

THE EFFECTIVENESS SOCIAL MEDIA USED IN IMPROVE BUSINESS PERFORMANCE BASED ON WORK-AT-HOME MOMS

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ABSTRACT

This research aims to find out how working from home mothers can manage time and resources to utilize social media effectively, what types of social media are most effectively used by work-at-home Moms and how the use of social media can improve business performance for work-at-home Moms on Begkalis Island. This research uses a qualitative descriptive method that is explained systematically and described precisely and clearly. The data collection technique used is by using interviews, observation and documentation. The Object in this study in Bengkalis Island And The sample in this study was 15 respondent Housewives. The results obtained from the effectiveness of social media in improving the business performance of work-at-home on Bengkalis Island show that social media is very effective in improving the business of housewives. The most housewives who work at home use social media such as Whatsapp, Instagram, and Facebook to do business. The result in this study (1) the existence of social media is very helpful for housewives to do business with the task of taking care of children, husbands and homes. (2) housewives in bengkalis use a lot of social media such as whatsapp, istagram and facebook. because these three applications are very effective in the bengkalis island area. (3) Social media provides a very wide market reach so it can help moms who work from home to increase their business.

Keywords: Effectiveness, Work-at-home, Social Media, Housewife