

## Trends in using Social Media as UMKM Marketing

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### Abstract

*Purpose:* This research aims to find out how the use of social media used by MSMEs for media marketing has changed from 2018-2023.

*Methodology:* This research uses a qualitative study methodology with data analysis, namely literature study.

*Results:* The results of this research are that many MSMEs use social media as their marketing and the one that is often used is Instagram. They also use other social media such as Facebook, WhatsApp and *e-commerce*. From 2018 to 2023, Instagram was ranked first, however, some MSME owners still use WhatsApp and Facebook as promotional media.

### Introduction

Competing in developing a business is currently a shortcut to achieving extraordinary income, although it does not guarantee 100%. Some people don't just have one business field, some have more than that. Currently, Indonesia is mobilizing and fully supporting the community to set up micro, small and medium enterprises or what we usually call MSMEs. MSMEs have an important role in developing the national economy.

With so many MSMEs being established, it also brings opportunities for other communities. The existence of these MSMEs can reduce unemployment in Indonesia. Initially, most of these MSMEs were home-based businesses, but some have developed and are now able to absorb large numbers of workers. According to the Ministry of Cooperatives and Small and Medium Enterprises, the number of MSMEs was 65.4 million in 2019. The number of business units could reach 65.4 million and accommodate 123.3 thousand employees. This proves that the influence and contribution of MSMEs to reducing unemployment rates in Indonesia is very large. Increasing employee involvement in MSMEs will help reduce the number of unemployed in Indonesia.

In 2019 Covid-19 came to Indonesia and it also affected the people's economy. However, because of the outbreak, people have a desire to learn technology. Including social media, with social media it can help business people and consumers. Market access has a positive and significant influence on the development of online business. Markets that are easily accessible will also attract more attention from the public. The reason is, digital-based companies provide many opportunities for business people to reach areas according to their target audience. (Supriyanto, 2021)

As MSMEs develop, of course the government will also support and help educate the public about how we must be able to turn the wheels of the economy in our own country. One way is by buying local products such as those sold or offered by MSMEs. That way we can both support domestic products. Business people must also do this to attract more public attention, one of which is through digital technology. As a developing country, it is very important for Indonesia to pay attention to MSMEs, because MSMEs have better performance in a productive workforce, increase high productivity, and are able to live on the sidelines of large businesses (Pranasari & Nawawi, 2022)

This technological development makes it easier for business people to carry out branding or marketing to the public. However, those who do not understand technology are required to take part in socialization and training in utilizing internet technology and social networks as a medium for running their business (Chusniyah & Fauza, 2022). This digital world is moving very fast, if in the past housewives who had home businesses could only promote their wares via door to door or *WhatsApp status*, now they can do so via Facebook. If we look at young people who have businesses, some of them will definitely create Instagram or TikTok accounts to promote their business.

As in research (Chusniyah & Fauza, 2022), Facebook social media is social media which is the number one community today, this social media has a positive impact, especially in the business world. Many MSMEs currently have Facebook accounts to market their products. This can be used to reach a very wide range of consumers.

The reason is that any business or enterprise must have its ups and downs. However, there are several things that cause the business to decline or hamper its development, such as: inadequate marketing strategies, product sales that are

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not on target, product innovation that is not fully developed, weak distribution and advertising networks (Putri & Abdulrahim, 2017)

Marketing is currently the key to a business. We can see this in the many advertisements spread on social media. All business sectors, agencies, offices need marketing to market their products or services. The use of social media as a marketing medium has the value of effectiveness in its application. The many tools available on social media make it easier for marketing to disseminate information related to goods and services to the general public. Utilization of online media as a form of promotion to get good value in the eyes of advertisers. They use social media to connect with people and carry out a process called community marketing (Padhilah, 2023)

Social media is an online media where users can easily participate, share and create content on virtual social networks (Liedfray et al., 2022). Until now, the development of the technological era has increasingly taken various forms. Anyone can take advantage of the sophistication of this technology. Especially for MSME owners, this digital technology should be able to help the operation of the business system that is being run.

The more digital innovation becomes from year to year, of course there are differences in usage and trends in circulation. If in the 2010s Facebook became the social media that young people wanted at that time, then in 2020 Facebook will start to be forgotten and they tend to use Instagram as their main social media. It's the same with the business world. There has definitely been a shift in the digital media used for marketing.

This research aims to explore and analyze trends in the use of social media as a marketing strategy for Micro, Small and Medium Enterprises (MSMEs). The digital transformation phenomenon has changed the business landscape, including how MSMEs utilize social media as a marketing tool. With the development of media technology, marketing promotions also increase, expand and develop through internet media. (Armayani et al., 2021). Through this research, researchers seek to identify developing trend patterns in the use of social media by MSMEs, as well as explore their impact on marketing effectiveness and business growth.

The increasingly rapid development of technology and the phenomenon of shifting the use of social media as a marketing medium also have a positive impact on MSME owners. As a business owner, you must be able to continue to follow developments in trends. This requires MSME owners to continue to monitor social media, so that what they are starting continues to keep up with current developments. As we know, digital trends don't just appear once a month. In fact, now the trend easily changes once a week.

This research is important because the author wants to illustrate that the media convergence theory correctly describes that social media is dynamic or changing. This research not only covers a general understanding of the presence of MSMEs on social media platforms, but also explores emerging trend patterns. Its uniqueness lies in its efforts to identify and analyze the latest changes in marketing strategies implemented by MSMEs in facing digital market dynamics.

This research also contributes to further understanding of how MSMEs can optimize their digital marketing potential to achieve business goals. In this research the author will also discuss how to change social media trends as a marketing medium for MSMEs in 2018-2023. This is different from research which discusses *Instagram as social media marketing* in the hotel industry between 2011 - 2021 which shows that *Instagram* is still widely researched today (Muhfiyanti et al., 2021). If this research only looks at Instagram social media. So, in this research, researchers will provide an overview of social media in general. This research also offers new insights that can serve as practical guidance for MSMEs who want to increase their presence and competitiveness in the digital realm. Therefore, the novelty of this research lies in its contribution to the understanding and development of current practices in digital marketing for MSMEs, especially the use of social media marketing.

Therefore, the problem formulation of this research is, how will MSME marketing media trends shift from 2018-2023? Meanwhile, the aim of this research is to find out how social media marketing trends are developing or changing. Even though we see many business people using Instagram social media, as many previous studies have also discussed the application of using Instagram as a marketing tool in today's modern social media, as advertising that has very specific goals, such as increasing customer awareness of new products or brands by explaining benefits (Ferina et al., 2019). This study reviews existing research and provides new insights drawn from the findings.

## Theory

Social Media Convergence Theory is Understanding how users integrate and process information from various social media platforms to form their views on a topic or issue. According to Henry Jenkins , this theory describes technological, industrial, cultural and social changes in the way media circulates in our culture (Derviana & Fitriawan, 2019). Social media convergence theory refers to understanding how users combine and integrate information from various social media platforms to form their views or understanding of a topic or issue. This concept emphasizes that social media cannot be isolated from each other, but are interrelated and influence each other . According to Jenkins, there are five processes that change the media produced and consumed

- a) Economic convergence occurs when companies manage several products or services in the same sector.
- b) Social convergence, when someone accesses traditional online media and exchanges online communications in the form of text messages with friends while listening to music simultaneously.

- c) Combination of technologies, combining various technologies, namely the conversion of one or more different media into digital format
- d) Cultural convergence, the occurrence when several stories flow as components into different media formats
- e) Global convergence, the process of geographically distinct cultures influencing other cultures

Henry Jenkins in his 2006 book, *The Culture of Convergence: Where Old and New Media Collide*, introduced the theory of media convergence. This theory combines different media to realize new functions. Changing communication and information technologies shape and transform everyday life, changing patterns of news production, media consumption, learning processes and personal interactions. New technologies are changing media content and human interactions with social institutions such as government, education, and business systems. Jenkins explains that convergence is a *top-down and bottom-up process*.

## Research Methods

This research methodology is qualitative research. This qualitative research uses secondary data, namely data sources obtained from several previous studies that discussed similar topics. The data analysis technique used is a literature review. A literature review is a discussion that aims to explain and refine or develop information about the results of other research references (Liputo, 2020). Conclusions are then drawn from the results of several studies. This research focuses on discussing the use of social media in MSME marketing.

*Systematic Literature Review* is a comprehensive study to discover relevant theories on a particular topic and to identify, evaluate, and summarize them according to predetermined and explicit methods. This allows the SLR approach to provide clarity, transparency and fairness, as well as comprehensive coverage. and specific. The purpose of this systematic literature review is to summarize the literature and provide an authoritative discussion of the research questions. The aim of this systematic literature review is to synthesize the literature and develop arguments that address the research question and not simply a summary of the literature. In addition, the arguments made also help justify the objectives and build the credibility of the research (Berdanier & Lenart, 2021). A systematic literature review approach establishes clear themes, objectives, and research questions, establishes clear methods for locating literature review sources, and summarizes the literature before drawing conclusions, thereby providing reliable qualitative information.

So that the results obtained are relevant to this research topic, it is necessary to adjust keywords as part of the literature search. There are three types of arguments that are relevant to this research, namely MSMEs, Marketing and Social Media. A keyword search was carried out to represent each discussion.

## Results and Discussion

### Results

This research presents 10 previous research articles that will be identified by researchers to answer *the research question*. The results of this research will make it easier for us to see whether this media convergence theory can describe very rapid technological changes. The ten previous studies that the researchers present came from several MSMEs. The following is the literature that the author obtained after going through the *systematic literature review stage*

**Table 1.** Final paper for 2018-2023

No	Title	Author	Year
1.	Implementation of Marketing Strategy Through Social Media Marketing at FFBurger MSMEs	Joy Happy Jones, Steveb, Fadila Amalda, Agnes	2023
2.	Investigating Consumer Purchase Intention In Online Social Media Marketing: A Case Study Of Tik Tok	Wenyao Zhang, Wei Zhang, Tugrul U. Daim	2023

3.	Deep Utilization of Instagram Increasing MSME Profits: A Systematic Literature Review	Ashr Hafiih Tantri, Rizkiadi, Dinda Francizka Mey Dina	2022
4.	Social Media as a Means of Increasing Sales of Handicraft MSMEs in Gresik	Nur Laily, Ikhsan Budi Riharja, R Yudi Sidharta, Widhi Arisianti R	2022
5.	Social Media Marketing and its Effects on TikTok Users	Janell Azpeitia	2021
6.	Utilization of Digital Marketing Strategy using E-Commerce in maintaining the Pempek4Beradek MSME Business during the Pandemic Covid-19	Andina Dwijayanti, Puji Pramesti	2021
7.	Utilization of Social Media as Digital Marketing for MSMEs in Tembalang District, Semarang	Nutriana Hidayati, Prind Triajeng Pungkasanti, Nur Wakhidah	2020
8.	Online Marketing Strategy for MSMEs (Case Study in Cibinong District) Food Online Marketing Strategy for MSME (Case Study in Cibinong District)	Teguh Febrianto Setiawan, Budi Suharjo, Muhammad Syamsun	2019
9.	Digital Marketing as a Marketing Communication Strategy for "Waroenk OraGeneral" in Increasing the Number of Consumers	Ascharisa Mettasatya Afrilia	2018
10.	Use of the Internet as a Media for Promotion of Harmonious Umkm in Kembangan Baki Village, Sukoharjo	Yolanda Gilang Arya Pradipta	2018

Search results from 10 *databases* show that research related to social media as a marketing medium for MSMEs between 2018-2023 shows that social media is indeed important to use. Many types of social media have these benefits and provide MSME owners with options to maximize their marketing. However, there is not much research on MSME social media that uses *Systematic Literature Review*.

Most of the ten previous studies still use Instagram social media as a marketing medium. However, some of these previous studies also used other social media to spread their wings. From 2018 to 2023, Instagram social media will continue to be used by several MSME owners. Based on previous research *reviewed by researchers*, in 2018, MSME owners used the social media WhatsApp, Facebook and Instagram. Entering 2019, MSME owners use websites, Google SEO and Grab Food for their marketing, but also continue to use social media such as Instagram.

In 2020, this year Indonesia is currently in the midst of the Covid-19 pandemic, home-based MSMEs or women who run MSMEs can really feel the changes. They chose to use WhatsApp as their marketing medium. In 2021, MSME owners will begin to understand what TikTok is and how to market it, although some still use Instagram and *e-commerce*. Initially, the use of TikTok as a marketing medium was a challenge for MSMEs to continue to follow developments in community trends. In 2022, Instagram will still be the social media desired by MSME owners, until 2023, TikTok will rise below Instagram because it has increasingly attractive features.

## Discussion

In 2018, there were significant technological developments which had a positive impact on Micro, Small and Medium Enterprises (MSMEs). Advances in information technology, especially in the fields of e-commerce, mobile computing, and social media, open new opportunities for MSMEs to increase visibility and diversify their marketing channels. E-

commerce platforms and mobile applications enable MSMEs to more easily reach global markets and increase the accessibility of their products or services. Additionally, the adoption of social media as a marketing tool is growing, providing MSMEs with opportunities to build and manage their brands effectively, interact directly with customers, and increase online engagement. Through the integration of this technology, MSMEs can increase operational efficiency, expand market reach, and overall, increase their competitiveness in the ever-evolving digital era.

Based on research (Afrilia, 2018) it is stated that population growth in Purwokerto is increasing, coupled with an increasing number of new immigrants. This can be a great opportunity for people who want to set up MSMEs. One of them is Waroenk OraGeneral, this culinary business is very popular with local people. With technological developments, it is hoped that this business can also compete online, one of which is by utilizing digital marketing strategies. The results of research related to digital marketing strategies at WOU state that management is good. They can use Instagram social media with the appropriate tools. Apart from that, they can also carry out digital communications.

Research (Gilang et al., 2018) entitled Using the Internet as a Promotional Media for Harmoni MSMEs in Kembangan Baki Sukoharjo Village, also states that Harmoni MSMEs use a lot of social media as a means of marketing. Harmoni MSME owners are also more comfortable using Instagram, Facebook and Whatsapp. Even though they only post without thinking about marketing strategies. However, according to (Arif Pratama Marpaung et al., 2021), the use of marketing strategies can be followed up with regular guidance so that business actors can maximize digital media to attract consumers.

(Setiawan et al., 2019) In his research, it was stated that MSMEs that used online media saw their income increase by 10-32%. Reviewers find that products are presented in interesting reviews accompanied by product examples/descriptions, such as ingredients, taste, and price. The more interesting the information presented, the greater the opportunity for consumers to proceed to the next stage, namely the buying or business stage. Advertisements can be said to be effective when visitors are able to remember the advertisement and provide notification to visitors that they have seen the advertisement posted on the website (Briggs & Hollis et al. 1997). This research can also be supported by research (Munandar, 2023) which found that consumers asked for changes to the digitalization system to make ordering and transactions easier and for MSMEs to be able to store data using *internet of things*.

In research (Hidayati et al., 2020), MSMEs in Tembalang District, Semarang Province, are one of the exemplary MSME organizations in Semarang City. The reason is, other MSMEs are not yet as organized as the MSMEs in Tembalang District, Semarang. However, the problem faced by MSME actors, especially in Tembalang District, Semarang Province, is that they still use traditional methods in carrying out promotional outreach such as distributing pamphlets, participating in bazaars, opening stalls, and advertising by word of mouth. As a result, the scope of product marketing and sales becomes narrower. Some of these MSME owners chose Instagram for social media marketing after attending related workshops and information sessions. So that the business development of MSME players can develop quickly. This research is similar to (Budi Harto et al., 2023) which found that the majority of MSMEs in Bandung City had adopted social media marketing strategies using various technological means. This study also identified significant benefits obtained by MSMEs, such as increased online visibility, increased interaction with customers, increased sales, and increased content creativity.

The COVID-19 pandemic provided an additional impetus to digital innovation, encouraging MSMEs to shift to e-commerce platforms and increase their online presence. Artificial intelligence technology is also increasingly integrated into various aspects of business, helping MSMEs in data analysis, personalizing services and increasing operational efficiency. In 2021, MSMEs will experience significant changes in facing the challenges and opportunities presented by technological developments. Adoption of digital solutions not only helps them survive in a dynamic business environment, but also unlocks greater growth potential in an increasingly digitally connected market. In research (Dwijayanti & Pramesti, nd) stated that the MSME industry in Indonesia was one of those affected by the Covid-19 virus pandemic. So this research tries to examine how the Pempek4Beradek MSME business is struggling during the pandemic and technological developments. The results state that Pempek4Beradek MSMEs have started using social media, especially Instagram and *e-commerce*.

However, it does not rule out the possibility that some MSME owners have also started using TikTok as a marketing medium. Research (Janell Azpeiti, 2021) entitled Social Media Marketing and its Effects on TikTok Users states that TikTok is an entertainment platform, however, as the media develops, TikTok opens up new avenues for businesses to collaborate. Using this strategy, businesses can track which sales come from which influencers based on the codes customers commonly use to claim their discounts. (Levin, 2020)

(Tantri et al., 2022) shows that the use of Instagram has a positive impact on MSME profits. This research is based on a systematic literature review. Based on the findings of this research, the literature also states that various industries use Instagram. The fashion industry was mentioned in two publications, the food industry in three publications, the beverage industry in two publications, and the craft industry in three publications. Apart from that, even in the same industry, the profit growth of each MSME will vary due to differences in sales periods, number of competitors, and several other factors. However, in general, all MSMEs report an increase in profits from using Instagram. This research is in line with research (Dwijayanti et al., 2022) which states that marketing using Instagram is more effective in the use of social media carried out by Anggi Screen MSMEs, so that promotion and marketing is more cost effective and can increase MSME sales.

Research (Laily et al., 2022) discusses the use of social media as a means of increasing sales of craft MSMEs in Gresik. During the Covid-19 pandemic, many new things emerged in all aspects of life, including the MSME business. In this research, the author provides results that craftsmen or owners of craft MSMEs in Gresik prefer to use WhatsApp social

media as their marketing media. According to MSME players, using WhatsApp is easier and more convenient to market their products. The results of this research are the same as research (Suharyati et al., 2021) with the title Efforts to Increase the Capacity of MSMEs through the Implementation of Social Media Marketing. This research states that the type of social media that is often used is WhatsApp, where the percentage is greater than Facebook, Instagram and even TikTok.

In 2023, it will be very busy with entertainment social media platforms that also provide easy and fun shopping features. The Tiktok application, when this application first appeared with new features, people flocked to welcome it and continue to carry out future shopping transactions on Tiktok. However, as time goes by, many MSME owners complain that offline sales are starting to slow down. That way, as an owner you have to start blending in with the times. Based on research (Az-zahra, 2021), technology 4.0 has the ability to access information quickly. So that MSME owners can also easily spread their products or services. Research (Zhang et al., 2023) states that TikTok is an important marketing tool in online social media. Many people continue to be tempted by all the promos that are presented. This was also stated by Zhang, that TikTok has hedonic value and utilitarian value, TikTok is very extraordinary and has the characteristics of online social media marketing. If we can easily find the items we want, we will easily be tempted by all the promotions that are given. This is in accordance with research (Fadhilah & Pratiwi, 2021) according to which 90% of users visit online stores, 88% make online transactions from various devices

Research conducted by (Jones et al., 2023) provides an illustration that an owner must also understand how to use social media as a marketing medium for a product. In this case, the owner of FFBurger doesn't know how to use social media, especially Instagram and X. This research uses qualitative methods, researchers carry out direct observations to obtain data. The results of this research show that initially FFBurger did not understand how to use social media correctly, even though the opportunity for FFBurger in Bata Mini was very large. However, as time went by FFBurger began to create a content strategy on Instagram, such as improving feeds, Instagram stories, and managing marketing communications. Marketing communications as a means of informing, persuading and reminding consumers, both directly and indirectly, about the products offered (Jones et al., 2023). As in previous research written by (Sibtayah & Latief, 2023), Instagram is an incentive to encourage business people to use Instagram as an advertising medium, but the element is targeting consumers. But at the same time, various factors can influence business people to use Instagram as an advertising medium.

## Conclusion

The research results show that the use of social media has a big influence on the development of MSMEs. As well as providing benefits and new knowledge to business people or MSME owners. From eleven previous studies, we can draw the conclusion that the most widely used social media is Instagram. The shift in the use of social media marketing for MSMEs cannot be determined when it will change. However, with ever-changing trends, the shift in social media use will continue. From 2018 to 2023, Instagram was ranked first, however, some MSME owners still use WhatsApp and Facebook as promotional media. However, in this research, no scientific literature has been found that mentions the impact of using Instagram on a marketing perspective. Apart from that, MSMEs also use *e-commerce* for the buying and selling process.

From the explanation above, it can be concluded that MSMEs still continue to use Instagram and Facebook social media, although in 2021 many MSMEs will shift to social media TikTok as their marketing. Instagram and Facebook have many features such as hashtags and Instagram stories that can reach a wide audience, but their use is different from generation to generation. Furthermore, because of emerging social media trends such as TikTok. Make MSME owners try new things by joining Tiktok. However, not all MSMEs fully understand and use social media for marketing, they still use social media for brand awareness by using several platforms, not only Instagram, but also *e-commerce*.

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