

SOCIAL MEDIA USE, BUSINESS DEVELOPMENT AND IMPROVEMENT OF DIGITAL MARKETING STRATEGY IN THE MODERN TECHNOLOGY ERA

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Abstract

This article examines the influence of the use of social media on changes in the way Indonesians do business, especially the current generation who are more inclined to use online business systems. The purpose of this article is to inform the Indonesian people about the influence of the use of social media that can affect the economy of the Indonesian people. This is caused by the times in the era of globalization, especially in the field of technology. At this time social media is needed by the community, where social media can have a positive impact on the economy of the Indonesian people, especially in doing business. The type of research used is a literature study by examining 10 journals that are relevant to the author's research. The type of data used is secondary data, namely data obtained indirectly. The data needed in this study were taken from documents related to research. Data collection techniques are carried out by reviewing and analyzing journals with rules related to the influence of using social media on changes in the way of doing business. The data analysis technique used is qualitative analysis. The results of this study indicate that the use of social media is indeed very influential and has an important role in society, especially the millennial generation. The use of social media is indeed very beneficial for today's society, so it's not surprising that many of them think that social media is very important. The ease of using social media is one of the reasons for the emergence of lifestyle changes in society, especially the millennial generation because this generation is the generation born in the digital world.

Keywords: Social media, changes in the way of doing business.

INTRODUCTION

Social media is one of the media that is widely used today, especially for today's millennial generations. Social media is not only a medium used to obtain information, but social media also affects the economy of the Indonesian people. In this day and age, the need for social media has also become a trend in marketing communication. According to Kaplan and Haenlein (2010), social media is a group of internet-based

applications that are built on the ideological and technological framework of Web 2.0, and allow the creation of information exchange content from internet users. Web 2.0 is the basis for the formation of social media (Carlsson, 2010). Examples of social media that are developing at this time include several applications, namely: twitter, facebook, myspace, youtube, instagram, whatsapp, line, and so on. Given the importance of information on how to use social media for SMEs and its benefits, it is necessary to conduct an observational study.

One of the potentials that can be utilized from the use of social media to support business activities is information technology which is useful to make it easier for humans to no longer have problems with distance, space and time. Information technology gave birth to the internet, the internet offers many benefits for SMEs to increase the marketing of their products. In addition, the internet also provides benefits to increase opportunities for SMEs to collaborate with other entrepreneurs. One of the internet technologies that is growing rapidly and has the potential to drive SME marketing is social media. Social media has the potential to connect many people easily and for free.

RESEARCH METHODS

This article uses a literature study approach by analyzing and observing. This method presents various facts and data in a number of literature regarding the use of social media to do business. This can have a positive impact on business development that serves to expand marketing to introduce products to other areas or remote areas that are difficult to reach the market. In this study, there are also stages carried out by the author in studying the topic, namely by observing and analyzing various information related to the research topic and also by collecting various relevant literature sources related to the topic discussed, the source of literature comes from scientific journals and other supporting information.

RESULTS AND DISCUSSION

The development of information systems is moving very fast, with the development of information and communication technology, humans no longer need to worry about boundaries, distances, space and time. Information Technology gave birth to the internet. In simple terms, it can be said that the internet is the language of the world's computer network, all speaking the same language. One of the results of the rapid development of internet use today is the electronic commerce model called e-commerce. Internet technology in this day and age has been increasingly used by various organizations, especially business organizations. Business activities using

internet technology are one of the innovative ways to carry out corporate activities to enter the market in cyberspace which is called *electronic business (e-business)* and electronic commerce (ecommerce) Tamimi, Sebastianelli & Rajan. By utilizing internet technology, companies can carry out various business activities electronically, such as business transactions, operational company functions, sharing information with consumers and suppliers to maintain relationships before, during and after the purchase process. Electronic business activities, which are often referred to as e-business or e-commerce, have provided several conveniences both for manufacturers, sellers and for buyers or customers of Grandon & Pearson.

The Internet can change the mindset of the world community, from the local world community to the global community. A world that is very transparent to the rapid and large development of technology and information in affecting the development of humanity. It can be likened to a big village with people getting to know each other and greeting each other, so the world is called the big village (Zhao et al., 2025). The development of social networking media among people today will make it easier for activities to meet the needs and support activities in life, ranging from online transactions, online reservations, online orders, online stores, online learning and so on. This situation is certainly very well utilized by housewives in running an online business, because with mobile devices, online business activities can be carried out wherever the business people are, without limited place and time. For housewives, running their business online certainly brings its own benefits, because in addition to being busy with daily routine activities, housewives can generate their own income by doing their own business online. In addition to being time-saving and practical, online business also brings a lot of financial benefits to housewives who run the business.

The use of time to run an online business is certainly also able to bring in additional income which is not a small amount of value and this condition continues to grow rapidly, because running this business does not take up much time. There are many types of businesses that can be run by housewives, ranging from beauty products, service services, fashion products, bridal makeup services and so on. In addition, the demand to meet financial needs in life will make housewives use this online business as a means of bringing certain profits in addition to attracting consumers (Sahir et al., 2025; Vebrianto et al., 2025). Social media is growing rapidly and is experiencing very rapid development. Many new social media require the user to understand before interacting. Marketers must have a better knowledge of social media if they want to market their products online. The high level of knowledge of social media will have an effect on the high level of sales of local snack products online.

The variable measurement indicators of the level of knowledge about social media are as follows:

1. Mastering different types of social media
2. Understanding the disadvantages and advantages of social media
3. Understanding how to market online
4. Knowing how to use social media

Having many friends or *followers* on social media makes the products offered by local snack marketers many people see, like and then have the potential to buy. The more friends or *followers* on social media will affect the high level of sales of local snack products online.

The variable measurement indicators of the number of friends on social media are as follows:

1. Frequently responding to friend requests or *follow back*
2. Performing publicly viewable settings
3. Send a friend request

Sales through social media require activeness in interacting with friends or *followers*. When a local snack product marketer updates status or is active in providing information, buyers will get the latest information about the latest products, the latest designs and so on. The more active in providing the latest information, the higher the sales rate of local snack products.

The indicators for measuring the activeness variables providing the latest information are as follows:

1. Intensity of uploading product photos
2. Frequent comments
3. Responding to potential buyer inquiries

According to the results of national research that carried out by the Indonesian Internet Service Providers Association (APJII) and the Center for the Study of the University of Indonesia (UI) in 2014, the majority of internet users in Indonesia are in the age range of 18-25 years. The number of young users of this age is almost half (49%) of the total number of internet users in Indonesia which reached 88.1 million in 2014 yesterday. At this time, social media can be used for various business purposes such as in terms of introducing products (promotions)(Kibona, 2025; Singh et al., 2019; Škorić et al., 2025; Wang et al., 2021).

Promotion is an activity which includes the introduction of a product to a wide audience. According to Kotler (2000), promotion is a variety of activities carried out by

companies to highlight the features of their products and persuade target consumers to buy them. Promotion is a part of communication consisting of company messages that are designed to stimulate awareness, interest, and end with purchases made by customers for products or services (Kotler 2003). Promotions can be carried out in various media, ranging from print mass media, electronic mass media, social media, and various other types of media. According to Kotler and Keller (2009), word-of-mouth marketing, namely oral, written and inter-community communication related to excellence and experience of buying or using products or services is also included in promotion. Promotional tools or better known as *promotion mix* consist of four variables, according to Rangkuti (2009), namely :

1. Advertising

Non-individual communication at a certain cost, through various media carried out by companies, non-profit institutions and individuals. Advertising is defined as a form of nonpersonal achievement paid by sponsors to present ideas or promotional ideas of certain goods or services.

2. *Personnal Selling*

Interaction between individuals, face-to-face encounters that are shown to create, improve, master or maintain mutually beneficial exchange relationships with other parties.

3. Publisitas (*Publicity*)

It is an attempt to stimulate demand for a product in a non-personal way by making commercial news about the product in print or not, as well as the results of interviews broadcast in that media.

4. *Sales Promotion*

Promotional activities are useful to increase the attraction to consumers to make purchases.

Each company has its own purpose why it conducts promotional activities. The general goal that companies usually want to achieve by conducting promotional activities is to increase the number of consumers and make a profit.

Social media has a very important role in product marketing. This is because social media plays a role as a medium of communication between social media users. Developing communication patterns on social media will be beneficial for the development of MSME marketing. Trusov et al. (2009); Stephen and Fierce (2012) (in Appel et al., 2020) show that certain types of social interactions that are now taking place on social media (e.g., "refer a friend" features and discussions in online social media communities) can positively impact important marketing outcomes such as new customer acquisition and sales.

Digital marketing by utilizing social media provides a great opportunity for MSMEs to be able to attract new customers and reach existing customers more efficiently (Febriyantoro & Arisandi, 2018; Polańska, 2016; Taiminen & Karjaluoto, 2015). The classic problem of most MSME players is marketing. Marketing has always been the main obstacle in improving and developing small and micro businesses. Most MSME actors will lose out on competition with larger business actors and have a strong marketing network. This problem can actually be overcome by increasing marketing and utilizing social media as a way for MSME actors to increase their business potential at a lower cost (Situmorang et al., 2018). Rugova & Prenaj (2017) also revealed the same thing, to be able to compete with large companies, MSMEs must be armed with online marketing tools through social media. Social media platforms can directly improve communication between their users. Anything posted through social media has the potential to be seen by millions of users in a short period of time (Rosenthal & Rosenberg, 2023).

Febriyantoro & Arisandi (2018) stated that MSME actors experienced an increase in sales because they used digital media in their marketing, this happened because consumers were easier to interact with sellers through the help of social media or e-commerce. In addition, consumers are also easier to get various information related to the products sold, such as product prices, promos and so on. These things indirectly make it easier for consumers to determine the purchase of a product.

The many benefits of using social media in developing SMEs are one of the strong driving factors for SMEs (Small & Medium Enterprises) to continue to use social media in order to develop their businesses, increase product sales, communicate with consumers, and develop a wider market network. This is in line with previous research (Alam S.S.Noor, 2009), which shows that the perception of the benefits of using information technology is one of the driving factors for SMEs to use technology media as a medium to improve business development through information technology. Not only that, the development of information from all over the world can also be accessed anywhere and anyone. Therefore, the use of information technology and social media can help SMEs to continue to develop their products and is very helpful in business decision-making (R. Miller, N. Lanmass, 2009). So the benefits of social media are very many, one of which is that it is free and does not require special software.

The selection of marketing communication media is based on the type of product to be marketed, the target audience, the time it takes to send messages and the cost of promotion. Consideration is needed in choosing an effective marketing communication medium. Thus, SMEs must carefully consider the selection of the right media in promoting their products so that they can be accepted by the public

(Pasaribu, 2020). With various features in promoting through social media that are static and dynamic in nature that make it easier for SMEs to promote various products and activities in the form of activities (Siswanto, 2013).

Communication is a very important element in marketing, as marketing is basically communication between producers and consumers. The development of technology and information is increasingly advanced, driving the change from conventional communication to modern communication leading to a digital lifestyle. To realize the realization of such communication, the internet has become an important element in the creation of modern marketing communications. Until finally, came online social media that offers easy marketing communication with online systems. Online social media marketing is very popular used by various organizations, due to its low cost, easy access, ease of operation, and wide market potential. Therefore, marketing communication through social media can be used by various organizations including SMEs to market their products (Susilo, 2018).

Social media platforms are a gateway for companies to profit and grow in the industry. Many companies are increasingly interested in using this social media both for business purposes, especially those that are part of communication, marketing and recruitment because using social media can make it easier to reach communication, marketing, and recruiting new members. Social media has become a daily practice in the lives of users in the community, especially SME entrepreneurs who have become a habit of using social media to promote their products. Not only does it offer a wide range of opportunities, but social media also presents significant challenges for entrepreneurs. Small business entrepreneurs use social media apps to spread their business by using a variety of weak ties and the importance of weak ties in the network of small business owners identified by Granovetter [1973] and Burt [2004]. The purpose of such weak ties is to gather information about the business by SME owners. The reason for using social media applications is to maintain a connection with weakties. This will help build a good business reputation and help to communicate between customers (current and potential) in terms of feedback, product development and definitions as well as customer service and support. Social media is one of the easiest ways to increase productivity. However, Shabbir [2015] elaborates that market innovation is a comprehensive tool to meet the needs and desires of their target customers.

The impact of social media and its benefits on business development has been tested by many parties (Constantinides, 2014) The fact that social media has made it possible to communicate quickly and cheaply in business. Manufacturers with customers make it possible to build relationships without having to face each other

face to face. Existing databases can be used to generate business relationships that can increase sales, thus being able to be said to be able to grow new ventures Cox (2012) stated, social media allows companies to network with customers to build relationships and achieve a better understanding of customer needs. Social media supports the concept that companies want their messages to reach as many people as possible (Constantinides, 2014), Social media has several positive and negative impacts on society, which are as follows: Positive Impact In general, social media has a positive impact on *online* sales, including (Falahqie, 2021) ,It can help increase traffic so that the business grows quickly. With more and more users visiting social media platforms, businesses can automatically grow and be easily recognized. Promoting can help increase traffic so that the business grows quickly. brand more easily because with social media a brand will be quickly widely known, The cost of marketing products to millions of consumers through social media is quite low, so it can support the efforts of business actors to control other costs, Social media is the right way to establish seller interaction with consumers. Social media can be easily managed so that it can do the job easily. The emergence of jobs such as courier services.

In addition to positive impacts, social media also has several negative impacts, including the following:

1. There is an information gap. Either between social media users who can get various information easily and transparently with people who do not use social media, or between social media users themselves, for example between those who join a group and those who do not join
2. Social media addiction, meaning that a person becomes very attached to social media. Spending most of his daily time interacting on social media, often ignoring the people around him even tasks that he should be doing.

3. Reduced intensity in direct interaction with others.
4. Causes social jealousy. For example, by posting various branded goods or the like on social media
5. Creating a new identity that does not match the identity of the self at all.
6. Identity theft, for example by creating an artist's Facebook account and making it as if it belonged to the artist
7. Theft/misuse of data such as photos, documents, etc.
8. Creating content that contains hoaxes. Consumptive, for example, becomes interested in various advertisements and makes purchases Using Credit Cards Without Thinking.

RESULTS AND CONCLUSIONS

From some of the explanations above, it can be concluded that the use of social media for business is very influential in the millennial era that we feel like today where the current generation uses a lot of *online shop* applications such as Shopee, Lazada and so on, therefore today's technology or social media is very influential for the progress of today's business where all branches of business can be categorized as a business that can go through online business.

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