

ANALYSIS OF ADULT PRODUCT ADS VIOLATIONS

FACEBOOK DIMARKETPLACE REVIEW FROM BUSINESS ETHICS

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ABSTRACT: *Marketplace on social media is one of the special features for advertising/offering various categories of goods and services. The number of business actors making promissory notes on the Facebook marketplace has led to various violations of business ethics. As in the case that I raised this time, several adult product advertisements in which the form of advertisements contained pornographic images were clearly displayed, as well as the ad's showtime did not know the time and had no limits. Which is a norm regarding the iklan of adult products, many minors can access it anytime, anywhere on Facebook social media.*

Keywords: Violation, Market Place, Business Ethics.

INTRODUCTION

Facebook, Inc. is a social networking service headquartered in Menlo Park, California, United States of America which was launched in February 2004. As of September 2012, Facebook has more than one billion active users, more than half of them use Mobile phone. Users have to register before using this site. After that, users can create private profile, added another user as friend, and exchange messages, including automatic notifications when they update their profile. In addition, users can join user groups with similar interests, sorted by workplace, school or college, or other characteristics, and group their friends into lists such as "Coworkers" or "Close Friends".

Facebook was founded by Mark Zuckerberg with his roommates and fellow students Harvard University, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. Membership of this website was initially limited to Harvard students only, later expanded to other colleges in Boston, Ivy League, and Stanford University. The site slowly opened up to students at other universities before opening to high school students, and finally to anyone who is at least 13 years old. Even so, according to the survey *Consumer Reports* As of May 2011, there were 7.5 million children under the age of 13 with Facebook accounts and another 5 million under 10, violating this site's terms of service.

StudiesCompete.com month January 2009 placing Facebook as the most used social networking service according to the number of monthly active users worldwide. *Entertainment Weekly* put it on the final "best" list decade with the comment, "How do we stalk our ex-

girlfriends, remember our coworkers' birthdays, annoy our friends, and play games Scrabulous before Facebook was invented?"Quantcastestimates Facebook had 138.9 million monthly visitors in the US in May 2011. According to Social Media Today as of April 2010, approximately 41.6% of the US population has a Facebook account. However, Facebook's market growth began to decline in some areas with the loss of 7 million active users in the United States and Canada in May 2011.

Facebook Ads is a paid service on Facebook to advertise products or services from companies, organizations and individuals in the form of display ads (Treadaway and Smith, 2010). This paid advertising service was first launched in 2007. This service makes it easy for users to get relevant information about a product or service. The presence of Facebook Ads makes it easier to find the right people, 2 capture the user's attention and get results from these ads.

With Facebook Ads, advertisers can choose the audience to target based on demographics, behavior and contact information. The ad formats offered by Facebook Ads are made as attractive and flexible as possible and can work on all devices and internet connection speeds. In addition, Facebook Ads also provides reports on the results obtained through advertising in a visual form that is easy to read by users.

To create ads on Facebook, advertisers will follow several steps as follows.

1. Setting Goals

The initial step in advertising on Facebook begins with choosing the goal of the advertiser's business, namely whether the advertiser wants to increase awareness of their product or service from Facebook users, invites Facebook users who are not customers to learn to follow and explore what the advertiser has to offer. In addition, invites Facebook users to make both visits and purchases.

2. Choose an Audience

After that, the advertiser will select the target audience. There are 3 audience options that we can choose from, which are as follows:

- Core Audiences: This audience targeting feature allows advertisers to reach audiences based on demographics (age, gender, relationship status, education, place of work, profession), location, interests and behaviors (buying behavior, device use and other activities)

2. <https://www.facebook.com/business/products/ads> 2017

3. <https://www.facebook.com/notes/facebook/facebook-ads/6972252130> 2017

- Custom Audiences: Help advertisers to connect with Facebook users who already have connections with advertisers to increase sales.

- Lookalike Audiences: Advertisers can find Facebook users who have similarities with existing customers or contacts and this is useful to increase the opportunity to reach anyone who will be interested in the business of Facebook Ads advertisers.

3. Ad Placement After selecting the audience, the advertiser will be given the choice of where the ad will be placed. Advertisers can advertise their business through Facebook, Instagram, Messenger and Audience Network where ads can appear when Facebook users visit certain websites.

4. Determine the Budget (Budget) Advertisers will enter how much budget is provided for advertising. The budget can be allocated on a daily or lifetime basis and determines the desired time period for which the ads will run.

5. Choose Format The next step is to design the ad format according to the preferences of the advertiser. Facebook gives advertisers the option to use several ad formats such as photo, video or text. In addition, advertisers can also create advertisements in the form of carousels, slideshows and collections and canvases (only for mobile).

6. Measure and Manage Ads Once ads run, advertisers can track performance and also make changes to ads using Facebook Adverts Manager, Power Editor and Business Manager. With these tools, advertisers can monitor whether the ads they make are efficient.

4. https://www.facebook.com/business/products/ads/adtargeting#custom_audiences 2017)

5. <https://www.facebook.com/business/products/ads/how-ads-show#> 2017)

6. <https://www.facebook.com/business/learn/facebook-ads-basics> 2017

RESEARCH AND METHOD

The type of research in this study is descriptive qualitative research, with a literature study method, where the data is taken from various documentation references. data that is printed or written in. The data is sorted and analyzed according to the needs of the study theme.

Qualitative methodology as "a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior" (Bogdan & Tailor, in Moleong, 1991:4). Qualitative research is "research that uses a natural setting, with the intention of

interpreting the phenomena that occur and is carried out by involving existing methods” (Denzin & Lincoln, in Moleong, 1991:5).

DISCUSSION

The number of business actors making promissory notes on the Facebook marketplace has led to various violations of business ethics

As in the case that I brought up this time, several advertisements for adult products in which the form of advertisements contain pornographic images are clearly displayed, and the ad broadcast hours do not know the time and have no limits. Which is a norm regarding the iklas of adult products, many minors can access it anytime, anywhere on Facebook social media.

In this case, it is explained that sex aid products are advertised by the account Bernama NR, NM, AB on the facebook marketplace. And strong drug products advertised by an account named CI, SD, which is also included in the facebook marketplace

CONCLUSION

Good business is a business that makes a profit, is allowed by the legal system, and is morally appropriate. Advertising is one of the business processes, so advertising must also comply with the law and according to morals. Good ethics in advertising in accordance with the rule of law, for example, is complying with all existing regulations as regulated in the Indonesian Advertising Ethics. As a society, we must understand whether the regulations regarding advertising are in accordance with applicable laws or not, or whether the existing advertisements are moral. The public must be proactive in reporting any violations that occur, so that checks and balances occur.

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