

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The use of social media is becoming more common in home-based work environments. Social media such as Facebook, Instagram, Twitter, LinkedIn, and other platforms can be effective tools for building customer relationships, promoting products or services, increasing brand visibility, and communicating with potential business partners.

Social media is one of the technologies that is very likely to boost the performance of Micro, Small Medium Enterprise (MSMEs) today (Shabbir et al., 2016). In addition, business actors can take advantage of existing technological developments such as registering their business in E-commerce which is supported by payment through financial technology and promoting on social media using Facebook or Instagram, indirectly this has been able to expand market share (Sarkar and Ghosal, 2018).

Social media offers great opportunities for stay-at-home Moms. benefits work at home are a balance between work and family life, reduced travel time to the office and fuel savings, control over work schedules and work atmosphere, the ability to choose to work in a being able to control their work schedule and work atmosphere and being able to choose to work are in a good mood (Mungkasa, 2020).

Potential social media distractions such as spending too much time online rather than focusing on work or getting caught up in unproductive shopping habits. Social media has opened up great opportunities for work-at-home Moms to engage in the digital world and build online communities.

One challenge that is often faced is the potential distraction of social media itself. Caught up in the frenzy of infinite content, work-at-home Moms can easily spend too much time online, distracting from daily tasks and responsibilities.

There is a risk of getting caught up in unproductive shopping habits through social media. Sophisticated advertisements and customized product recommendations can encourage impulsive desires to purchase items that are not actually necessary. Getting caught up in uncontrollable consumption patterns can disrupt family finances and generate unnecessary stress. Moms face when working from home is managing the balance between work duties and family responsibilities. With children who need attention, a household to manage, and work deadlines to meet, Moms often feel pressured and stressed. Moms have to try to find effective ways to manage their time, prioritize tasks, and avoid distractions in order to stay focused on work (Vernia, 2017).

In order to overcome the challenges, work-at-home Moms need to maintain a balance between social media use and daily responsibilities. The data from Nugroho and Suswanta (2020) Creating a regular schedule and limiting online time can help to stay focused on work and family. In addition, it is important to develop self-awareness of the effects of advertising and marketing strategies used by social media platforms. With a better understanding of their effects, work-at-home Moms can make wiser shopping decisions and avoid unproductive spending habits.

Social media marketing is an important part of a promotion, according to Kennedy (2017) in Prautami (2022) argues that social media marketing is a potential market to bring business profits, social media marketing must work in sync with other business strategies to ensure that the overall brand objectives are achieved, while according to Kotler et al., (2021) in Prautami (2022) where social media marketing is direct marketing that involves consumers anywhere and anytime, widely using the internet and digital technology will have an influence on sellers and buyers.

Social media has become an integral part of everyday life, Moms offer a powerful platform to promote businesses and establish relationships with customers. By utilizing social media, work-from-home Moms can leverage their social networks to build a brand, market products or services, and generate additional income. One of the great benefits of using social media is its ability to

reach a wider audience at a relatively low cost. Moms can share information about special offers, provide exclusive deals to their followers, or introduce new products. By utilizing features such as paid advertising or paid promotions, Moms can increase the reach and visibility of their business.

Working from home Moms to connect with their customers directly. Moms can respond quickly to customer queries or feedback through comments or private messages. This helps create a sense of trust and connectedness between customers and businesses, which in turn can increase customer loyalty and generate positive reviews. social media also provides opportunities to learn from and collaborate with others in the same industry. Work-from-home Moms can join relevant groups or communities on social-media platforms to share knowledge, experiences and advice. They can follow inspirational figures or experts in the business field and tap into the insights they share.

According Rahmah And Khoirunnisa (2020) working from home has become an increasingly popular trend, especially since the COVID-19 pandemic hit the world. However, for Moms who has to perform the dual role of worker and parent, working from home can be a challenge that affects her psychological well-being

The important things from work-from-home Moms to manage their use of social media wisely. While it can improve business performance, social media can also be a huge source of distraction. It is important to set time limits and stay focused on the tasks that need to be completed. In general, the use of social media can be a very useful tool for work-from-home Moms in improving their business performance. Utilizing the potential of social media, Moms can build a strong brand, establish relationships with customers, and expand the reach of their business. However, it is important for Moms to use social media wisely and stay focused on their goals.

Therefore, it is important to analyze the effectiveness of using social media to improve housewives' business performance. This research could include gathering information on how housewives use social media, to promote their business, communicate with clients, or build professional networks. In addition,

the research measure the impact of social media use on improving business performance, such as increased sales, new customer acquisition, or improved branding. This analysis allows to better understand how social media use can improve housewives' business performance. The results of this study can be used to identify social media best practices, develop more effective strategies, and provide recommendations to housewives on how to optimally use social media to achieve their business goals.

Based on the background that has been described, the authors are interested in conducting research entitled **The Effectiveness Social Media Used in Improve Business Performance Based on Work-at-Home Moms.**

## **1.2 Formulation of the Problem**

Based on the background description presented above, the problem formulations for this study are:

1. How can working from home Moms manage time and resources to utilize social media effectively?
2. What types of social media are most effectively used by working from home Moms?
3. How can the use of social media improve business performance for work-from-home Moms?

## **1.3 Purpose of the Study**

Based on the formulation of the problem, the objectives of this study are:

1. To find out How can working from home Moms manage time and resources to utilize social media effectively
2. To find out What types of social media are most effectively used by working from home Moms
3. To find out How can the use of social media improve business performance for work-from-home Moms

#### **1.4 Significance of the Study**

This research is expected to be useful for those concerned or related parties.

The benefits of this research are:

1. For agencies

The results of this study can be used as information and input for agencies to find out whether internal control affects employee performance.

2. For The Author

Apart from being a requirement to complete education, it can also increase knowledge in the field of human resource management and apply the theory obtained from lectures.

3. For academics

As a reference to increase knowledge and input material for further research.

#### **1.5 Scope and Limitation of the Problem**

Based on the background of the problems that have been described, the author can identify the scope of this research, namely The Effectiveness Social Media Used in Improve Business Performance Based on Work-At-Home Moms. In this study, it only discussed how to effectiveness from social media for improvement business performance.

#### **1.6 Writing System**

In order for the writing of this thesis report to be systematic and structured with good, systematic report writing is needed. The following is a systematic thesis report writing:

##### **CHAPTER 1: INTRODUCTION**

In this chapter discusses the background, problem formulation, research objectives, benefits of research, scope and limitations of the problem, as well as systematic report writing.

##### **CHAPTER 2: DISCUSSION**

This chapter discusses previous research, theoretical basis, and framework.

### **CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESS**

This chapter discusses the location, time and object of research, types and sources of data, population and samples, sampling techniques, data collection techniques, data processing techniques, scale measurement, validity and reliability testing, data analysis methods, research hypotheses, research models, the type of research, the definition of the concept and operational variables, as well as the research schedule and budget.

### **CHAPTER 4: RESULT AND DISCUSSION**

In this chapter The Author will elaborate on the discussion of the result of research analyzes that have been carried out by interviewing, Observing, and other resources.

### **CHAPTER 5: CONCLUSIONS AND SUGGESTIONS**

In this chapter The Author will describe the conclusions obtained from the discussion as well as the suggestions to be submitted by the author.

### **REFERENCES**

### **APPENDICES**

### **WRITER BIOGRAPHY**