



Social Media And Msme Product Promotion In Digital Days: What Experts Say

¹Syam'un Syam'un, ²Bachtiar Sembiring, ³B.M.A.S. Anaconda Bangkara, ⁴Endang Fatmawati and ⁵Antoni

¹Universitas Islam Negeri (UIN) Alauddin, Makassar, Indonesia

²Universitas Tama Jagakarsa, Jakarta, Indonesia

³President University, Cikarang Bekasi, Indonesia

⁴Universitas Diponegoro, Semarang, Indonesia

⁵Universitas Wijaya Putra, Indonesia

ARTICLE INFO

Keywords:

Media social;
MSMEs;
Product promotion;
Digital era;
Expert opinion.

ABSTRACT

Being via online entertainment means to make companions, yet business exercises, for example, private company advancements (SMEs), are likewise effortlessly found via virtual social networking. To explain reality and suppositions above, we have visited a few distributions as logical proof from specialists, particularly in online entertainment and business advertising, which we then concentrated on cautiously to find a straightforward solution. The review interaction includes a data coding framework and data evaluation and a conclusion after completing inside and out translations to find solutions.. This study uses data that we found electronically in many books, scientific articles, and websites discussing social issues and small business products' marketing. So based on the study and discussion, we can say that social media and MSMEs are two things that cannot be separated because of the existence of social media that can transform products, especially in marketing because, in the digital era, all rely on electronics, especially in social media applications.

E-mail:

hamidsyamun@gmail.com

Copyright © 2020 Enrichment : Journal of Management.

All rights reserved.

1. Introduction

Involving virtual entertainment for business exercises is presently not another issue in this advanced time. This is fundamental for organizations to effectively arrive at likely clients and gain new encounters to develop their business (Eze et al., 2021). That is all outlandish because the advantages of web-based entertainment for business have been painstakingly thought of. Starting today, there are around 5 billion virtual entertainment clients worldwide. On the off chance that a money manager cannot make the most of the ongoing online entertainment peculiarity with different stages utilized as advanced advertising, a convincing methodology, they will feel a misfortune and will not track down powerful methods for getting their purchasers' way. So assuming we take a gander at the different ways that finance managers can utilize virtual entertainment, this assists players with associating with their objective purchasers to connect to foster the business, so it turns into a productive and practical business. The advantage justification behind utilizing online entertainment to foster explicit business brands is the primary explanation since virtual entertainment is the most dynamic stage to be exceptional for some clients where close to half of the total populace is presently on different web-

based entertainment stages, for instance, Facebook, Twitter, TikTok, and numerous other web-based entertainment that can arrive at expected buyers later on (Widjaja, 2021). Envisioning potential clients who can be associated through web-based entertainment is inventively innovatively finished by business drivers, including those running private ventures or egalitarian organizations.

The presence of online entertainment makes financial specialists more energetic and do not need to go to meet individuals. However, they just utilize a web association and reach the number of possible purchasers as would be prudent (Hartanti et al., 2020). The presence of web-based entertainment unquestionably makes financial specialists more energetic who do not need to go out yet utilize a web association, and they will reach however many possible buyers as could be expected under the circumstances. Buyers are more open to promoting messages via online entertainment since web-based entertainment considers further cooperation and advertising of brands from various points (Estialbo, 2021). Virtual entertainment is a channel that offers a tomfoolery and a simple method for interfacing with buyers. Online entertainment is utilized as a particular apparatus since it immediately reacts to its clients. These days, many records via online entertainment have begun to create the impression that utilized for advertising handled food items comprehensively. The advantages of involving online entertainment advertising administrations for business congruity imply that finance managers have saved the significant investment of entrepreneurs. Accelerate showcasing procedures. They are drawing in new clients, holding existing clients, building objective business sectors, and expanding the fame of the ones created (Widjaja, 2022).

The advantage of limited-time media and web-based entertainment is that they will help clients remember items created by money managers. Provided that this is true, then, at that point, the business will have serious power (Hudson et al., 2016). Consequently, special media can help organizations, for example, MSMEs, to remind clients that the best and most believed items or administrations are items or administrations claimed by organizations. Besides, when contrasted with streaming media, for example, TV, web-based entertainment is crushed. This is because of advancement through virtual entertainment because the market and contenders mainly play on the web.

Similarly, clients who maintain solace and accommodation should get to item/administration data. Clients currently do not have and do not have any desire to burn through their time searching for items disconnected. Nonetheless, clients need to associate with predominant brands and items and give potential chances to talk about and connect (Charlesworth, 2014). The question needs to answer why SMEs need to try Social Media to promote their business. Marketing Web-based Entertainment is viewed as a potent medium to increment deals transformations. No matter what the items and administrations proposed to customers, online entertainment is a significant piece of any computerized promoting drive that can be made. So what precisely makes Social Media Marketing such something incredible? The following are eight justifications for why business people should attempt Social Media Marketing, particularly for SMEs (Taneja & Toombs, 2014). Another reason is that buyers are active on Social Media, that the present advanced society primarily has online entertainment accounts, be it Facebook, Instagram, Twitter, etc.

Then, when people talk about how social media plays, this number of exercises presents an extraordinary chance to arrive at shoppers' anytime. If business people have not utilized online entertainment yet, they probably pass up chances to interface with purchasers. Simple to interact with consumers. Online entertainment clients ordinarily access their records to track the most recent diversion and data. They are less responsive to being presented notices straightforwardly. However, that does not mean business people cannot showcase it to them. Online entertainment has turned into where buyers are more responsive to item messages. The justification for why shoppers are more

responsive to showcasing messages via virtual entertainment is because online entertainment makes it conceivable to cooperate more and market brands from various points (Saravanakumar & SuganthaLakshmi, 2012).

Online entertainment is a channel that offers a tomfoolery and a simple method for communicating with buyers. Via virtual entertainment, business people can make associations that match their character instead of simply conveying direct showcasing messages. SMBs can examine brand worries on Twitter, pose inquiries on Instagram Stories, etc. Then, talking about the increment of brand visibility, this stage helps increment permeability along these lines, expanding memorability. Give a good and alluring profile that portrays the brand's character. So that individuals who are inexperienced with the image can remember it without any problem. They are combined with transferring an intriguing substance that will add brand esteem according to target customers. For instance, new customers find the image via virtual entertainment. They might not have known about it previously (Kujur & Singh, 2020).

Nonetheless, they can discover the brand and its worth through clear and drawing in satisfaction. This equivalent circumstance can apply to existing shoppers. Having seen virtual entertainment content can increment interest in making rehash buys—the Widest Word-Of-Mouth Container. Verbal exchange is one of the most impressive showcasing media for any business, including SMEs (Taneja & Toombs, 2014). In addition to the fact that it is free, it assists work with trusting actually. Virtual entertainment has turned into an extensive mode for doing verbal exchange promoting in numerous ways. Purchasers typically trust more and choose to purchase something after hearing surveys from their nearest individuals or most loved powerhouses. Via web-based entertainment, shoppers can pass on audits and prescribe items and administrations to loved ones without much of a stretch.

Having many types of platforms with different types of consumers, web-based entertainment likewise has many sorts of stages with their crowds. With a little showcasing investigation and development, they can decisively target various buyers at every stage. Rather than simply distributing limited-time content on the established press so anyone might see for themselves, it is wiser to utilize different virtual entertainment stages to arrive at the suitable objective market. Make a good rundown of shopper socioeconomics that incorporates orientation, age, area, interests, brands they follow, leisure activities, etc. The more nitty-gritty, the better. This data will give more knowledge into which stages to utilize and assist with the fitting substance on every stage, assuming they decide to make the most of them (Vale & Fernandes, 2018).

Social media also may help consumer targeting and retargeting. Organizations without clear targets will squander assets ineffectually. Online entertainment makes it conceivable to fit limited-time content to target shoppers, convey the substance, and retarget the part of the crowd that does not change over into customers. For instance, Facebook permits them to target clients in light of area, buy history, pages followed, and even training level. With cutting edge focusing on capacities, virtual entertainment can assist with focusing on the best purchaser (Ashley & Tuten, 2015).

Using digital marketing on social media is less cost-effectively. Joining and making a free record on a stage makes advertising through online entertainment the least expensive approach. This showcasing will require concentrating intensely on making and distributing content and connecting with crowds rather than cash. This time venture delivers a critical effect on the business. Notwithstanding assuming people choose to utilize paid promotion, virtual entertainment additionally makes it simpler to begin little. This is particularly appropriate for SMEs, which generally start with a bit of charge.

By doing so, the business people can increase sales. At last, the adequacy of web-based entertainment showcasing is estimated by its capacity to convey deals. Measurable information

expresses that 70% of merchants gain new clients through web-based entertainment. Collaborating with possible purchasers is a powerful method for inspiring them to purchase the item and transform them into clients. Based on the benefits and efficiency of promoting SMEs on social media, the writer also sees what research evidence from different experts says about these business phenomena in today's digital world.

2. Method

In this part, the paper will present how the result was conducted and what materials were involved. To do so, we have received much input in the form of references from various literature sources that strengthen the purpose of this study. The traditional sources we mean are books, scientific publications of research studies, and several websites that discuss issues of the effectiveness of using social media to promote small businesses such as MSMEs (Bevan & Yung, 2015). Furthermore, to conclude which evidence is relevant to answer this problem, we first conduct a literature review to obtain valid data. Process studies include data coding, thorough evaluation, and in-depth data interpretation efforts. Finally, we can conclude that Anne-Marie considers this a valid finding in answering the hypotheses and problems of the study (Sloan & Quan-Haase, 2017). Our data search is done electronically by relying on a Google Search search where we use the keywords we pinned on the Google Scholar application. After the data has been collected and has been completed, we design a report in a descriptive qualitative form; how are we also women in the previous glass in the data review design category.

3. Results and Discussion

a. Social media as an advance in promoting business

Advanced advertising using web-based social media platforms is one of a kind and is currently commonly used to showcase business promotions and other sectors (Ibrahim, 2022). This kind of promotion uses online entertainment work in the show system. Today, many organizations are taking advantage of the promotion of online entertainment. This promotion is, of course, more effective when compared to the usual show-off strategy. The promotion of web-based entertainment is advertising interaction assisted through web-based entertainment. Generally, the online entertainment used is Facebook, Instagram, or Twitter. However, its significance could be broader. As Hubspot points out, virtual entertainment ads are demonstrations of content creation. This content will stand out to the general public. Meanwhile, according to Neil Patel, promoting online entertainment is the most common way to highlight individuals being locked in with the substance introduced. Assuming it is tied, the likelihood that the substance will be shared positively is more critical in business travel and promotion (Nian & Sundararajan, 2022).

A review says that more than 3.2 billion people use online media today. This figure is an exciting truth and confirmation that virtual entertainment is undoubtedly adored by people (Ashley & Tuten, 2015). With virtual entertainment, the performance system will be much more tomboyish. Several benefits can justify why this type of promotion is essential. The following is the statement of Kumar & Singh, (2020) that the use of social media will increase brand awareness; an item will be increasingly felt when transferred through web-based entertainment continuously. This is because gradually, the individual will begin to focus. From the very beginning, people can see the product or service they are offering for some time. However, if it continues to be transferred through web-based entertainment, an item will begin to be thought of and remembered by people in general. This is because online entertainment is a stage that individuals continue to consume consistently. Getting feedback on

promotional items and systems is the next phase of the impact of virtual entertainment advertising. When perceived, an item will become a topic of conversation (Zollo et al., 2020).

People can also see firsthand how clients relate to the content in online media, for example, by revealing everything. In addition, online media also offers commentary highlights. This allows people, in general, to offer their point of view on the goods they offer or how people market their goods. For organizations, it can be a tool to measure product benefits and inconveniences or indicate their preferred method. The number of follow-up promotions used by organizations shows that business people enjoy many benefits and advantages that can be obtained. Here are some advantages compared to regular promotions. He et al., (2013) concentrate on competitors learning about competitors more easily with the promotion of online entertainment. The reason is that online media advertising is currently generally used by companies to showcase goods. By becoming dynamic through virtual entertainment, the systems adopted by competitors can become learning materials. As a rule, several systems can be applied in the preparation of web-based entertainment promotions; first, learn the audience's tastes and see the tendencies of the client or crowd. The crowd's taste can be a benchmark for the fairness of the goods we make (Itani et al., 2017).

In addition, by planning the audience's tendencies, they can find out what exciting content to create through online entertainment. The more plausible the tendencies of the crowd with the substance they present, the more prominent the commitment. Decide on the platforms they want to target; Second, determine the stage at which the item will be sold. As mentioned above, each stage has its highlight. This will affect the introduction of the substance of the goods to be sold. For example, an item will be advertised on Instagram (Agnihotri et al., 2012). Therefore, these items must be promoted in a millennial style. What is the explanation? Instagram is mainly used by children aged twenty to thirty, so the content should be packaged as well as possible. Create Interesting content; Substance of interest should result in more outstanding commitment and sharing. With interesting materials, people can also be moved to buy or use the items on display. In order to make an exciting substance, they need to carry out several examinations first. Find out what content people need and what types of content they like the most. For example, the crowd tends to video content; people can aim to make exciting footage (Kent, 2013).

b. The use of web associations upholds MSMEs

The use of the web for transactions is known as electronic commerce. Web-based business can occur between business associations and buyers (Rachmawati et al., 2018). The web-based business has grown in Indonesia and other parts of the world. The utilization of web-based entertainment for transactions is significant; This can be seen from the increasing number of entertainer business people who use the internet business as an excuse to advertise their goods. Virtual entertainment has become a business necessity in the realm of computerized economy, which has developed this energy rapidly for business progress because E-trade has distinct advantages. Among them are customers do not need to come to the store to pick up and buy the merchandise they need to buy later; at that time, as far as monetary effectiveness was concerned, shoppers could save costs, and business visionaries did not need to spend on promotion costs so that assuming the store area was far away, shoppers could save on travel costs by paying fees (Wahid & Asiati, 2021). Transporting is a lot less expensive and more functional, and business people can search for a more extensive portion of the overall industry since organizations can be run without finding local or public limits with the presence of computerized innovation. Alongside the advancement of the ongoing computerized economy, online business is a need to increment business contests and item deals. During the Covid-19 pandemic, business people should have an extraordinary chance to foster their item showcasing procedures. With limitations on

exercises outside the home, shoppers will go to web-based entertainment, so this should be utilized appropriately by online business visionaries so deals turnover can increment. Considering this establishment, it is fundamental to include online diversion as a displaying method to assist free organizations in opening entryways during the pandemic (Puspita et al., 2021).

c. Social media online marketing

Web-based entertainment advertising is a sort of immediate or roundabout showcasing used to accumulate consideration, acknowledgment, and action to make a brand, business, item, or individual and is finished utilizing virtual diversion (Dietrich & Livingston, 2012). Social media may incorporate explicit strategies such as sharing coupons or declaring the deal on Facebook or Twitter. This might incorporate broader brand-building drives such as talking to individuals on LinkedIn or drawing satisfaction on a blog, a video transferred to YouTube, or a public event on SlideShare. Social media applications provide a wide-open door for business visionaries, private enterprises, mid-sized organizations, and large partnerships to create their brands and organizations. This social media web alludes to web-based entertainment innovations to complete advertising exercises. Quite possibly, the most well-known way for an organization to reduce advertising costs is to turn to social media because advancing a brand and other display practices through virtual entertainment are cost-free, so it is generally viewed as an instrument that most media consider the most likely helpful tool or asset. in business practice (Heinze et al., 2016).

Advertisers can understand their system at a minimal cost. Social media is considered a very encouraging channel to build business correspondence (Macarthy, 2021). This app can help MSME organizations, so shoppers have more choices than they currently have; Due to the ease of searching for data on the web, brands and organizations are getting more convenience than ever because of online entertainment, which is an unprecedented viewing channel that allows organizations to achieve different advertising goals, as follows: these are the five most common goals of media social (Perdue, 2010). Building relationships for the media's main advantage is the ability to garner associations by effectively attracting buyers, an online powerhouse, and the sky is the limit from there. Brand building and virtual conversations are ideal for expanding brand awareness, enhancing recall, and increasing brand dedication. Furthermore, publicity is the best way for social media that allows organizations to share critical data and change negative perceptions (Hodis et al., 2015).

Promotion and marketing through media and associations can provide elite boundaries and open doors for the masses to cause these individuals to feel valued and fulfill a temporary purpose. Market research is also a trend as well as organizations can take advantage of informal community tools to find out about their clients, and their socioeconomic and behavioral profiles, determine buyer needs and requirements, and find out about competitors. These steps have a unique quality that public organizations recognize and require additional assistance (Proulx & Shepatin, 2012). In general, Indonesian MSMEs comprise different classes: small enterprises, small enterprises, and medium enterprises. Each has a different quality. Then again, MSMEs face problems promoting; E-commerce can uphold itself to show off (Gonçalves Curty & Zhang, 2013).

However, most MSMEs have not had the option to embrace E-Commerce because of an absence of mechanical preparation. Innovation changes in ECommerce should be made. Moreover, the fast and relentless improvement of virtual entertainment in Indonesia, with the utilization of online entertainment, will help business people or private ventures inappropriate use and make web-based entertainment for their business purposes to expand the speed increase of advertising and obviously which considers social contemplations Indonesia precisely. The fast development of web-based

entertainment may be utilized for independent ventures in Indonesia to develop their advertising procedures (Leung et al., 2012).

Furthermore, private companies can deploy items and promote data more successfully and productively (Jacobson et al., 2020). Independent companies face many obstacles, including the acceptance of innovation as a barrier to this meeting to leapfrog all opportunities that can help further the development of their business operations; Online entertainment promotion is seen as a very encouraging channel of business correspondence. However, with limited assets, misunderstandings and a lack of understanding of innovation will significantly affect private companies. Private companies can follow their situation and keep clients loyal through the possibility of utilizing virtual entertainment promotions. Online entertainment can be used to enhance self-employment practice. Because some organizations have low financial arrangements to compete more tightly for oversight, web-based entertainment capacities can be more successful for private businesses than large organizations (Tafesse & Wien, 2018).

Building permeability advertising standards and the drive to stay in touch are a true inspiration for private businesses to take advantage of virtual entertainment. Business takes much time, especially for independent companies, to accept this open door, blend in, and gain a broader scope of association and permeability in effectively maintaining a business. Private companies take advantage of web-based entertainment. The most significant is the permeability of web-based entertainment, which can arrive at close clients and build dynamic organizations (Liu et al., 2021). Web-based marketing can work with correspondence between private businesses (MSMEs) and clients and can also be an essential tool in recognizing and expanding brand awareness; independent companies can take advantage of web-based entertainment to become an important channel that allows independent companies to promote goods/brands. Them without the need for an enormous spending plan. Web-based entertainment is an attractive climate that can empower independent companies to increase expected clients and gather closer associations with businesses and private clients (V. Kumar et al., 2013).

Presence through virtual entertainment can significantly create connections and expand deals and client numbers. For MSMEs who wish to engage virtual entertainment as a showpiece, they should invest energy in creating rich advertising content on their online entertainment records to attract the consideration of their clients. In addition, they should also be more sincere when talking to their objective clients and decide to deliver in a more accommodating style and respond quickly to each of their clients. As the use of virtual entertainment platforms evolves and their ability to spread fraud grows, the capacity of independent businesses to assess secure data is becoming increasingly significant (Olof Lagrosen & Grundén, 2014).

d. AIDA model in small business marketing

The primary reason for advertising is to attract or make someone buy labor and products, an exemplary model for achieving promotional objectives, especially AIDA, which stands for consideration, interest, want, and activity (Hassan et al., 2015). This is the stage for Discussing the AIDA idea and its relationship to the progress mix, the parts of this progress mix having a changing degree of impact at each phase of the AIDA model. This model shows that buyers respond to advertising messages in mental (thinking), emotional (feeling), and conative (doing) ways. AIDA's idea does not understand that all phases of progress mean buying options. This model shows how the adequacy of progress can be estimated to the extent that customer progress starts with one phase and then on to the next. However, the demand for stages in the model and whether the customer passes are discussed extensively (Ullal & Hawaldar, 2018).

No matter the stage grouping or buyer's progress through each stage, AIDA ideas help advertisers recommend unique methodologies to take advantage of a limited time mix. In improving performance procedures, AIDA's ideal model can be applied in several areas of promotion and can also be applied to performance systems in web-based entertainment. The AIDA model is an expected recipe in publications and advertisements to attract and influence a client's likelihood to purchase an item/or administration. AIDA is a display correspondence process used by advertisers to make their clients want to buy or make the right move, starting with sending a correspondence message (usually through a promotion). Moreover, ending with getting the perfect item or activity (Petit et al., 2011).

The AIDA idea model is used in almost all business advertising; Elias St. Elmo Lewis devised an essential standard of this model in the latter part of the 1800s. The AIDA model represents considerations, interests, desires, and activities (Mumtaz, 2019). Attention and consideration must be drawn before they pursue a purchase option. These options can be organized by diversity, typography, sound, image, or publication star (superstar); text can also be used, and proper trademarks apply to drawings with possible clients. Interest in building familiarity with the brand that drives the deal; When consideration may have been interested in the item/administration, the client's profit will be aroused. The desire to provide certainty to prospective clients about the goods or administration advertised was essential in business. Action and some potential objective market clients may have been persuaded to buy the product or administration but have not made an actual purchase. To inspire them to move, advertisers can provide extra upgrades, for example, a unique proposition that will slightly entice the client to buy the item (Idris & Rahman, 2017).

A series of studies of published data sources show how virtual marketing with social media applications can work with correspondence between private companies such as MSMEs and consumers and can also be a powerful tool in gaining business progress (Taneja & Toombs, 2014). The importance of developing electronically well-planned data-based marketing techniques so that MSMEs often miss the proper promotion or strategy. Independent businesses can take advantage of social media-based online marketing to become an important channel that allows small and medium-sized businesses to promote their goods/brands without a big financial plan (Yang & Kankanhalli, 2014). Online promotion exists as a unique climate that can empower independent businesses to increase desired consumers and offer closer relationships with private companies and clients; presence through web-based entertainment can play an essential role in creating connections and expanding deals and customers (Nakara et al., 2012).

The quality and standard structure showing executives who take the online entertainment advertising model may be utilized by small enterprises, which will be used as an optimal promotional reference for MSMEs in making advertising procedures for the AIDA model. They are used to show buyer behavior and make appropriate advertising activities. In order to fulfill the wishes of shoppers, this model can be applied in several areas of promotion (Heinze et al., 2016). The AIDA model is a planned equation in the promotion and advertising to attract and influence potential clients to buy goods/or administration; AIDA is a display correspondence process used by advertisers to make their clients want to make a purchase or make the right move, starting with sending a correspondence message (generally through publications) Moreover, ending with obtaining the perfect item or activity (Dahnil et al., 2014).

Nonetheless, while taking into account the influence of informal communities or virtual entertainment on contemporary shows, additional components should be added to make promotions through online entertainment, in particular Attention, Interest, Desire, Action, and Tell, which recommends additional Tell that clients should be encouraged to 'tell someone (possible clients) about

the products or services that will be affected.' See AIDA Model. Independent companies can engage AIDA to make client connections in creating local areas around them, to create close and sustainable associations with their individuals; remember that without a proper message, buyers will not engage; It is essential to be aware of what refreshes and attracts their profits, private businesses can use the AIDA model at every phase of the correspondence cycle, capturing client (possibly client) considerations, desires and persuade them to move and offer stories with people. Others more effectively attract the attention of other potential buyers (Razak & Latip, 2016).

The intricacies of the AIDA model methodology for utilizing online entertainment shows in private companies are summarized. Private companies can implement the proposed web-based entertainment show system to ensure that independent companies promoting online entertainment can be scaled up and successful (Matikiti et al., 2018).

4. Conclusion

Finally, a summary of the results can be presented. There are several database publications to answer the problems of social media applications to improve MSME marketing in the digital era. We believe this study has answered the question because it is supported by evidence from the most current marketing field studies, which is data-based marketing on social media. The following are essential points that we can convey from the study, among others, that social media is the most reliable business promotion event today. This is because entrepreneurs who run businesses and consumers are primarily after being on social media. Furthermore, we also see that we Umi mini is still running conventionally even though they are tiny people's businesses, but because consumers who need them are also on social media, MSMEs must also have a reason by using data on social media with innovative ways to profit.

Likewise, web-based marketing is a marketing system in great demand by many individuals because marketing and the nature of social media are easily found in various channels in today's virtual world. Furthermore, we also talked about data-based marketing, known as AIDA, namely product strategy by conveying thought-provoking messages and effort to influence consumers. Thus, we think the conclusions we have conveyed are related to studies on social media and MSME promotion in the digital era; based on scientific evidence and various experts, and we have presented them to answer the problem.

5. References

- Agnihotri, R., Kothandaraman, P., Kashyap, R., & Singh, R. (2012). Bringing "Social" Into Sales: The Impact of Salespeople'S Social Media Use on Service Behaviors and Value Creation. *Journal of Personal Selling & Sales Management*, 32(3), 333–348. <https://doi.org/10.2753/PSS0885-3134320304>
- Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- Bevan, E. A. M., & Yung, P. (2015). Implementation of corporate social responsibility in Australian construction SMEs. *Engineering, Construction and Architectural Management*, 22(3), 295–311. <https://doi.org/10.1108/ECAM-05-2014-0071>
- Charlesworth, A. (2014). *An Introduction to Social Media Marketing*. Routledge. <https://doi.org/10.4324/9780203727836>
- Dahnil, M. I., Marzuki, K. M., Langgat, J., & Fabeil, N. F. (2014). Factors Influencing SMEs Adoption of Social Media Marketing. *Procedia - Social and Behavioral Sciences*, 148, 119–126. <https://doi.org/10.1016/j.sbspro.2014.07.025>
- Dietrich, G., & Livingston, G. (2012). *Marketing in the Round: How to Develop an Integrated Marketing Campaign in the Digital Era*. Que Publishing.

- Estialbo, H. A. (2021). *A study of the importance of branding and digital marketing to South African msme*. <https://archive.cm.mahidol.ac.th/handle/123456789/3792>
- Eze, S. C., Chinedu-Eze, V. C., & Awa, H. O. (2021). Key success factors (KSFs) underlying the adoption of social media marketing technology. *Sage Open*, 11(2), 21582440211006696.
- Gonçalves Curty, R., & Zhang, P. (2013). Website features that gave rise to social commerce: A historical analysis. *Electronic Commerce Research and Applications*, 12(4), 260–279. <https://doi.org/10.1016/j.elerap.2013.04.001>
- Hartanti, M., Nurviana, N., & Lukman, C. C. (2020). The Development of Tools for Designing the Local Characteristic Food Packaging Based on Digital Applications as an Attempt to Accelerate Education. *Proceedings of the 3rd International Conference on Learning Innovation and Quality Education*.
- Hassan, S., Nadzim, S. Z. A., & Shiratuddin, N. (2015). Strategic Use of Social Media for Small Business Based on the AIDA Model. *Procedia - Social and Behavioral Sciences*, 172, 262–269. <https://doi.org/10.1016/j.sbspro.2015.01.363>
- He, W., Zha, S., & Li, L. (2013). Social media competitive analysis and text mining: A case study in the pizza industry. *International Journal of Information Management*, 33(3), 464–472. <https://doi.org/10.1016/j.ijinfomgt.2013.01.001>
- Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Ed.). (2016). *Digital and Social Media Marketing: A Results-Driven Approach*. Routledge. <https://doi.org/10.4324/9781315688763>
- Hodis, M. A., Sriramachandramurthy, R., & Sashittal, H. C. (2015). Interact with me on my terms: A four segment Facebook engagement framework for marketers. *Journal of Marketing Management*, 31(11–12), 1255–1284. <https://doi.org/10.1080/0267257X.2015.1012535>
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing*, 33(1), 27–41. <https://doi.org/10.1016/j.ijresmar.2015.06.004>
- Ibrahim, B. (2022). Social Media Marketing Activities and Brand Loyalty: A Meta-Analysis Examination. *Journal of Promotion Management*, 28(1), 60–90. <https://doi.org/10.1080/10496491.2021.1955080>
- Idris, J., & Rahman, S. S. A. (2017). Aida Model, Social Media Marketing and Decision to Patronize of Muslim Friendly Hotel: Model Aida, Pemasaran di Media Sosial dan Keputusan untuk Menginap di Hotel Mesra Muslim. *Journal of Management and Muamalah*, 7(2), 3–15.
- Itani, O. S., Agnihotri, R., & Dingus, R. (2017). Social media use in B2b sales and its impact on competitive intelligence collection and adaptive selling: Examining the role of learning orientation as an enabler. *Industrial Marketing Management*, 66, 64–79. <https://doi.org/10.1016/j.indmarman.2017.06.012>
- Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? *Journal of Retailing and Consumer Services*, 53, 101774. <https://doi.org/10.1016/j.jretconser.2019.03.001>
- Kent, M. L. (2013). Using social media dialogically: Public relations role in reviving democracy. *Public Relations Review*, 39(4), 337–345. <https://doi.org/10.1016/j.pubrev.2013.07.024>
- Kujur, F., & Singh, S. (2020). Visual Communication and Consumer-Brand Relationship on Social Networking Sites—Uses & Gratifications Theory Perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, 15(1), 30–47. <https://doi.org/10.4067/S0718-18762020000100104>
- Kumar, P., & Singh, G. (2020). Using social media and digital marketing tools and techniques for developing brand equity with connected consumers. Dalam *Handbook of research on innovations in technology and marketing for the connected consumer* (hlm. 336–355). IGI Global.
- Kumar, V., Bhaskaran, V., Mirchandani, R., & Shah, M. (2013). Practice Prize Winner—Creating a Measurable Social Media Marketing Strategy: Increasing the Value and ROI of Intangibles and Tangibles for Hokey Pokey. *Marketing Science*, 32(2), 194–212. <https://doi.org/10.1287/mksc.1120.0768>
- Leung, X. Y., Wang, F., Wu, B., Bai, B., Stahura, K. A., & Xie, Z. (2012). A Social Network Analysis of Overseas Tourist Movement Patterns in Beijing: The Impact of the Olympic Games. *International Journal of Tourism Research*, 14(5), 469–484. <https://doi.org/10.1002/jtr.876>
- Liu, X., Shin, H., & Burns, A. C. (2021). Examining the impact of luxury brand’s social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*, 125, 815–826. <https://doi.org/10.1016/j.jbusres.2019.04.042>
- Macarthy, A. (2021). *500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and Mor*.
- Matikiti, R., Mpinganjira, M., & Roberts, -Lombard Mornay. (2018). Application of the technology acceptance model and the technology–organisation–environment model to examine social media marketing use in the South African tourism industry. *South African Journal of Information Management*, 20(1), 1–12. <https://doi.org/10.4102/sajim.v20i1.790>

- Mumtaz, R. (2019). Awareness and Perspectives Social Media as New Strategic Marketing Approach in Minor Industries; Notion grounded on AIDA Model. *Journal of Content, Community Communication*, 10.
- Nakara, W. A., Benmoussa, F.-Z., & Jaouen, A. (2012). Entrepreneurship and social media marketing: Evidence from French small business. *International Journal of Entrepreneurship and Small Business*, 16(4), 386–405. <https://doi.org/10.1504/IJESB.2012.047608>
- Nian, T., & Sundararajan, A. (2022). Social Media Marketing, Quality Signaling, and the Goldilocks Principle. *Information Systems Research*. <https://doi.org/10.1287/isre.2021.1067>
- Olof Lagrosen, S., & Grundén, K. (2014). Social media marketing in the wellness industry. *The TQM Journal*, 26(3), 253–260. <https://doi.org/10.1108/TQM-12-2013-0129>
- Perdue, D. (2010). Social Media Marketing: Gaining a Competitive Advantage by Reaching the Masses. *Senior Honors Theses*. <https://digitalcommons.liberty.edu/honors/127>
- Petit, C., Dubois, C., Harand, A., & Quazzotti, S. (2011). A new, innovative and marketable IP diagnosis to evaluate, qualify and find insights for the development of SMEs IP practices and use, based on the AIDA approach. *World Patent Information*, 33(1), 42–50. <https://doi.org/10.1016/j.wpi.2010.03.001>
- Proulx, M., & Shepatin, S. (2012). *Social TV: How Marketers Can Reach and Engage Audiences by Connecting Television to the Web, Social Media, and Mobile*. John Wiley & Sons.
- Puspita, V., Safrianti, S., Donovan, I., Sari, P. M., Hidayati, A., Putra Akhir, A. F., & Hayadi, B. H. (2021). Optimization of Digital Marketing Integration Through The Role of The Millennial Generation as MSMEs Effort To Survive During The Covid-19 Pandemic. *2021 9th International Conference on Cyber and IT Service Management (CITSM)*, 1–5. <https://doi.org/10.1109/CITSM52892.2021.9588857>
- Rachmawati, E., Juminawati, S., Akbar, I., Bahri, K. N., & Cakranegara, P. A. (2018). *The Importance of Understanding the Application of Marketing Strategy for Household MSME Products on Social Media Networks*.
- Razak, S. A., & Latip, N. (2016). Factors that influence the usage of social media in marketing. *Journal of Research in Business and Management*, 4(2), 1–7.
- Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life science journal*, 9(4), 4444–4451.
- Sloan, L., & Quan-Haase, A. (2017). *The SAGE Handbook of Social Media Research Methods*. SAGE.
- Tafesse, W., & Wien, A. (2018). Implementing social media marketing strategically: An empirical assessment. *Journal of Marketing Management*, 34(9–10), 732–749. <https://doi.org/10.1080/0267257X.2018.1482365>
- Taneja, S., & Toombs, L. (2014). Putting a face on small businesses: Visibility, viability, and sustainability the impact of social media on small business marketing. *Academy of marketing studies journal*, 18(1), 249.
- Ullal, M. S., & Hawaldar, I. T. (2018). Influence of advertisement on customers based on AIDA model. *Problems and Perspectives in Management*, 16(4), 285–298.
- Vale, L., & Fernandes, T. (2018). Social media and sports: Driving fan engagement with football clubs on Facebook. *Journal of Strategic Marketing*, 26(1), 37–55. <https://doi.org/10.1080/0965254X.2017.1359655>
- Wahid, R. M., & Asiati, D. I. (2021). Women MSMEs and Covid-19: Social Media Marketing as a Survival Strategy. *International Journal of Innovative Science and Research Technology*, 368–378.
- Widjaja, G. (2021). Understanding of HR Management Policies for Small Businesses Disturbed by the Pandemic Crisis: Small Business Literature Review Study. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(4), 9866–9876. <https://doi.org/10.33258/birci.v4i4.3010>
- Widjaja, G. (2022). What Experts Tell about Integrated Marketing Communication for Effective Business Promotion and Sale Strategy. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 5(1), 48–62. <https://doi.org/10.31538/ijse.v5i1.1661>
- Yang, Y., & Kankanhalli, A. (2014). *The impact of social media marketing on online small business performance*.
- Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. *Journal of Business Research*, 117, 256–267. <https://doi.org/10.1016/j.jbusres.2020.05.001>