

Application of Technology Adoption Model through Utilitarian Information in Ruang Impian Marketing Program

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ABSTRACT

Researchers examined a company engaged in interior design providing various facilities from artistry to furniture supplies. This study aims to propose a marketing program to evaluate the marketing carried out by companies through social media. This study used Observation, in-depth interviews, secondary company data, documentation, and descriptive qualitative research methodologies collection. This research resulted in an analysis of the proposal of the Ruang Impian program, a program to do marketing through social media. This program proposal is assisted by the theory of the Technology Acceptance Model with the concept of Utilitarian Information to help companies develop social media. It is hoped that the Technology Acceptance Model with the idea of Utilitarian Confirmation can help the company's marketing develop and become a force for DENTUUM.

1. INTRODUCTION

Interior design industry companies always use visualization of exciting design concepts. Also known as mock-ups, visualization of this design concept can attract consumer interest in the idea offered by the company. Meeting consumer needs and wants can also generate positive feedback from consumers. Interior design includes various aspects, such as place, space design, and other areas within the building, such as construction buildings, space, and function. Interior design involves usability and considers human behavior by adopting appropriate concepts. Creating a mock-up house interior decoration that stands out and attracts can express the identity of the product and the selling points that distinguish it from others, including accessories in the interior and supporting technology that suits the needs and interests of consumers at each level of the project (Tochaiwat et al., 2022).

Artistic intervention is a creative contribution that can be temporary or permanent, experienced by customers during their visit to the services provided (Cuny et al., 2020). The purpose of these interventions is to attract and retain customers, as well as improve brand image. Companies can increase sales with high demand from the building decoration sector for public infrastructure, civil housing, etc. The decoration industry is not only limited to interior design but also includes various types of places, such as hotels, companies, apartments, offices, etc. The purchasing industry usually works closely with interior design because the interior design must fulfill usability and create internal harmony within the venue to enhance the comfort and functionality of the forum. Companies such as hotels, offices, and the like use interior design to create comfort and attract customers' attention.

Companies engaged in interior design require employees who can understand consumer desires, analyze, and communicate concepts to consumers. This will increase the company's profit and gain a good reputation among the public. These companies need employees skilled in graphic design and development in the field; in addition to providing services, interior design companies also sell products or goods. This company also highly values discipline because of the time limit set by the client. Skills such as understanding consumers, defining and analyzing consumer needs, and translating them into concepts, designs, and brand experiences are highly valued (Quartier et al., 2020). The system implemented by interior design companies is a system that caters primarily to custom designs or made-by-order because each design and interior has a unique use and alignment. Communication is also highly prioritized because if communication between the client and the team goes smoothly, it will smooth the booked bookings and meet the deadlines set by the client. Money interiors are formed by companies designing corporate identities by combining all design elements simultaneously, from graphic design for logos, and software design for websites, to interior design for corporate spaces. Experiential marketing is a marketing strategy that involves the physical environment and operational development designed to provide a customized experience to customers. The role of interior designers is to create these relationships through space planning and skillful interaction between the brand and the physical space as a whole

(Onem & Hasirci, 2020), interior design companies can attract more customers through this approach.

DENTUUM is an architectural design and construction company with a multidisciplinary approach based in Yogyakarta. The company provides comprehensive and comprehensive design services that include planning, research, development, and construction through the fundamental logic of perfectionism; detailed thinking and consideration are always present in every work of the company, resulting in first-class designs. The company was established in 2020; several well-known companies and individual clients in Indonesia have entrusted their work to the company for architectural and construction projects and interior and building design. The company believes that integrating diverse design perspectives can achieve a more significant impact and multiply success for clients. Our multidisciplinary approach, both in ideas and human resources, is not only to meet client needs but also represents our contribution to society and the environment through architecture. The company expects the design results to be obtained more efficiently and wants to create an efficient cooperation experience. The company has various fields, such as interior design, drawing design, creative research, interior production, etc. Companies don't just act as contractors or interior designers; they make the most of everything we do. The company has a passion and focuses on details, composed of architects, designers, and engineers; our company is very committed to maintaining the planning, design, and implementation of work using the latest construction technology.

DENTUUM is a challenger company which is a market challenger. The company always attacks competitors by carrying out various strategies. The problem with corporate marketing is that the use of social media is less, and the use of social media in the company is less than in other companies. This study aims to propose a program called RUANG IMPIAN, where this program makes innovations in marketing products through existing social media using the theory of the Technology Adaption Model with the concept of Utilitarian Information. These theories and ideas will be implemented to form innovations that underlie the existence of new marketing media to introduce the company to the community and make the company grow and become a company leader.

2. RESEARCH METHODS

This study used descriptive qualitative research. Qualitative studies use qualitative methodologies and data used in the form of schemes, information, and documents. These data are then interpreted into details related to the description of the object to be studied. A descriptive qualitative research approach is used to examine the surrounding environment, including social problems that exist in the community. Based on what the author has researched and learned from the field, the author will conduct research and write a report in detail and depth (Creswell & Creswell, 2017).

This study uses two research types: primary data, which operates several research methods obtained from the research, and the author's personal experience. Secondary data is also carried out to get data from the company; secondary data is information collected and documented by previous people other than the author that can be obtained from websites, books, journals, business profiles, internal company data, and other sources. Interviews, observations, and documentation are the methods utilized to gather data, which is then further examined utilizing SWOT analysis.

An interview is a technique for collecting data that involves creating a plan to ask several questions, then recording responses as they are given. Interviews are conducted with employees, supervisors, and people related to the company; then, the discussion becomes a further review to analyze the company. The results of interviews that have been conducted when observations are later documented documentation is data obtained later through recording, writing, and photographing company data so that it can be related to data needs based on research topics (Creswell & Creswell, 2017). Interviews and documentation are indeed carried out by observation to the place of direct research by the researcher.

Conservation is carried out at the DENTUUM company in Selimbi, Jl. PGRI I, Sonosewu, Ngestiharjo, Kec. Kasihan, Bantul Regency, Yogyakarta, was carried out four months from February 21 to June 21, 2023. The observation is a data collection method by the author using personal experience and training to carry out the observational data collection process (Creswell & Creswell, 2017). The data obtained when making observations are then analyzed using SWOT analysis, then further analyzed about weaknesses that the company can overcome as an evaluation that can be improved to become the company's strength..

3. RESULTS & DISCUSSION

DENTUUM is an interior design company and contractor that worked on the interior of this development formed by individuals consisting of Rendi, Digas, Kiki, and Ghazi, which started as a hobby and developed into a means of work. The interior design and building work is increasingly being developed, from only a few members, then recruiting many employees. The owner not only recruits employees for workers in the office but recruits some employees for workers in the field and also for administration in the office. The company focuses on interior filling and building construction. The marketing strategy is through word-of-mouth to ensure that consumers or clients who use the company's services can be fulfilled efficiently. In 2020, the company started its work by managing interior design for apartments, especially in Yogyakarta. This work involves filling the interior of each apartment unit, which subsequently increases the number of clients the company serves. The company supplied the interior for apartment units and began constructing houses and interior filling for such places.

The company's segmentation is a community that ranges from 20 – 60 years old, depending on what products are in demand. The lifestyle segmentation of the company itself is based on factors of work, activity, and residence that have been estimated with the upper middle segment. Still, the company's part extends to all groups. Only the majority of interior service

users are middle to upper. The company's target is now also expanding from time to time because each product has different marks, including age, gender, taste, and others. The company always wants to position itself to have a brand image by building a positive impression; high consumer demand proves that it has achieved its positioning goals.

The company's product is interior design, with the primary product of design creation, which also includes the provision of furniture. The company's products are expected to have good quality and high-quality production tools. The company also provides additional products such as electronic devices, wallpapers, etc. The price of furniture offered by the company has a price range ranging from Rp. 427,000.00 to Rp. 15,350,845.00 depending on what is being sought by consumers. The company's pricing strategy is the maximum market share seen from the high sales levels. The distribution channel carried out by the company only uses one channel where there is only one head office. The company's strategy regarding distribution is vertical distribution, where companies directly sell their products to consumers. Direct sales to consumers do not hinder companies in marketing to add consumers. The marketing strategy used by the company is direct marketing, where advertising through social media is still lacking.

Table 1. Interview Results

Research Questions	Research Results
What do companies in the market have a position?	The company is a challenger in regional circles, especially Yogyakarta, because it provides services that may have yet to be found.
What are the company's efforts in improving its market position?	Companies build as many consumer relationships as possible and spread directly by word of mouth.
What are the factors that make the company a market challenger?	The company differs from others because it develops a one-stop shopping experience for people who want to make instructions.
What are the benefits for consumers when choosing DENTUUM?	Clients can choose and make their designs and do not need to find a contractor to build them because the company can handle them.

Source: Andari and Laksamana (2023)

Table 1. Showing the results of an interview with Ghazi Laksamana as the President Director regarding the existing market position within the company. The company's market position is a challenger in the regional area, especially Yogyakarta. The company's strategy as a challenger is a guerilla attack in marketing, namely by building relationships and networking

with broad associations, then slowly starting to offer a variety of products it has. The company also visits large companies and provides offers related to the various effects it sells; by making these offerings, companies can provide information about the products sold in terms of quality, price, what materials are used, and interior design references suitable for the company. The company's competitive strategy is cost leadership because the prices pegged by the company tend to be lower than competitors with the facilities they have obtained.

Table 2. SWOT Analysis Results

Strength	Weakness	Opportunity	Threat
The company's products are growing due to many consumer demands.	Less promotional development, primarily using direct marketing	Random interior design is in great need by the public.	Many people still use architects.
The price given tends to be lower	Lack of use of social media in marketing products	The majority of customers have simple tastes and can be discussed.	Competitors who have started marketing through TikTok, Instagram, and others
The facilities provided are reasonably commensurate with the benchmark price.	Distribution channels that rely on only one head office The lack of marketing innovation makes companies rely solely on word of mouth.	Have employees who are fast and dexterous in working.	

Source: Andari (2023)

Table 2. Explain the results of the data analysis obtained when observations are made. The research focuses on the company's weaknesses, namely the company's lack of marketing. These weaknesses are then further analyzed to provide solutions to become the company's strengths. Social media marketing activities are the researchers' proposal in preparing this study. Some of the company's personnel have not used cutting-edge technology to conduct marketing operations; businesses must use cutting-edge technologies, systems, or apps to enhance performance, produce better outcomes, and accomplish their objectives. Particularly during the 2000s, social media platforms have introduced new procedures for corporate adaptation. The influence of technology on contemporary culture is social media, which is also a crucial topic in studies of social networks and interpersonal communication. Social media is essential for everything since it can generate revenue and create jobs, not just in businesses but everywhere. The more advanced the times, the more the ease of work and business facilities. Today's Young people must also understand tips and tricks for managing and creating a business in the current era. Many ways can be learned from building, designing, executing, running, and stabilizing the business. Starting from building a business, building a business is start or commonly called a start-up, usually through this prospective businessman thinks of ideas or ideas that spring from passion, starting from the thing he likes, then brings a sense of sincerity to do this. This sincerity raises business opportunities that can be appreciated, for example, from the building, which also includes creating, continuing to execution; why is that

arguably execution, because the execution means running the program or business idea. Along with running a business, running a business also requires skills or methods, which need links or acquaintances to help the company, usually starting from support from the closest relatives, family, and others. Many ways can be done depending on how the business person does it. After doing, then continuing to stabilize the business, the way to stabilize is also different; differences of opinion or ways can also be used as a reference for business people to learn from each other and introspect each other. Social research employs social media to study ways to create research procedures and social commerce applications in the leisure and entertainment sector. This encourages contextual dynamics in the modern business environment, placing new demands on the method and standard of cyber research. Growth of engagement, communication, leisure, entertainment, services, and commerce (Liao et al., 2022).

Businesses who use social media more actively than their rivals can improve their products or services faster and respond to consumer demand (Kurnuç & GÜZEL, 2022) Additionally, businesses have started to properly manage their social media marketing initiatives by opening profiles on social networks to create a space for discussing technological and innovative topics. The benefits of using social media are demonstrated by how rapidly businesses can reach clients and offer them their goods and services, which highlights the significance of social media. This setting is helpful for business people today and the company Gaharu Mangun Karkasa or DENTUUM because this company uses the door-to-door method as a marketing reference. Then it must be repaired and renewed. This is to help the economy within the company and also follow the economic marketing that is widely used. The phenomenon in the company is the need for digital marketing; in this company, there has been a lot of evidence and results that occur. The lack of such publications made it less well known by the public in the country. Unfortunately, even if proper digital marketing occurs, it will help the company. Other phenomena are not only on the Instagram and Tiktok platforms but also conducive to Youtube and other applications. Nowadays, it is straightforward to publish the results and evidence that occur because nowadays technology is advanced and accessible, anywhere at any time can be achieved content that contains elements of publication of results and proof.

The Technology Accepted Model (TAM) includes perceived usability as well as perceived simplicity of use as variables. A user's perception of the benefits they will derive from a technology or system is known as perceived usability. Companies that employ technology or processes because they know doing so will improve performance continue to employ those approaches or technologies. (Appel et al., 2020). Through computers or other devices, social media is an internet channel that enables businesses or individuals to share at any time. The majority of businesses view setting up accounts on social networks that will benefit their industry as part of their marketing mix strategy. Companies still struggle to use social media in the best possible way. Internet-based applications are used by social media marketers to apply marketing tactics to boost business performance, advertise goods and services, and attract new

clients. Ruang Impian is a breakthrough made by the company to give consumers the opportunity to know the name DENTUUM through the proposed social media. Ruang Impian can be a marketing campaign carried out by companies to introduce themselves to the wider community through interesting content created by employees. This program is expected to be able to provide companies with many advantages, one of which is where the company name will be remembered when you hear the name interior design.

Social media enables businesses to interact with their clients, build brand awareness, shape consumer attitudes, gather feedback, enhance current goods and services, and boost sales (Lal et al., 2020). For billions of people globally, the internet, social media, platforms, and other digital communication technologies have ingrained themselves into daily life. Social media usage has permeated many people's lives all across the world. Technology delivery through the Technology Acceptance Model or TAM can be done through digital communication, namely social media that is packaged attractively to address social media users who follow company accounts. This research is aimed at consumers who will receive the technology that will be provided by the company's division. Utilitarian information as the concept of this study acts as an action given by company employees to provide consumer happiness and comfort through the social media used. The implementation of the Ruang Impian marketing program really requires the creativity of employees in offering interesting information on the technology used in an effort to provide the best for the company's consumers. Employee creativity is carried out through content shared via social media, the delivery of this content is one of the activities in forming a strategy in the company. Submission of digital letters through social media must be considered regarding the images and information displayed because this will affect consumer behavior towards the company. Message structure (interactivity, formality, and proximity) significantly influences consumer behavior. Companies face many challenges when developing their strategies for social media marketing (Dwivedi et al., 2021).

According to consumer research on Instagram advertising, attitudes are influenced by how entertaining, credible, and valuable the content is perceived to be by the customer as well as how little it irritates them. (Hossain et al., 2020). Technology advancements have had a tremendous impact on consumer behavior in businesses. Consumer views regarding online buying have been positively impacted by the growing usage of digital marketing and social media, increasing market share for businesses focused on e-Commerce. The company still needs to improve in digital marketing; one of the phenomena is the need to know the broader community about the company. Companies must use social media strategies, such as actively updating daily life in the office and uploading via Instagram Story. The company has also used a feature on Instagram, making its account a Professional Account and choosing the designer category. As a result of this feature, companies can categorize Instagram followers, which is essential because it can be an alternative way of identifying user needs and their perceptions and attitudes towards various forms of content and communication. The aspect of social fulfillment of marketing on social media concludes that this characteristic is considered helpful in satisfying consumer motivation. The company also needs to switch to business accounts that are all creator accounts. Accounts that turn into business accounts and use advertising

features make it easy for companies to promote because later in these features, there are insights. Instagram insights provide detailed information, such as user follower demographics, user actions on accounts and uploads, and other charges that can be achieved through uploads with advertising features.

With COVID-19, a ban on physical contact with others has become almost offensive, and isolated homes have become the only places where digital eats, sleep, work, and socialize. Work environments must shift to digital media, which pushes their limits (Zhang et al., 2021). This extensive social media campaign started as word of Covid-19 spread. The onset of the coronavirus illness of 2019 (COVID-19) in the first few weeks of 2020 was unexpected for the majority of the world. Due to its worrisome rate of spread and severity, the World Health Organization designated the case as a pandemic on March 11, 2020. The steps taken by DENTUUM are to continue serving consumers online or in the internet network. It is very grateful that during this pandemic, the company continues to get many customers and orders that continue to flow. This is fine for the company, which many people still trust to do their job, including filling apartment rooms, offices, etc. The company also has many partners who help each other. The company is entrusted with filling many spaces, not only with graphic design but also filling existing apartment room furniture. The table filling also includes many rooms: children's rooms, bathrooms, full-set kitchens, master rooms, and others.

DENTUUM is a company engaged in architecture. Architecture is a profession that is very concerned with society and human behavior. This interest has to do with any change, whether developmental or destructive. Strategic responses to crises are critical to a company's survival, and problems can positively impact innovation (Rodrigues et al., 2021). During the COVID-19 crisis, the shift toward Information Communication Technology (ICT) created opportunities and threats. Online meetings have become daily, and social networking services have increased their presence in business communication to reach clients quickly and conveniently. Mobile phones have become ubiquitous in everyday life, even a requirement for public services. Social Networking Services (SNS) that enable instant messaging and live group video conferencing are also growing in popularity, making them ideal for periods of isolation. This is the same as meeting activities or meetings carried out in the company; there are positive things because it makes time effective and saves energy. The lack is an unstable network and not necessarily as apparent as directly. Moreover, companies that are still classified as startups have attracted the attention of resellers, so this online meeting makes it easier for them to discuss products or services in the company. Online sessions greatly minimize time and circumstances but usually need more explanation because they are not face-to-face or in person, unlike consumers aged 50 and over who still want to meet in person to see clearly what will be done and deliberate together.

Iraqi architecture firms have kept their approach to leading a new generation the same in the past 40 years, and they are hesitant to adopt new digital tools and channels to improve sales and service markets. They use digital software such as AutoCAD, Skip up, 3D Max, Revit,

and Virtual Reality to communicate with customers and communicate ideas as clearly as possible (Ilter, 2022). DENTUUM or PT Gaharu Mangun Karkasa is reported to have not applied all software, maybe the use of AutoCAD and 3D Max, to channel design ideas. This firm does not invest much time or money in sales or marketing training for architects who will deal with clients, and there is no such thing as an architect's marketing rulebook. This is very unfortunate, but because the author has the ability where the ability has not reached 3D design, the author has not been able to propose the idea of 3D design. Companies can cause a rapid increase in consumers. If not consumers, at least it can make Indonesian people know what DENTUUM is. The 3D design also requires more upgraded devices and hiring employees who can run 3D designs and make those designs. Make the design with an engaging, clear, and informative style. Not what makes consumers confused and also dizzy to see it.

Previous research found that ease of use and perceived usability, among variables of the technology acceptance model, positively influenced social media marketing (Chatterjee & Kar, 2020). The influence of social media itself in purchase intent is within the framework of the Technology Accepted Model (TAM), where the Theory of Reasoned Action and Planned Behavior introduces the Technology Accepted Model (Technology Acceptance Model (TAM)), which explains that computer technology will be valid until the end of the population (Sukendro et al., 2020). The company dramatically maximizes technology that is useful to help the company optimize software and computers, which is beneficial for companies because, in this day and age, that is increasingly sophisticated and updated. Maximizing technology requires even more funds to develop updated software to build trust and increasingly leading software. The content obtained is improving, with 3D design to make it happen according to the company's direction.

TAMs consider why and how consumers adopt and use specific technological innovations. Academic research provides little guidance in utilizing persuasive communication strategies through social media advertising to increase positive perceptions of new technology adoption Advertising, and marketing strategies can play a crucial role in advancing the spread of new technologies, such as wearables, among users (Park, 2020). Researchers aim to prioritize digital marketing so that it is increasingly known to the public and also helps show the results made by the company. Companies use Instagram and Tiktok to reinforce the idea that a short snippet of a design project can be an attractive advertisement instead of displaying trending content of minimalist homes or hybrid office designs. This is driven by the rise of the architectural industry, which encourages interactive and customizable technologies such as Auto-Cad, Augmented Reality, and others. Short snippets made enjoyable and straightforward about objective evidence that occurs aim to increase the number of viewers and followers. Nowadays, followers and audiences have a huge impact; starting from not being famous today can become famous and profitable. A brief example of straightforward content created by the author is a short snippet in the office. A supportive and attractive office atmosphere can make many consumers increasingly trust work in the company. The content created is also not just to make money but will add insight to the public about graphic design and furniture filling. These insights can be about the type of content created, the flow of images, stories, and foot

stages taken. In addition to the kind of content made, increasing followers and the audience would be great. The more famous it is, the better it is for the company name.

Previous studies have shown that compatibility and facilitating conditions affect social media marketing, while perceived usability and ease of use affect social media marketing. In this context, the results obtained in this study support the literature (Tajvidi & Karami, 2021). The analysis shows that perceived usability mediates the effects of social media marketing on purchase intent and perceived ease of use during the presence of Instagram content. This research is consistent with studies conducted in different contexts. An agreement with the owner or supervisor in the company also does not want a blatant promotion; instead, the company and the researcher have agreed to use soft selling. There are many considerations from superiors in the office; many things are used as examples of reference for content creation on Instagram and Tiktok. The content that will be published will later display the activities carried out by the company. The phenomenon of side effects caused by social media, for example, is a waste of time to create good content. Still, many consumers only wonder about the work and also about the work of the company. The supervisor then gave the author a message and proposed that it is permissible to apply marketing through social media, provided that it uses the soft selling method. Aim to use a simple way and also minimize the appearance of selling. Supervisors want to aim not to look to sales but to look as simple as possible. It's more about looking at the results and evidence only.

Increasing time spent at home, the facilitative effect of augmented reality-based mobile applications on consumers' shopping experience may further expand (Barta et al., 2023). The main goal of a brand is to capture consumers in cyberspace and allow them to adopt brand-related behaviors. As a result of this demand, many brands are starting to build applications that incorporate augmented reality. For example, placing virtual furniture using its mobile app helps potential customers understand how furniture will look in actual rooms and gardens (Oyman et al., 2022). Using the summaries available in insights, companies can identify consumers. To achieve this, companies must provide consumers with virtual mobile product experiences. Today's society has problems with online purchases, such as a lack of physical contact with products and adequate product information. Consumers in enterprises can still have an authentic experience with new technologies like augmented reality (AR) without actually making physical contact with the product. What companies can do is upload content that reviews the products used. Now the company still needs to focus and develop its ability to use the features available on Instagram.

Linking technology to conducting marketing activities, the Technology Accepted Model (TAM) also predicts that (1) the perceived usefulness of technology by individuals and (2) the perceived ease of use of technology directly predict this intention. The extent to which an individual believes using a particular technology will be beneficial is perceived usefulness. Please note that many consumers with age tend to be 45 years and over, which makes it difficult between companies and consumers because of the need for more technology knowledge

today. The perceived benefits individuals of a particular technology are evolving, as is their intention to use it. The perceived risk is the extent to which individuals believe using technology involves exposure to hazards. As perceived risk increases, the intention to use certain technologies decreases (Worthington et al., 2020). The strength of the connection between intention and behavior is influenced by a number of variables. The Theory of Reasoned Action, which emphasizes the specificity and temporal stability of intention as influencing factors in the strength of the relationship between intention and conduct, is the source of the Technology Accepted Model. Since a person's purpose is likely to change over time, measuring it at one point in time may not accurately predict future behavior. The Technology Accepted Model has been expanded to include perceived risk. This can be seen from the user response in the comment column has been manageable, resulting in other users not wanting to buy products or use services in the company.

This idea alludes to how simple and easy it is for consumers to use technology, which is characterized as being simple and easy to use, requiring no energy, and being straightforward and easy to grasp. Businesses utilize it as a tool for soft marketing to encourage customers to use their goods and services. Because they are simple to grasp and efficient, content in the form of Instagram stories, reels, and feeds will create a favorable impression of the company's services or goods. They think that utilizing technology-based services will make them simple to use and simply necessitate minimal effort. (Azhar et al., 2023). Another example is on the company's Instagram account, where content is already uploaded, and followers can give feedback in the comments or likes column. That said, the company is very open to input from other users.

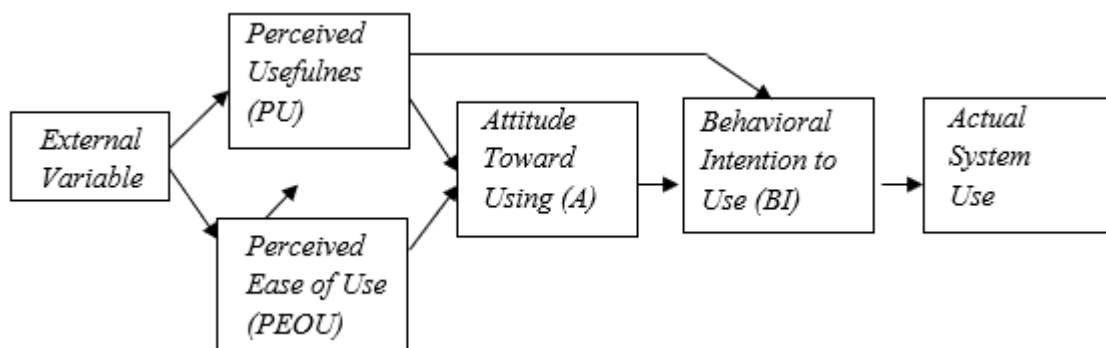


Figure 1. Visualization of the Theory of the Technology Acceptance Model

Source: Andari, 2023

Figure 1. Shows the TAM mode where this theory will focus on user acceptance of information technology or company information systems. The application of technology by the company is expected to be able to produce perceived ease of use and perceived usefulness which will affect several aspects of acceptance from consumers. Perceived Usefulness (PU) is the extent to which people believe using a particular IT innovation will improve their work performance and productivity. Users find a new valuable technology if it improves personal

efficiency and productivity. In this study, perceived usability illustrates the extent to which users believe that the Instagram application can make it easier for companies to provide or obtain feedback, identify consumer needs, and find out the target consumers who match the design of the room uploaded on Instagram. Not only in the Instagram application but also in various other applications; one example is Tiktok; the application is also straightforward to use and very easy to get feedback or, what can be called followers and other observer consumers. PU is not limited to influencing consumer attitudes and intentions to use services online because it is a significant moderator between the perceived value of service quality and customer satisfaction (Gupta et al., 2021). Companies may be unable to generalize those consumers all the same, so they must invest and add costs for using paid features, such as advertising on Instagram. This is done to be able to reach more consumers. TAM is already useful in explaining why new technological systems are adopted by users. The impact of external factors on interior design companies is influenced by economic, social attitude beliefs, politics, and technology. TAM starts by proposing external variables as a platform for tracing the impact of external factors on two basic internal beliefs. The convenience felt by DENTUUM is that promotions can use Instagram Ads. This suggests that attitudes toward IS use impact behavioral intent to use, which is a critical factor in determining the actual state of system use.

TAM can function in various ways, technology can also be implemented in marketing technology through social media. Researchers have also noted that there may be areas for improvement in determining the major components (measures) before and after the theory of acceptance and use of integrated technology (Marikyan & Papagiannidis, 2021). TAM integrated model aims to obtain more accurate results for the acceptance behavior of the technology and its dimensions. Critics still state that the model has limitations and shortcomings in terms of explanatory power compared to the integrated model. This mode needs to adequately explain user adoption and use of new technologies, particularly in the context of e-government (Kihoma et al., 2023). The findings reveal a failure in the Technology Acceptance Model (TAM)'s ability to explain user behavior. It was argued that the TAM model could not predict the acceptance of Information Communication Technology, while other models were required. Sufficient evidence from the literature suggests that TAM inferred that the TAM model could not provide comprehensive precursors to cellular use, as well as influences and social conditions that facilitate behavior. As an illustration, consumers from DENTUUM are not satisfied with only seeing 2D images through Instagram, so customers ask for 3D forms using technology such as AR to provide accurate photos.

Customers usually use entertainment technology to relax and 'kill time.' As a result, the user's perceived usability is not affected, but instead spends time and relaxes (Alagarsamy & Mehroliya, 2023). One of the arguments and criticisms against the TAM model is that it cannot explain individual behavior. A statement that TAM does not adequately explain user behavior when purchasing, rejecting, or accepting technology. One study found that, although previous studies looked at perceived benefits as a significant predictor in TAM models, this was only

sometimes true, specifically using social media for entertainment rather than problem-solving. DENTUUM employees or PT Gaharu Mangun Karkasa feel the opposite way that using the system will lead to improved job performance (which is the definition of perceived usefulness) indirectly due to image enhancement, on top of any performance benefits directly attributed to the use of the system. The phenomenon in the company is also much relaxing in the samba by opening social media to refresh things that need a reset. Social media is also used to entertain, communicate, and do business.

The study found that the attitudes of construction practitioners change and are strongly influenced by project managers who are responsible for system implementation or by colleagues who have reaped the benefits of RFID-based systems (Sorice & Issa, 2021) this can be used as an example of DENTUUM or PT Gaharu Mangun Karkasa to pay more attention to changes in behavior from consumers and project managers. Consumer tastes depend on their gender, age, and location. DENTUUM employees who are social media specialists need to report the summary results in the insight as supporting evidence. TAM is the extent to which target customers believe that using a particular technology will provide significant value to them. As an interior designer at DENTUUM, the illustrator can use several platforms to facilitate their work, for example, AutoCAD. The results can be uploaded on social media, such as Instagram or Tiktok, to find out the response of Dentuum's followers. The answer is also different because social media has a different impact on society in companies because of age differences in consumers that cause differences in results. Differences with recipients or the public who see it.

An approach or theory needs to have the following characteristics: 1) parsimony which is defined as simplicity and used as a guideline to develop information systems successfully; 2) verifiability as supporting data; 3) and generalizability refers to the ability to predict the use and acceptance of new technologies in various contexts (Al-Qaysi et al., 2020) TAM is a well-known model for analyzing complex situations. As experienced by the company, during the pandemic, it is necessary to upload some progress-related content so that consumers can provide feedback. TAM is growing in popularity due to these three characteristics and is used to assess the acceptability of new technologies due to their simplicity, adaptability, and health. It can be shown by features on Instagram that are simple to use so that companies can upload content quickly and attractively. In addition, TAM has been widely used in various application areas, which increases its validity and explanatory power.

TikTok's recent popularity has coincided with Covid-19 around the world. The outbreak has led to more people turning to their mobile devices to find new shopping, working, and socializing ways. TikTok has 1.4 billion monthly active users aged 18 years and above globally as of the first quarter of 2022 (Rizathy, 2022). TikTok now has the most users, so research also proposed creating a DENTUUM account on TikTok because the times are getting more advanced; so on this Tiktok platform, the author can submit creating the account, which aims to introduce the company to the public. TikTok started just for making videos, but over time the platform can also be used as an app for purchases.

Table 3. Corporate Social Media

	Instagram	Tiktok
Number of Followers	416	2
Number of Posts	11	2
Upload Frequency	Five months	Two months
Average Likes	1.500	7
Comment Response	4	0

Sumber: Andari (2023)

Table 3. This shows a significant difference if the company needs to do social media marketing properly, especially TikTok. TikTok media will be a great opportunity, especially since its users are the most among other social media. TikTok is a popular platform for advertising and commercial activities, with Indonesia in second place with 99.1 million active users spending an average of 23.1 hours per month on the platform, and the TikTok application is used as a promotional medium for a product or service (Pongratte et al., 2023). According to Dina Bhirawa, Head of Marketing TikTok Indonesia, the most popular types of content on TikTok are comedy videos, vlogs, talent, food, fashion, beauty, and even content related to interior design. One of the service companies that use TikTok social media is DENTUUM. Initially, the company could have been more active on social media, but now the company has started creating accounts on several platforms. A company with a mission to meet clients' needs and contribute to society and the environment through architects. The company's TikTok account still needs to be better developed, judging from the number of followers that are still small. Things that can increase followers can be done by making exciting videos and live streaming. Streaming is doable because it can reshape the learning experience of creative skills by providing visually rich instructional materials and communication attributes to ask and comment on such content (Gidaković & Zabkar, 2021). Live streaming is expected to have an impact on consumer purchase intent. Consumer perceptions of the efficacy and benefits of a product are strongly influenced by their trust in the development, which will suggestively affect the benefits they expect from the product purchased. According to previous research, live streamers are one of the determining factors in influencing purchase intention. TikTok users can also use short videos, especially on DENTUUM, which will implement the "Ruang Impian" program on social media. This Dream Room is related to content from DENTUUM that showcases the room's design which is a dream for some TikTok users. This Ruang Impian will be used as regular content to be uploaded to increase the DENTUUM account algorithm.

Live streaming is a trading platform integrating real-time social interaction into electronic commerce. Consumers can leave comments on the comment feature, which scans the screen in real-time and allows them to communicate with the seller (Song & Liu, 2021). DENTUUM uses the live streaming feature, so the presentation and consumers give feedback. Still, DENTUUM has yet to be able to use the Live Streaming feature on TikTok because the number of followers has not reached 1000 followers. This Live Streaming was chosen because, according to the company, it will be easier to gain consumer trust if presented live. After all, this feature is broadcast live and goes through the editing process. At its core, live streaming is a medium for a promotion that informs, influences, or seduces consumers to use, buy, and be loyal to the product. This is also associated with the concept of Utilitarian, where this Tik-

Tok can benefit several people by spreading interesting content that creates happiness for the audience. In Utilitarian Confirmation, a company is needed that must always identify customers through analysis of existing communities. Utilitarians' ability to influence customers can majorly impact people's purchasing intent.

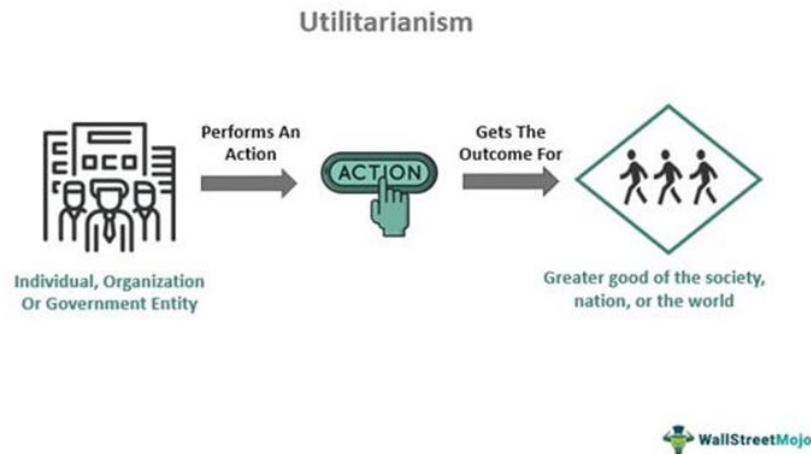


Figure 2. Visualization of Utilitarian Concepts

Source: Bhatiti & Rehman, 2020

Figure 2. Utilitarianism or universal hedonism refers to an ethical theory that determines the morality of one's actions based on their results. If the outcome of any action is positive for everyone in society, then it is morally right; if not, it is wrong. Action for collective happiness and prohibiting activities that promote unhappiness in society should be encouraged. The use of visual appeal, especially the presence of attractive and clear images, appropriate and current product descriptions, and the use of easy-to-read fonts, help consumers understand the product and create satisfaction or happiness for consumers. By looking at and reading, consumers can decide which products to buy (Bhatti & Ur Rehman, 2020). The "Ruang Impian" program was previously described as routine content the company must upload. This program will undoubtedly use TikTok social media because audience engagement depends on what time the content is uploaded. Ruang Impian will contain a short video that includes the beauty of a room's design with a different theme, for example, minimalist. The video to be uploaded uses audio on TikTok, which is going viral. This is so that the video appears in the For Your Page (FYP) section. In addition to short videos, the company can display up to dozens of photo slides. Still, the company uploads twelve photos to make it easier for users to read and stay curious about the following content.

Purchase intent refers to the likelihood that consumers will buy a product or the possibility that they will switch from one brand to another. Purchase intent, or purchase interest, is a consumer's interest in a product or service that is a starting point for purchasing decisions (Manzil & Vania, 2023). Purchase intent can be used to describe predictable consumer actions in future purchasing decisions (Cuong, 2020). Cultural background influences consumers' purchase intentions (Marsasi & Barqiah, 2023). In connection with TikTok, social media can

be used as a shopping platform; DENTUUM can identify which potential customers will use its products or services by looking at the activeness in TikTok comments during Live Streaming. TikTok must be more optimal than Instagram because the features and algorithms of the application are better than Instagram.

Specific imagery and positive experiences with social media accounts selling products or services can cause customers to want to buy more in the future, recommend the store to others, and spread positive word of mouth. Purchasing Decisions can be measured by indicators such as trust in products, certainty in choosing products, and confidence in buying products. Consumer trust is expected to mediate the relationship between live streamers and purchase intent. Consumer trust mediates the relationship between live-streamer professionalism, interactivity, and rebates provided by live-streamers and purchase decisions that can be linked to emotional attachment. People form emotional attachments with other people and things. Companies must be able to retain consumers by providing the best service; this can be done by providing efficiency and effectiveness in the consumer experience to get emotional attachment (Ajeng & Marsasi, 2023).

The ability to achieve company goals efficiently is the achievement of company performance, stating that performance is an inevitable result obtained in management, economics, and marketing that gives the organization and its structural and procedural components the characteristics of competitiveness, efficiency, and effectiveness (Suprihono et al., 2023). The industry now is different from the previous industrial era. The role of information technology is no longer just a tool of choice; Now, it is necessary to ensure smooth operation. The extent to which the company successfully manages its business is reflected in its performance. In general, companies focus on the ability of employees to use available resources efficiently to achieve results consistent with company goals, as well as their relevance to their users. The company is expected to be able to manage the 'RUANG IMPIAN' program, which requires employees to continue to innovate in providing information for the marketing media used by the company.

Table 4. Implementation of Ruang Impian Marketing Program

Aspects	Steps
Purpose	The long-term goal is to increase <i>digital marketing</i> using <i>e-commerce</i> applications to be better known by the public.
	The short-term goal is to advance existing marketing in the company.
Period	1. three (3) months.
Activities	<ol style="list-style-type: none"> 1. creating creative content in-commerce in the form of <i>soft-selling</i> services and products from the company impacts sales. 2. Helping employees make innovations and adding <i>soft skills</i> so that employees are more adaptable to new things, including future marketing developments.
Target	The wider community and potential customers of DENTUUM.
Output	DENTUUM is becoming increasingly known by the public and has many customers.

Sumber: Andari (2023)

Table 3. Explaining the application of Ruang Impian marketing in the company aims to create an optimal corporate brand image so that the wider community better knows it, raise the company's name, and keep up with the times, especially marketing strategies. The program will be associated with the theory of the Technology Acceptance Model or TAM with the concept of Utilitarian Confirmation, which is the basis for running the program. This marketing is expected to run for three months and will be attached to the company until it has a marketing medium to help it.

3. CONCLUSION & SUGGESTION

This research proposes a program carried out in the form of 'Ruang Impian'; this program is in the form of a program that manages all existing social media. Companies must make marketing through social media that many people use. This research is based on the theory of the Technology Adoption Model with derivatives of Utilitarian Confirmation which are expected to make consumers enjoy marketing methods with new technology to form a separate satisfaction and happiness from consumers. This will undoubtedly create a good image and make customer buying intentions more included. Marketing through social media will be successful depending on the employees, so employees are expected to provide and analyze innovations that can make consumers interested and feel satisfied when they see them. Utilitarian Confirmation will help consumers in marketing so that consumers feel confident with what is being displayed on the company's social media.

The advice that researchers provide to companies through the 'Ruang Impian' program using the theory of Technology Acceptance Model with the concept of Utilitarian Information this program can be done by; (1) Creating creative content in e-commerce in the form of soft selling services and products from the company to have an impact on sales in the company, (2) Helping employees to provide innovation and adding soft skills so that employees can quickly adapt to new things including future marketing developments. Utilitarian Information can help implement the advice and make the company grow to become a market leader.

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