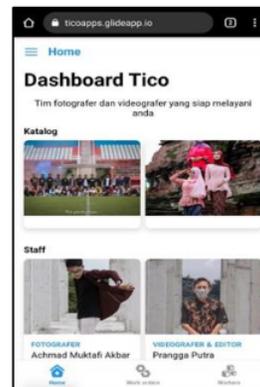


Figure 1. Display

Figure 1 is an initial view of e-commerce applications in the field of photography services. Clients will be directed to download the application via the following link <https://ticoapps.glideapp.io/> or it can also be done by opening the website. Before entering the application, clients are expected to enter their email in the upper left corner of the dashboard.

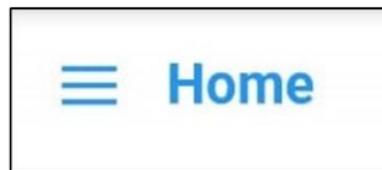


Figure 2. Three lines next to the home button

After logging in to enter your Gmail account, the following screen will appear:



Figure 3. Application Login

Clients are expected to enter their email on the page. So that the staff knows the identity of the clients. Just enter your email.



Figure 4. Entering the pin code

After entering the email, the client will receive a pin code that will be sent to the email. After that, you can enter the application dashboard.

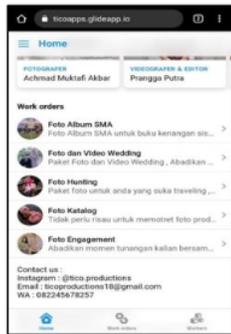


Figure 5. Application Dashboard

In the dashboard of the application, clients will be presented with a catalog, staff, types of services offered, as well as contact persons and social media for these services.

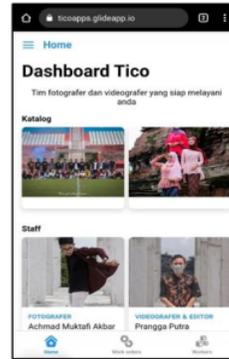


Figure 6. Application Dashboard



Figure 7. Description of high school photo album

In Figure 7 there is a description of one of the work orders in the application, namely a high school photo album. Each client will get complete information when viewing the contents of the description of some of these work orders.



Figure 8. Staff

In addition to the client can see the catalog and work orders presented in the application, the client can also find out the staff in the application. Clients can also contact the staff because each staff's phone number is listed.

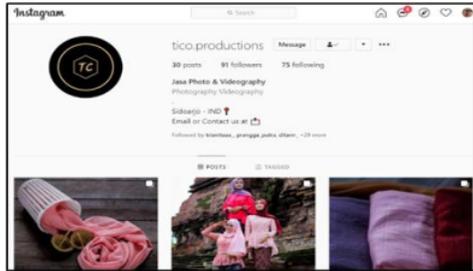


Figure 9. Social media display [3]

Figure 9 is an example of the display of social media photography services using one of the digital media, namely Instagram. Social media contains photos from these services. There are various work orders that they put on social media.

3.1 Tests and Questionnaires

This test and questionnaire have the aim of knowing the quality of the application made whether it has reached feasibility according to the standard to the respondent concerned. Respondents involved in this test are field testing. Field testing was carried out by students majoring in Management, Faculty of Economics and Business, State University of Surabaya, Management class 2020A as many as 34 students, and out-of-class students, and General as many as 31 people. So a total of 65 people.

Questionnaires and grids conducted from testing in this study were taken based on the ISO 9126-1 standard.

Table 1. Testing Grid

No.	Variable	Description
1	Understandability (Dimengerti)	Capabilities in software that are easy for us to understand
2	Learnability (Dipelajari)	Skills in software that are easy for us to learn
3	Operability (Dioperasikan)	Capabilities in easy-to-operate software
4	Functionality (Fungsi)	Capabilities in software that provide functional accuracy, security, appearance, and data management as they are used
5	Content (Isi)	Ability to define the truth, adequacy, suitability of the contents contained therein

Table 2. Eligibility Criteria

Information	Answer
Very good	81%-99%
Good	61%-80%
Good enough	41%-60%
Not good	21%-40%
Very not good	0%-19%

There are several characteristics in testing software quality, which consist of the variables Understandability, Learnability, Operability, Functionality, and Content (Komputer et al., 2003). The following are the characteristics of ISO 9126-1 in the table along with the criteria and results.

The results of the analysis above can be concluded that the application of the Android-based Masulli commerce application is very good and can improve product image and consumer trust.

Table 3. Questionnaire Results

No.	Validation by	Result	Information
1	Management Student 2020A/ Field Test	84,4%	Very good
2	Out of Class and General Students/ Field Test	82,2%	Very good

4. CONCLUSION

The application presented in this study can make it easier for clients to order a choice of services that have been offered. This application is made with various kinds of analysis, ranging from complaints to suggestions and criticisms from clients. Then we took the initiative to make the complaint as an appreciation for the photographers. In addition, the realization of this application also aims to make it easier for clients to contact photography services.

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