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THE ROLE OF SOCIAL MEDIA AS A MARKETING MEDIA IN SUPPORTING BUSINESS STRATEGIES

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ABSTRACT

Social media has various features that can be integrated with various aspects of business operations, and therefore can be integrated into business development strategies. Advances in Information Technology, Rapid Development of the Internet, and Smartphones are reducing marketing communications costs. Social Media Marketing is a marketing strategy that uses social media as a platform to do so. The main activity of social media in marketing activities is carrying out quality marketing activities. Understanding trends and changes is essential when planning content or running social media campaigns. Study This own objective For know that Social media can be used as a marketing medium to support business strategies. Method used on study This that is method Study Libraries, namely methods that identify, assess, and interpret all over findings according to the title study. Method used This is part from method study descriptive qualitative. The results of the literature review in this research are that in business management, developing strategies as plans to achieve future goals is one of the important tasks of managers. Changes in the economic, social and cultural environment caused by social media, by creating a new strategic landscape, require rethinking of the roles and tasks of organizations in relation to developing business strategies. Based on this, it shows the importance of using social media as a marketing medium, consumers will always look for product information they are looking for via social media because it is considered more practical.

Keywords: *Social Media, Marketing, Business Strategy*

INTRODUCTION

Background Behind Problem

Social media was first introduced in 2008 by Chris Shipley, who is one of the founders and manager of Guide Wire Group. Social media is a group of internet-based applications that use technology that can be used by users to share content. Social media has various features that can be integrated with various aspects of business operations, and therefore can be integrated into business development strategies. Social media can support flexible and trackable activity maps that create interactive customer networks through which value is created for the organization (Schrader in Pradiza and Fatoni, 2023).

Advances in Information Technology, Rapid Internet Development, and Smartphones have reduced marketing communications costs (Kotler in Arianto, 2021). *Social Media Marketing* is a marketing strategy that uses social media as a platform to do so. There is a lot of content that can be uploaded via social media, such as general information content, product offers, and also various guides. We can also do social media marketing for free or using paid advertising (Fauziyah, 2022).

The main activity of social media in marketing activities is carrying out quality marketing activities. Understanding trends and changes is very important when planning content or running social media campaigns (Erwin *et.al*, 2023). In business management, developing strategies as plans to achieve future goals is one of the important tasks of managers (Porter *et.al* in Tourani, 2022).

Changes in the economic, social and cultural environment caused by social media, by creating a new strategic landscape, require rethinking the roles and tasks of organizations in relation to developing business strategies (Bianchi and Andrews in Tourani, 2022).

Based on this, it shows the importance of using social media as a marketing medium, consumers will always look for product information they are looking for via social media because it is considered more practical.

RESEARCH METHODS

Method used on study This is method Study Libraries, namely methods that identify, assess, and interpret all over findings according to the title study. Method used This is part from method study qualitative descriptive .

Data collection takes the form of primary literature and literature secondary, that is source literature from journal research, articles included 10 years of publication final And in accordance with title specified research and reference books according to the research title.

Results Study And Discussion

Social media is a form of technological innovation that is widely applied in the business world. This social media can be used for micro-scale businesses because it is easy to use and cheap. The use of social media in micro businesses can reach more consumers than using traditional methods (Fitriani *et.al* , 2023). In Indonesia, the social media used by micro businesses are Facebook, Instagram and Twitter, etc. (BPS in Fitriani *et.al*, 2023). The concept of "social media" comes from two words, namely social and media. Social meaning is interaction between individuals who have similar interests, groups and communities. Meanwhile, media means channels or platforms that enable the creation and exchange of content for users (Chawla and Chodak, 2021).

According to the resource-based view theory, a company must fill its social media with unique and interesting content, because this can attract public interest and expand marketing targets (Fitriani *et.al*, 2023). Practically, research results (Fitriani *et.al*, 2023) prove that the use of social media can have a positive impact on business performance. This happens because digital marketing is able to reach a wider audience and targets according to consumer interests or consumer preferences.

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From Figure 1 above, the social media journey (Obermayer *et.al*, 2022) explains the social media roadmap that can be used by SMEs and family businesses, namely:

- a. **Strategy:** explain and formulate goals that are aligned with business goals.
- b. **Social media:** the activity of compiling a portfolio of social media devices (based on target group, type of product or service, HR needs, etc.)
- c. **Content:** create more creative and interesting content which is of course tailored to the target audience, by selecting text, images or videos, determining distribution frequency, regularity and authorization system.
- d. **Posting:** displaying posts on a social media device in the form of text, images, videos and defining short, easy-to-read text and attractive images to arouse consumer interest.
- e. **Feedback:** creating a customer response in real time after receiving a request/question, as quickly as possible and using the Facebook Messenger Chatbot.
- f. **Connect:** place regular customer inquiries, advertise, and use influencer marketing.
- g. **Diversity:** using at least 3 different social media tools simultaneously to increase the effectiveness of marketing activities.
- h. **Measure:** measures the effectiveness of the social media tools used through several factors.

Social media has now become an integral part of people's daily activities, and the number of existing social media users has increased dramatically. The application of social media as a CRM (Customer Relationship Management) tool can provide a significant opportunity for micro businesses to expand their market by gaining access to more potential customers, who are also social media users (Charoensukmongkol and Sasatanun, 2017). Based on the research journal Annisa and Mahendrawati (2019), social media will influence several components of business processes. Social media functionality that is in harmony with business processes will make the performance of a business process more effective and efficient.

Social media is a tool that allows users to locate and understand information from various types and forms of publication so that it can later be used as a tool for marketing purposes that require continuous updates (Grizane and Jurgelane, 2017).

Social media can be a source of information about a particular business for consumers. The use of social media channels forces companies to carry out activities constantly, diligently and consistently. Social media can provide information about a business for consumers. They may be able to offer important data about a business without having to pay for expensive publicity (Georgescua and Popescula, 2015).

Nowadays, the internet and social media have become a relevant tool for managing a brand experience and consumer loyalty, because these platforms allow consumers to express their identity, thereby strengthening their individuality through personalization and adaptation. Furthermore, through this, consumers can fulfill their social needs by exchanging and sharing experiences in consuming goods and services (Christodoulides in Alarcón, 2018).

Social media includes various forms of online communication namely blogs, discussion forums, company-sponsored chat rooms, mail, websites (created by users and companies). News sites, download sites, trade-oriented communities offering goods and services, services (eBay, Amazon.com), collaborative sites (Wikipedia), social media sites (Facebook, My space, etc.), business networks (LinkedIn), networks that focuses on shared content (Youtube), photo-oriented sites (Instagram, Flickr), Microblogging (Twiter), and many more (Statista in Alarcón, 2018).

Social media has become a platform that is easily accessible to anyone who has access to the internet and has proven to be a cheap platform solution for an organization to carry out marketing campaigns. Especially for e-commerce businesses, social media can improve communications for websites and create brand awareness and if done correctly will improve positioning in the market. Marketing carried out using social media platforms, such as Facebook and Blogs, can be done quickly and powerfully. Marketing programs carried out using social media usually center on creating content that attracts attention and encourages readers to share it with their social networks (Rawat and Divekar, 2014).

Social media and its platforms remain very popular, having daily users that have reached hundreds of millions of people who seem to be increasingly attracted and not decreasing in number (Kemp S in Dhawan, 2022). Not to mention that social media remains an interesting, rapidly growing and meaningful mode of communication that helps people connect with each other, both on a personal level (Gillespie *et.al* in Dhawan, 2022) and professional (Razmerita *et.al* in Dhawan, 2022), and creating social capital (Pouwels in Dhawan, 2022).

Social media allows marketers to increase advertising personalization, in contrast to traditional media, where the content of marketing messages is more fixed and must be addressed to several customer groups at once (Batra and Keller in Zimmermann, 2023). As a result, traditional media becomes less effective and targets customers compared to digital options (Risselada *et.al* in Zimmermann, 2023). Social media presents itself as a low-cost opportunity to gather information about (potential) customers and as a new perspective in corporate decision making (Gao and Rui in Zimmermann, 2023).

Instagram has grown rapidly where it has become a popular medium for shopping. Instagram is growing in ways that users never imagined. When Kevin Strom and Mike Krieger started this project, they did not envision it being a platform for businesses to grow, especially home businesses because their goal was based on sharing photos (Latiff and Safiee, 2015).

Interaction with social media content is usually referred to as content engagement. The more customers interact with company content, the higher the level of customer engagement created (Kumar and Pansari in Salonena *et.al* , 2024).

In the world of social media, there is the term Social Media Marketing or what is also called Digital Marketing and e-Marketing, which are platforms that build social networks and share information to build their companies, increase sales and direct website traffic (Hayes, 2024) .

Marketing models carried out traditionally using conventional mass media, such as advertisements appearing on television, radio and printed newspapers, are currently starting to lose their popularity, and now the main focus is moving towards marketing carried out online. Advertising carried out online via social media is predicted to become a trend for marketing a product in the form of goods or services. Social media can be an option for marketing a product with minimum costs. However, when it comes to promoting a product on social media, a creative and innovative marketing strategy is needed to attract customers (Syahputro, 2020).

Social media marketing includes how a company produces, communicates and achieves marketing of a product or service online via social media platforms and organizes and maintains relationships between stakeholders (Yadav and Rahman in Dewi *et.al* , 2023).

Recent research shows that marketing budgets directed towards social media continue to increase. This shows that they are increasingly interested in building their presence on the social media they use. The shift towards social media can be explained by several factors as stated by Gilin in Latiff and Safiee, 2015).

1. Decreasing response rate to conventional online marketing such as banners and direct mailers via email due to lack of interest and span.

2. The technological developments that have occurred have paved the way for the development of Information Technology infrastructure, new tools and an increase in the online population that contribute to the appeal of social media.
3. The demographic shift where the younger generation is more interested in moving to the online world and taking advantage of it, the use of traditional media channels has decreased.
4. Customer preferences on the internet show that people trust their friends and other users in similar situations more than any other company, and finally the most important factor of all is low costs. Viral campaigns can generate more engaged customers than television campaigns at much lower costs.

According to Suryani *et.al* (2022), several benefits obtained from using social media are:

1. Facilitate closer interactions with customers without being limited by place and time.
2. Reduce marketing communications costs incurred.
3. Facilitate customers to participate in developing product and service ideas.
4. Provides broad and fast communication effects.
5. Facilitates the delivery of more interesting messages.

The significant impact of using social media, which previously only functioned as a tool for participating, sharing and creating content, can now also function as a medium that functions to carry out promotions, campaigns and communicate with consumers in an easy way through the use of social media (Kurnia and Suharjito, 2018).

CONCLUSION

1. In business management, developing strategies as plans to achieve future goals is one of the important tasks of managers.
2. Changes in the economic, social and cultural environment caused by social media, by creating a new strategic landscape, require rethinking of the roles and tasks of organizations in relation to developing business strategies.
3. Based on this, it shows the importance of using social media as a marketing medium, consumers will always look for product information they are looking for via social media because it is considered more practical.

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