

Optimizing the use of Social Media in Umkm Marketing in Ciayumajakuning

Muhammad A. Septianto¹⁾ & Ibnu Khajar²⁾

¹⁾Faculty of Economy, Universitas Islam Sultan Agung, Semarang, Indonesia, E-mail: muhammada.septianto.std@unissula.ac.id

²⁾Faculty of Economy, Universitas Islam Sultan Agung, Semarang, Indonesia, E-mail: ibnukhajar@unissula.ac.id

Abstract. *Competition between MSMEs encourages MSMEs to continue to innovate. One such innovation is using advances in information technology. One such technology that can be utilized is the use of social media to strengthen MSME marketing. The gap phenomenon in this context is the inability of most MSMEs to optimize the use of social media as a primary marketing tool. This research is a descriptive qualitative study. The focus of this research is optimizing the use of social media in marketing. The research location is MSMEs in Ciayumajakuning. Data analysis includes data reduction, data presentation, and drawing conclusions. The results of the study: 1) Steps to optimize the use of social media in MSME marketing in Ciayumajakuning including identifying customers well; choosing suitable social media to use; marketing products on digital platforms; easy online buying and selling transactions; establishing good relationships with customers. 2) Supporting factors for optimizing the use of social media in marketing MSMEs in Ciayumajakuning are raw material stock; strategic location; consumer satisfaction with product quality and service; and technology, related to promotions carried out on social media in addition to government support. 3) Inhibiting factors for optimizing the use of social media in marketing MSMEs in Ciayumajakuning are the number of competitors; increasingly strict social media policies; changes in consumer tastes; marketing abilities or skills; digital facilities and digital marketing flows. 4) The implications of using social media for marketing MSMEs in Ciayumajakuning include Wide Market Reach; Improving Brand Performance; Increasing Sales; and Cost Effectiveness.*

Keywords: *Brand; Implications; Media; Performance; Social.*

1. Introduction

In recent years, competition between MSMEs has pushed MSMEs to continue innovating. One such innovation is utilizing advances in information technology. One such technology that can be utilized is the use of social media to strengthen MSME marketing. Internet usage in Indonesia has increased annually. In 2016, of the total Indonesian population, 51.8% used the internet, or 132.7 million people (Source: Indonesian Internet Service Providers Association). This presents an opportunity for entrepreneurs, especially MSMEs in Cirebon City, to innovate

by utilizing social media as a marketing tool.

Social media has become a highly potent marketing tool for Micro, Small, and Medium Enterprises (MSMEs). Platforms like Facebook, Instagram, and Twitter offer significant opportunities to increase visibility and engage with customers directly. However, MSMEs face several challenges in optimally utilizing social media. This creates a significant research gap in the academic literature regarding the most effective strategies and techniques for optimizing social media marketing for MSMEs in Cirebon City.

Social media is a means of exchanging information, allowing individuals to interact and socialize online without the constraints of time and space. Through social media, users can share their activities with others. Interactions on social media can take the form of comments, likes, and messages, which can even build online communities. Some commonly used social media platforms include WhatsApp, Facebook, Twitter, Instagram, YouTube, TikTok, and many more (Karmila, 2023).

Social media is highly sought after by MSMEs (Micro, Small, and Medium Enterprises) for business development. Social media has a significant impact, enabling people to receive information more quickly via the internet. This easy and fast access allows small and medium-sized businesses to be more proactive in promoting their products, as the internet network is vast and has no time or geographical restrictions, making it an effective marketing medium. During the ongoing COVID-19 pandemic, this number will continue to increase, as physical distancing policies force people to conduct their activities online. Therefore, social media can be used as a tool to develop and optimize businesses, especially micro, small, and medium enterprises (MSMEs), specifically to promote their businesses (Winarti; 2020).

Today, social media has grown rapidly and is popular among various age groups, both young and old. Therefore, social media can certainly be a good opportunity for implementing marketing strategies. Utilizing social media as a communication and marketing tool can enhance a business's brand image, thereby building brand awareness among customers.

The use of social media is one way to utilize digital technology. Internet-based social media allows users to "connect, network, and share with many people around the world" (Aripradono, 2020). Social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and TikTok are examples of how people connect online. Users can expand their social circles, stay in touch with friends and family, publicize their products and services, and express themselves using these social networking platforms. Users can quickly and easily obtain information and stay up-to-date on advances in various disciplines thanks to the adaptability offered by social media. Mobile devices, such as smartphones and tablets, allow users to access their social networking accounts from anywhere, at any time (Susanti et al., 2020).

Utilizing social media as a promotional tool has become an excellent way to expand markets and reach more customers. One of the advantages of social media is its ability to convey information in a simpler and more easily understood manner. In this regard, visual content

such as images and videos has become more popular and effective in attracting customer attention (Zubair et al., 2019). Furthermore, social media also allows companies or MSMEs to build relationships with customers in a more direct and personal way. This is possible because social media provides interactive features such as comments, likes, and direct messages that can be used as a means of communicating and building relationships with customers (Mufiddah, 2019).

Research gap A research question or problem that has not been answered precisely or completely in a particular field of study. A research gap is what makes research read "why" because it demonstrates that it not only duplicates existing research but also demonstrates a deep understanding of the knowledge in the research area being pursued. Ultimately, this indicates that this research addresses a gap in the literature (Alvesson & Sandberg, 2021).

While numerous studies have identified the benefits of using social media in marketing, there is a lack of studies focusing on the most effective and efficient implementation of strategies, specifically for MSMEs in Indonesia. Several studies have suggested that many MSMEs lack the resources or knowledge to fully utilize social media's potential. For example, existing studies primarily discuss the general benefits of social media without exploring how MSMEs can overcome the specific challenges they face.

2. Research Methods

This study employed a descriptive qualitative approach. This approach was chosen to gain an in-depth understanding of the marketing strategies implemented by MSMEs in Ciayumajakuning to improve their marketing. This approach allowed researchers to explore the experiences, views, and perceptions of key informants regarding marketing strategies, challenges faced, and opportunities for achieving higher profits (Creswell, 2019; Miles & Huberman, 2020). The descriptive approach in qualitative research aims to identify and describe in detail and systematically the marketing strategies used by MSMEs using social media. This method allows researchers to present descriptive data to comprehensively depict phenomena occurring in the field (Neuman, 2014). This research was conducted using a case study method, which allows researchers to focus on a single object: optimizing social media use in MSME marketing in Ciayumajakuning, and to conduct an in-depth analysis of the implemented marketing strategies. According to Yin (2014), case studies are appropriate when research focuses on complex phenomena and involves many relevant contextual variables.

3. Results and Discussion

3.1. Research result

1) Factual Condition of MSMEs in the Ciayumajakuning Region

MSMEs in the Ciayumajakuning region (Cirebon, Indramayu, Majalengka, and Kuningan) are currently in a crucial digital transition phase. Despite rapid quantitative growth in the number

of businesses, the use of social media and digital platforms for marketing still faces the challenge of a significant "literacy gap."

The following is a description of the factual conditions of MSMEs in the region regarding the optimization of social media marketing:

1) Business Unit Potential and Growth

The Ciayumajakuning region has seen a surge in the number of MSMEs, especially post-pandemic. For example, in Majalengka Regency alone, there were approximately 34,000 MSMEs recorded in early 2025. This growth was driven by the culinary, craft, and fashion sectors, which are the backbone of the local economy.

2) Challenge: Low Digital Marketing Penetration

Despite their large number, social media marketing utilization has not been maximized. The low digitalization index is reflected in data showing that in several areas in Ciayumajakuning, the number of MSMEs truly utilizing digital marketing is still very low (some even below 1%). The main obstacles are a lack of understanding of copywriting, attractive product photography techniques (visual branding), and the use of paid advertising features (Facebook/Instagram Ads or TikTok Ads). This occurs because the operational focus of most actors still uses social media only as a "static catalog" on WhatsApp or personal Facebook, rather than as a tool for engagement or national/global market expansion.

3) Government and Institutional Support (Strategic Synergy)

Efforts to optimize social media marketing continue to be encouraged through various collaborations:

a. Bank Indonesia (BI Cirebon Representative Office): Through events such as the Ciayumajakuning Entrepreneur Festival (CEF), BI actively provides capacity building training covering product photography techniques and marketplace management.

b. Legality as a Gateway: Local governments (such as the Sakocepat program in Majalengka) are focusing on accelerating the acquisition of NIB (Business Identification Numbers). This legality is, in fact, a primary requirement for MSMEs to enter a more formal and trusted digital ecosystem.

c. Sectoral Focus: Currently (early 2026), there is a special focus on leading commodities such as coffee and handicrafts, which will be promoted through digitalization to reach export markets. Furthermore, the culinary and snack sectors are being encouraged to further improve product quality to remain competitive.

Table Comparison of Marketing Conditions

Aspect	Conventional Condition	Social Media Optimization Targets (Old)
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Range	Limited local/surrounding environment.	to National to Go Export.
Content	A casual photo, without any narration.	Short video content (Reels/TikTok) & aesthetic visuals.
Interaction	Waiting for buyers to come.	Proactively build community & responsive customer service.
Data	There is no record of customer preferences.	Use the Insight feature to see market trends.

2) Steps to optimize the use of social media in marketing MSMEs in Ciayumajakuning.

Business owners can use social media to market their products positively. Furthermore, using social media can save costs by expanding their marketing reach, resulting in increased sales compared to before using social media. Furthermore, sales can be conducted directly with the surrounding community, particularly in the Ciayumajakuning area, as explained by the owner of MSME A1.

WhatsApp, Facebook, TikTok, and other social media platforms are incredibly helpful in increasing sales in my store. Social media allows me to directly post information about promotions, discounts, and new products to my customers. For example, if there's a low-priced macaroni and cheese snack, I simply send it to my customer group. They usually send me a private chat message or even come directly to the store. Customers can also order items directly. They simply send me a list of the products they want to buy via WhatsApp, and I'll then prepare the items. They can choose to pick them up or have them delivered. Essentially, using social media allows me to maintain good communication with my customers. Sales also increase because customers feel comfortable and often receive interesting information from us quickly. (W. Ibu A/12/June/2025)

Mrs. SW, one of the owners of UMKM A2, expressed the same thing, explaining that:

Overall, WhatsApp, Facebook, TikTok, WhatsApp, and Marketplace have helped us increase sales effectively and efficiently. We've also been able to reach more customers quickly and provide information about our products and promotions. By utilizing these social media platforms, we continue to optimize them as part of our promotional and sales strategy for our A2 fashion MSME (W. Ibu SW/10/June/2025).

According to the owner of MSME A1, the use of social media, particularly WhatsApp, Facebook, and TikTok, has significantly increased their sales. Especially since starting to use WhatsApp, many customers order products online without having to come to the store. To support the owner's statement, the researcher also interviewed one of the MSME A1 employees regarding the role of WhatsApp as a promotional medium in increasing sales. The interview revealed:

The customer ordered products from UMKM A1 several times using WhatsApp because they saved UMKM A1's WA number. They also saw our WhatsApp stories, which featured product and discount promotions. What they liked about it was that they could chat directly with us privately if they wanted to order, and we responded quickly. (W. Ibu R/June 12, 2025)

Marketing is a process in which individuals will get what they need and want by creating, offering, and exchanging products that are valuable to others to satisfy their needs and desires, in return for gaining benefits by choosing the right strategy in marketing the product.

The informants in this study were individuals who used social media platforms like Facebook and WhatsApp, or other marketing communications tools. Interviews were conducted directly in the field to determine why Facebook, Instagram, TikTok, and WhatsApp were used as marketing communications tools for A3 MSMEs in the Ciayumajakuning area. The following are the informants' answers:

Because nowadays, mothers and the general public always carry cell phones and use social media, posting our products on social media will reach both old and new customers. This makes it easy for people to order. Before we had cell phones, we would consign our products to souvenir shops. However, the sales didn't sell out immediately, and we had to wait 7-14 days. However, using social media makes our products sell faster. On a cell phone, everyone can see our products, whereas in a souvenir shop, only the people who shop there know about our products. However, we haven't significantly increased our revenue because we are constrained by the speed of our response to buyers due to a lack of dedicated social media staff. We also struggle with the ability to create engaging content so that our Facebook page can reach a wider audience. Most of the media used are WhatsApp and Facebook. The technique we've used so far in using social media is to post our products at night, hoping that someone will order them the next day. (W. Mrs. AN /20/June/2025)

Based on the interview results above, the informant explained that by using social media like Facebook and WhatsApp as marketing communication channels, their products can be easily seen by others, allowing them to order from anywhere. Furthermore, the products sold will also sell faster. In promoting their products, they post product photos once a day. However, this has not significantly increased sales.

To strengthen the research findings, the researchers interviewed more than one informant. The following are answers from other informants regarding why the use of social media as a marketing communication tool for A4 MSME products has not been optimal in increasing sales.

Because we still use WhatsApp, Instagram, and Facebook. The hope is to make it easier for people to learn about our products. And the implementation is product photos and affordable prices. Usually, posting once or twice a day with different products. Even then, posts are more often in the form of photos, while videos are rare. Usually posting items related to cakes such as pies, cookies, brownies, cream puffs, fruit tartlets, croissants. The obstacles experienced in

promoting products are more related to advertising skills and attractive posts. In addition, we are hampered by the lack of employees responsible for social media, so sometimes our communication responses are slow. We hope that by utilizing social media, we will further expand the market reach of our products. (W. Ibu M/25/June/2025).

Based on the answers provided by the informants above, social media, used as a marketing communication medium, facilitates reaching a wider market. Furthermore, the use of social media as a marketing communication medium presents opportunities and opportunities to promote products. In practice, the practice involves posting one to two photos per day. However, the marketing efforts undertaken by these two MSMEs do not appear to have resulted in a significant increase in sales. The challenges faced are more related to advertising skills and creating engaging product posts, resulting in trending content that reaches a wide range of social media users and increases the likelihood of people wanting to purchase the product.

Researchers also interviewed informants from MSME A1 who reported using all social media platforms more effectively than other MSMEs for product marketing communications. It was found that WhatsApp, Instagram, and Facebook had a greater impact on MSME A1's product sales in Ciayumajakuning.

"Because the general public, especially customers, communicate more through social media platforms like WhatsApp, Instagram, and Facebook than other platforms, the implementation that I have implemented so far is how I promote products, by posting regularly and consistently and using attractive words on various products sold. Instagram and Facebook are often used as promotional media, and WhatsApp is used as a medium for further communication, especially in providing product details and service for the ordering or purchasing process. We always strive to respond quickly to communications because we have employees responsible for using social media, although not 100% because we are still focused on helping with production. The marketing obstacles that we feel are more about content on social media, which is still in the form of photos and has not optimized videos, so it does not reach a wide audience or FYP. In addition, there is still a lack of knowledge in creating segmented paid ads on Instagram and Facebook (W. Ibu A/12/June/2025)

Based on the answers above, it can be seen that MSMEs A1 and A2 have actively communicated and utilized social media and understand the promotional flow until the sales transaction occurs. However, it is still not optimal due to the constraints of skills in creating attractive content for FYP and advertising on Instagram and Facebook. Even though MSMEs have promoted products, by posting photos several times a day and using attractive words. Meanwhile, MSMEs A3 and A4 have also used social media for promotion but do not understand the promotional flow until the transaction because each existing social media is considered to be standalone. Although, in terms of characteristics, it can be seen that Instagram and Facebook are promotional media to direct buyers to continue transactions through WhatsApp or marketplaces. Furthermore, what differentiates MSMEs A1 and A2

from MSMEs A3 and A4 is the speed of response to communication with potential buyers.

Furthermore, researchers conducted observations based on observations made with MSMEs A5 and A6, which also use social media for marketing. However, its utilization is still suboptimal because MSMEs do not consistently post products or promotions on their social media platforms. Furthermore, product content is somewhat monotonous due to a lack of ability to create content that targets the market according to segmentation based on social media user segments. This was revealed in an interview with the owner of MSME A5.

We cater for weddings, office meetings, birthdays, and other events. Because we don't have a dedicated social media staff, promotions aren't very frequent, and our response to customers via social media is slow. So far, we've relied on word-of-mouth promotion from our customers. This is due to limited staff and limited ability to effectively utilize social media. (W. Ibu L/14/June/2025).

Based on the interview results above, it is known that social media usage is still low, what is done is posting with product photos but not regularly, or rarely because they still rely on traditional marketing, namely word of mouth marketing by customers. Regarding the statement above, Mrs. T, the owner of MSME A6, gave a nearly similar answer, namely:

We sell snacks and light meals inconsistently on social media because marketing still relies on in-store sales or bazaars. This is because none of our employees are proficient in using social media effectively and understanding it well. Therefore, social media doesn't significantly impact sales. Although we acknowledge that despite the intense competition, our product sales haven't been able to grow optimally. (W. Ibu T /21/June/2025).

Based on the answers provided by the informants, it is clear that marketing opportunities for MSME products through social media do not guarantee significant results without the ability and consistency to utilize them. Furthermore, there are no employees or individuals specifically responsible for managing the use of social media in product marketing. Therefore, it can be confirmed that sales cannot grow exponentially.

Furthermore, a strategy is needed to attract potential consumers to make transactions based on MSME promotions. Based on interviews with informants, MSME A2 answered, "How can consumers be attracted to the products offered, especially through Facebook, because most consumers, namely mothers, frequently use this social media platform?"

I sell fashion products that are in high demand among mothers and many Facebook users. To attract customers, I offer competitive prices and high quality products. (W. Ibu SW/10/June/2025)

Based on the interview results above, it's clear that attracting consumers requires selling products that meet their needs, understanding market segmentation, and ensuring high-quality products to attract customers. Furthermore, prices must be competitive, even lower.

Furthermore, the researcher also conducted observations by interviewing one of the informants who was purchasing MSME A2 products, he provided answers that complemented the previous informant's answers.

It's true, the products Mrs. SW sells are more affordable. I initially learned about it on social media and saw good reviews, so I decided to visit her store in person, as it's conveniently located near where I live. Since then, I've frequently purchased hijab products from UMKM A2, and they even offer home delivery. (W. Mrs. S/10/June/2025)

Based on the interview results above, the informant explained that consumers obtain product information through social media and continue to become customers after experiencing the product's good quality. This indicates that effective social media maintenance by MSMEs has a positive impact on increasing product sales.

There are still many things that need to be improved in marketing strategies utilizing social media, therefore researchers are trying to map out the things that need to be implemented by MSME actors, namely as follows:

- a. Know your customers well (understand the needs of your target or market segment).
- b. Selecting the appropriate social media platform for use depends on the majority of users in the MSME market segment (in this study, MSMEs predominantly used Facebook, WhatsApp, and Instagram), as free features are available. However, for optimal targeting, paid promotion with advertising features is required.
- c. Carry out product marketing routinely and consistently by uploading every day and always paying attention to the latest trends and in a variety of forms, not only photos but also videos.
- d. MSMEs must be responsive and informative to potential buyers so that the transaction process occurs as the main goal of MSME actors.
- e. Building good relationships by providing the best service can help convert buyers into customers. MSMEs must position themselves optimally to provide excellent service to customers.

3) Supporting factors for optimizing the use of social media in marketing MSMEs in Ciayumajakuning.

Researchers obtained data on supporting factors for implementing marketing strategies with social media according to Ms. Hana, namely the existence of social media and business relations that make promotions spread more quickly, from social media friends also recommending MSMEs in Ciayumajakuning to friends and relatives and strategic sales locations as interview results:

Supporting factors are environmental conditions outside the organization that are beneficial and can even be used to advance a company/organization. Based on the analysis, MSMEs in

Ciayumajakuning have many supporting factors, such as the continued increase in internet and social media users and the increasingly positive public response. Furthermore, relationships and the increasing variety of social media accounts (W. Ibu A/12/June/2025)

Meanwhile, according to another informant, the supporting factors in implementing a marketing strategy using social media are customer satisfaction, which stems from maintaining product taste and quality, as well as good service. This, according to the informant, can attract consumers to make repeat purchases.

Yes, in my opinion, one of the most important supporting factors is consumer satisfaction in using social media. They have a variety of choices to choose from. They have a place to complain. Apart from that, we are also trustworthy, even though our marketing strategy is digital with social media, we still maintain quality (W. Ibu M/20/June/2025)

Other informants had differing opinions regarding the supporting factors in implementing marketing strategies using social media, namely the availability/stock of raw materials. According to informants, if there is no or insufficient stock of raw materials, MSMEs cannot produce, which will affect marketing activities. Therefore, stock of materials is part of a supporting factor that many happen to have.

Yes, that is indeed part of one of the supporting factors where the raw materials and stock of goods used are already available, such as at my place, various variants of hijabs are already available so that when consumers need them, we are ready to send them via package (W. Ibu SW/10/June/2025)

Furthermore, changes in information technology are altering consumer behavior and preferences. In this digital economy, the acceleration of the modern economy, which is highly dependent on technology, often leads people to adopt it as a lifestyle or daily pattern. Not only lifestyles are changing due to this digital economy, but people's consumption patterns are also changing as they once were. Consumer behavior can be seen when people become familiar with the digital economy, such as when people become familiar with online shopping, which has also significantly impacted the country's economic development.

Yes, so in my opinion, one of the supporting factors for the advancement of MSMEs here is the dynamics of the times where changes in information technology and the development of social media have made people follow media developments more, so we participate in promoting through media, from us responding to media, from people often opening social media, so that finally we meet through social media and this, in my opinion, is the most important supporting factor, namely changes in information technology and cultural patterns of society that depend on social media (W. Ibu T/25/June/2025)

No less important is the support from the government in Ciayumajakuning, where the people here, the MSME actors, receive assistance from the government as well as existing training, as shown in the following interview results.

In addition, the government also provides model injections and training regarding digital marketing so that MSME actors in the city of Ciayumajakuning become more confident and have the skills to promote their products through social media (W. Ibu A/20/June/2025)

Marketing using Instagram. Based on research findings from observations and interviews, everything is now digital, so he can leverage social media to disseminate his marketing efforts through Instagram.

Based on the diverse opinions regarding supporting factors in implementing social media marketing strategies, the researcher will provide conclusions regarding the supporting factors deemed most influential in implementing marketing strategies for MSMEs in Ciayumajakuning. These supporting factors include: raw material stock; strategic location; consumer satisfaction with product and service quality; and technology related to promotions conducted on social media, as well as government support.

4) Inhibiting factors for optimizing the use of social media in marketing MSMEs in Ciayumajakuning.

One of the inhibiting factors in optimizing the use of social media in marketing MSMEs in Ciayumajakuning based on the results of interviews is the increasing number of competitors who also use digital marketing social media strategies such as Facebook, Instagram, TikTok, WhatsApp, Lazada.

With more and more competitors using digital marketing, digital marketing strategies have significant potential. Digital marketing can expand beyond regional reach, extend beyond time constraints, and reach many people simultaneously. However, digital marketing strategies are also easily copied by competitors, so MSMEs must stay updated on digital marketing to stay informed and innovate on their strategies to reach the top of their target market segments.

Regarding the obstacles, in my opinion, one of them is that now there are many marketing through social media carried out by MSMEs with the same patterns and products as myself, for example, regarding MSME hijab products from various districts, many competitors are now also using social media, meaning that one of the inhibiting obstacles is the large number of competitors on the same products and social media (W. Ibu SW/10/June/2025)

What the informant said above was also confirmed in an interview by another MSME as follows:

Yes, in my opinion, the obstacle is the large number of foreign competitors from outside the district, outside the city of Ciayoma, but we remain optimistic, like my MSME in the food sector, there are indeed many restaurants that use social media for promotion and this is the biggest obstacle because the more competitors there are, the less chance we have to compete (W. Ibu A/20/June/2025)

Another obstacle is Facebook's constantly changing policies. Facebook is still widely used as a key strategy for online sales success, even considered a strategy for increasing sales. This is because Facebook is the most widely used social media platform by internet users in Indonesia. Facebook even makes it easier for businesses by providing a marketplace feature, allowing sellers to run online businesses through Facebook Marketplace.

There are many ways to sell on Facebook, starting from the traditional way by displaying photos or videos of items for sale on the homepage, or using various Facebook marketing techniques. Many also use Facebook marketing tools to maximize the results. However, recently Facebook changed its policy, Facebook users can no longer freely farm accounts like before because Facebook wants to ensure the authenticity of the account. Facebook does not hesitate to permanently disable Facebook accounts for suspicious Facebook usage such as because this indication of spam is also part of the obstacle (W. Ibu M/20/June/2025)

A single user operating multiple accounts, a single account operating multiple users, and so on. Facebook wants people to be able to speak openly about issues that matter to them, whether through comments, photos, music, or other artistic mediums, with authentic content and Facebook accounts. For buying and selling, Facebook provides a platform in the form of a marketplace and Facebook ads.

Yes, I also agree that one of the obstacles is the policies of social media such as Facebook, which have indeed made stricter rules than before, and this may be one of the obstacles in marketing social media with Facebook (W. Ibu T/25/June/2025)

Based on the interview results, it can be concluded that one of the obstacles to optimizing the use of social media in marketing MSMEs in Ciayumajakuning includes:

- a. There are many competitors offering the same products and using the same social media platforms. So, there's a lot of competition in the field, as many MSMEs in all sectors, from food and beverage services to other MSMEs, are already competing.
- b. Social media policies are becoming increasingly stringent. This means that the social media platforms we use today, including Facebook, TikTok, Instagram, and others, are increasingly imposing stringent rules, making it increasingly difficult to master social media because we can't use it as easily as before.
- c. Changes in consumer tastes, based on research results obtained by researchers from interviews and documentation, these changes in consumer tastes are a threat because they will affect the buying and selling value.
- d. Marketing skills are undeniably lacking, as MSMEs in Ciayumajakuning are experiencing delays in adopting existing digital media. While sales have shifted to online platforms, commonly known as marketplaces, these MSMEs still rely on social media as their primary digital marketing tool. MSME owners are also pursuing advancements in the use of digital platforms to expand their product market share beyond WhatsApp, Instagram, and Facebook.

e. The owners felt that digital facilities, which support their digital media, were not yet optimal. This was a constraint because the latest digital marketing strategies required greater mobility, utilizing digital media features and a stable internet network. These supporting facilities also align with the skills constraints of marketers. Therefore, MSMEs in Ciayumajakuning also hoped for better learning, both internally within their businesses and externally, such as several government-sponsored web binar programs designed to support local MSMEs going digital and to broaden their marketing knowledge.

f. The flow of digital marketing, and in practice, this change is not solely due to globalization or modernization, but rather to trends influencing Indonesian consumers' consumption decisions, which are mixed with Westernized patterns or Westernized culture, creating competition for local products. Through marketing trends that utilize influencers as an effective digital marketing medium that can engage consumers in behavior, foreign products gain a persuasive edge.

By understanding these supporting and inhibiting factors, MSMEs can develop more effective social media marketing strategies and achieve their desired business goals. It's crucial to continuously learn, adapt to change, and innovate in utilizing social media as a marketing tool.

5) Implications of using social media for marketing MSMEs in Ciayumajakuning.

Social media has a significant positive impact on the marketing of Micro, Small, and Medium Enterprises (MSMEs). By utilizing social media platforms, MSMEs can reach a wider market, increase product visibility, interact directly with customers, and ultimately increase sales, as interview results show:

a. Wide Market Reach:

Social media allows MSMEs in Ciayumajakuning to promote their products without geographical limitations, reaching consumers from various regions, even abroad. As an interview revealed:

Marketing through social media can significantly expand the reach of business promotions. Social media allows me to connect directly with my target audience, build more personal relationships, and increase brand awareness. With engaging content and the right strategy, social media can be a highly effective tool for increasing sales and expanding the market (W. Ibu SW/10/June/2025)

Social Media Marketing (SMM) is a digital marketing strategy that utilizes social media platforms to promote products or services and build strong interactions with the audience and this is what informants feel:

Indeed, in my opinion, one of the impacts of using social media is that we can find a wider target market, meaning that it is not only in this city but can reach the Cirebon region, the outskirts, and remote villages, so everyone can see what we are promoting (W. Ibu

M/20/June/2025)

b. Improving Brand Performance

Each social media platform has its own algorithm and operating system. With the analytics tools available and provided by social media platforms, MSMEs and brands can continuously monitor content or even brand identity on social media. Furthermore, brands can evaluate the data and make adjustments to improve the effectiveness of their future marketing strategies.

Yes, so we can improve our local brand for MSME products because with social media, the performance of MSME products, especially in the Cirebon area, can be understood by all people, from the lower to the upper middle class, so that the brand print of local MSME products can be better known (W. Ibu A/20/June/2025)

Social media marketing has become a crucial marketing strategy in this digital era. By leveraging social media marketing, businesses can reach a wider target audience and maintain brand loyalty. By consistently marketing products or services on social media, companies or brands can increase brand awareness, as social media has become a part of people's daily lives. People who see it, whether intentionally or unintentionally, can learn about a particular brand simply by using their mobile phones.

Facebook is a social media platform that serves as a marketing communication tool used by the online store Sadrathrifting to launch its business. Business owners can leverage everything Facebook offers for free to generate profits. As a product marketing tool, it's important to pay attention to Facebook's appearance to make it easier for consumers to find it on search engines (W. Ibu L/20/June/2025)

c. Increase Sales:

With the right strategy, social media marketing can drive traffic to a website which will certainly increase product or service sales as in the following interview:

So, since my MSME started to switch to social media, many people have tried chips from our MSME and I think this is part of the benefits of having social media, sales can increase, let's say before using social media and after we experienced an increase of around 50% and this is very significant (W. Ibu T/25/June/2025)

Social media is a promising marketing tool for MSMEs, because social media sites attract people who visit and stay for a long time using social media communication, besides that, one of the most important things is that it can increase sales;

I also think that since we started selling our products through social media, sales have increased slightly, around 20%. This proves that social media has a wider reach and is more

appealing to young people, as they generally own mobile phones. This is enough to boost sales for our MSME business (W. Ibu A/June 20, 2025).

d. Cost Effective:

Social media marketing is often more affordable than traditional advertising, especially for small and medium-sized businesses. As interview results show,

In my opinion, the use of social media is more cost-effective because we don't need space and time because with social media everything is virtual and when there are consumers who are interested, we just look for what is requested so actually, like me, an MSME in the hijab sector, the hijab doesn't exist yet, but later we will pull the requested headscarf so we only provide a collection of photos and I think this saves costs (W. Ibu SW/10/June/2025)

Social media platforms like Instagram, Facebook, TikTok, and WhatsApp serve not only as communication tools but also as highly potential marketing platforms for MSMEs in Ciayumajakuning. Proper use of social media can help MSMEs reach a wider market, increase brand awareness, and even drive sales.

The Importance of Social Media in MSME Marketing Strategies In the context of marketing management, social media is part of the promotional mix, which is highly relevant to current consumer behavior. Modern consumers tend to seek information and references through social media before deciding to purchase a product. Therefore, MSMEs must be able to utilize social media as part of their marketing strategy (W. Ibu T/25/June/2025)

Based on the researcher's observations, some of the main benefits of using social media for MSMEs in Ciayumajakuning include:

- 1) Reaching a Wider Consumer Reach: Social media allows MSMEs to promote their products without geographical limitations. MSMEs can reach consumers from various regions and even abroad.
- 2) Lower Promotion Costs: Compared to conventional media like television or newspapers, social media is far more cost-effective. Even with a free account, MSMEs can start marketing their products effectively.
- 3) Direct Interaction with Consumers: Social media provides a space for direct interaction between businesses and consumers. This creates more personal relationships and increases customer loyalty.
- 4) Branding: With creative and consistent content, MSMEs can build a strong brand image. Good branding will increase consumer trust in the product.

3.2. Discussion of Research Results

- 1) Steps to optimize the use of social media in marketing MSMEs in Ciayumajakuning.

The results of this study indicate that the steps to optimize the use of social media in marketing MSMEs in Ciayumajakuning include: 1) Knowing customers well; 2) Choosing the right social media to use; 3) Marketing products on digital platforms; 4) Easy online buying and selling transactions; 5) Establishing good relationships with customers. The steps to optimize the use of social media are certainly as the results of the study, MSME actors use various platforms such as Facebook, Twitter, Tik Tok, Whatsapp, Lazada, and Shopee so that marketing becomes wider and more widely known, which ultimately can increase sales.

This aligns with the theory that social media is extremely useful as a tool for connecting producers and consumers from anywhere and at any time. Furthermore, social media is an excellent tool for finding customers and creating brand perceptions (Priambada, 2015). A strategy for developing the MSME sector is needed to keep pace with developments in information technology. However, many MSMEs in Indonesia have not yet adapted to digitalization. As a result, many sectors fail to develop or even go digital. Strategic steps such as strengthening databases, mapping product and market potential using a single MSME database, reducing tariffs in destination countries, developing distribution networks, targeting market preferences, and increasing international trade cooperation are some examples (dpr.go.id, 2021). Therefore, MSMEs need innovative tools to promote digital marketing so they can expand their market. Digital marketing can help MSMEs develop their businesses in Indonesia. This is due to the increasing modern shopping trend in the use of social media, which enables interactive communication and provides marketers with a tremendous opportunity to reach customers (Purwidianoro, 2016).

Social media also offers numerous benefits for MSMEs, such as identifying customers, engaging in reciprocal communication, sharing information, and understanding customer interactions, presence, and preferences based on their presence and engagement patterns. Furthermore, they can collaborate with older customers who are unfamiliar with online marketing. MSMEs can gain numerous other business benefits from using social media. They not only promote their brands but also connect with potential customers, suppliers, and competitors. Ultimately, MSMEs are willing to develop their marketing strategies, which will give them a competitive advantage (Nel & Julita, 2016; Winarti, 2021; Azmi Fadhilah & Pratiwi, 2021).

The existence of social media makes it easier for businesses to monitor and meet all consumer needs. Furthermore, digital marketing can help consumers find the products they need simply by searching online. Digital marketing gives companies the ability to connect with customers anytime and anywhere. All types of businesses, including small and medium-sized enterprises (SMEs) in Ciayumajakuning, can use digital marketing as an excellent method to expand their market reach. This is due to important factors such as easy internet access, numerous benefits, and affordable prices. To accelerate business development, digitalization must play a vital role in strengthening Indonesia's digital economy ecosystem.

MSMEs in Ciayumajakuning need effective digitalization partners and tools. Market. One of

the partners that MSMEs must build is digital. This partner has the capacity to bridge MSMEs so that their business units are better known to the public. Because the role of the market is very helpful for MSME businesses, especially in reaching international markets, MSMEs must undertake various collaborative efforts with the market. Thus, MSMEs must be able to actively collaborate with business partners to assist with marketing.

Digital marketing is accelerated and public trust is enhanced through the use of social media as a basis for market interaction (Syuhada & Gambett, 2018). Through this digital platform, MSME entrepreneurs in Ciayumajakuning City have found it a highly effective strategy because, at a relatively low cost, they can reach a wider audience than with traditional marketing methods. In the digital context, Serang City has shown increased internet and social media usage, making it a suitable environment for MSMEs to utilize these platforms.

2) Supporting factors for optimizing the use of social media in marketing MSMEs in Ciayumajakuning.

Based on the research results, the supporting factors for optimizing the use of social media in marketing MSMEs in Ciayumajakuning are raw material stock; strategic location; consumer satisfaction with product quality and service; and technology, related to promotions carried out on social media, as well as government support. These supporting factors continue to be maximized and developed so that existing supporting factors can boost and encourage the progress of MSMEs in Ciayumajakuning, thus improving the community's economy, driven by the presence of these MSMEs.

The target market is also a supporting factor in determining suitability and feasibility. Determining suitability and feasibility involves selling products that truly meet consumer needs and desires. To identify consumer needs, one can observe consumers' Facebook social media accounts. This way, one can determine their needs and ensure the products offered are suitable for their desires. Marketers, especially those using Facebook as a marketing communication medium, can also determine their target market through this approach. This is achieved by selling products that are in high demand by mothers, for example, kitchen equipment. This ensures that the products sold are relevant to consumers and are also suitable for them (Hanan; 2020).

One of the advantages of social media is its potential for business use. In business, social media is used as a business communication tool, helping market products and services, communicate with customers and suppliers, promote brands, reduce costs, and support online sales (Nel & Julita, 2016). Some examples of currently developing social media platforms include Instagram, Facebook, Twitter, MySpace, YouTube, WhatsApp, TikTok, and others.

As business entities, MSMEs should be able to adapt to technological developments, such as in marketing using social media. Communication between MSMEs and their customers through social media has a significant impact on gaining greater market access (Ariyanti &

Darmanto, 2020).

For consumers, the abundance of product information available on the internet due to increasingly free business competition has increased their awareness of being able to choose the products they want. If MSMEs do not improve their strategies in offering products for business progress, MSMEs will be threatened with bankruptcy (Kilgour 2015). Here, social media plays a role not only as a product or service marketing tool but also as a means of interaction with customers to try to solve their own problems. For MSMEs, social media also offers many benefits, including identifying customers, conducting reciprocal communication, sharing information to be able to know the objects that customers like, customer presence, relationships between customers based on location and interaction patterns, and increasing collaboration with other entrepreneurs so that it can improve performance for the progress of MSMEs. In this case, social media includes online channels for sharing and participating in various activities, an important communication tool for MSMEs to communicate interactively with consumers (Rowley & Holliman, 2014).

3) In hibiting factors for optimizing the use of social media in marketing MSMEs in Ciayumajakuning.

Factors inhibiting the optimal use of social media in marketing MSMEs in Ciayumajakuning include the large number of competitors; increasingly stringent social media policies; changing consumer preferences; marketing skills; digital facilities and digital marketing trends. However, despite these inhibiting factors, MSMEs are trying to minimize them. If they are technical social media factors, MSMEs in Ciayumajakuning Kuning remain optimistic about running their businesses.

In practice, not all MSME respondents find it easy to use social media as a marketing tool. They still face several obstacles and difficulties in using social media. Based on interviews and discussions with key respondents from the Bandung Regency Cooperatives and SMEs Office and digital marketing practitioners, the obstacles and difficulties encountered by MSMEs can generally be divided into internal and external factors.

Internal factors faced by MSMEs in using social media are generally related to a lack of knowledge and skills in information technology and digital platforms. MSME respondents felt hampered by limited capabilities in managing marketing using social media, for example, creating engaging content to share on social media. Many MSME respondents still lack the ability to download applications, upload photos and videos, and photograph products in an attractive manner. This difficulty is compounded by a lack of digital literacy and financial literacy. External barriers faced include unequal access to internet infrastructure across rural areas. MSMEs, such as those in Ciayumajakuning,

Various latest social media programs continue to be published, and interestingly, they always create a suitable market share in Indonesia (Cici Winarti, 2019). The use of social media in running a Micro, Small, and Medium Enterprise (MSME) business has proven to be a positive

value for both parties, both sellers and consumers, through the use of social media can create a new market for business entrepreneurs. By using social media, consumers can not only see information about a product or service but can also directly order products and interact directly with sellers via chat in the social media application. This is very easy and pampering consumers, because consumers do not need to come directly to the store to see the product, but can find out how the quality of the product by simply reading the description and also comments from previous buyers, payments made can also make it easier for consumers and sellers because in this modern era any payment can be made by digital money transfers that can be done at home and only with a smartphone.

Marketing strategy is the marketing logic by which a company hopes to create value for customers and achieve profitable relationships with them (Kotler and Armstrong, 2012). Marketing strategy is a series of goals and objectives, policies and rules that provide direction to a company's marketing efforts over time, at each level and reference and allocation, especially as a company's response to the ever-changing environment and competitive conditions (Assauri 2017). Related to the issue of its online marketing strategy to increase production sales, a business must certainly have marketing tactics in order to have bargaining power and be able to attract consumers' attention.

4) Implications of using social media for marketing MSMEs in Ciayumajakuning.

The implications of utilizing social media for marketing MSMEs in Ciayumajakuning include: Wide Market Reach; Improve Brand Performance; Increase Sales; and Cost Effectiveness. Social media is a highly effective means of selling or promoting a product. This online medium provides a huge opportunity for business owners, including MSMEs. As we have observed in the Ciayumajakuning area, this is related to the still very minimal online sales. Therefore, in our activities, we will provide guidance and guidance regarding marketing strategies through social media. Because this method of selling products through social media has unlimited market reach and also has a better chance of attracting consumer interest. To sell products through social media, partners must first be active on their social media accounts. Then, partners can start promoting products through interesting and informative posts on those social media accounts. Next, include images or videos that clearly demonstrate the product's features and benefits. In addition, partners can also use storytelling techniques to create compelling stories about the products they sell through social media.

Using social media as a sales tool is an effective way to help partners grow their businesses. By using social media, partners can increase their business visibility and reach more potential customers. Training provided can include how to use various social media features, create engaging content, and manage social media accounts effectively. Furthermore, training can also cover how to sell products through social media, handle customer complaints, and manage online payments. This way, partners can effectively utilize social media to grow their businesses (Surbakti et al., 2023).

4. Conclusion

Based on the discussion in this study entitled "Optimizing the Use of Social Media in MSME Marketing in Ciayumajakuning", the following conclusions can be drawn: Steps to optimize the use of social media in marketing MSMEs in Ciayumajakuning include: 1) Knowing customers well; 2) Choosing the right social media to use; 3) Marketing products on digital platforms; 4) Easy online buying and selling transactions; 5) Establishing good relationships with customers. Supporting factors for optimizing social media utilization in MSME marketing in Ciayumajakuning include raw material stock; strategic location; consumer satisfaction with product and service quality; and technology related to promotions conducted on social media, as well as support from the local government. Factors inhibiting the optimal use of social media in MSME marketing in Ciayumajakuning include the large number of competitors; increasingly stringent social media policies; changes in consumer preferences; marketing capabilities or skills; digital facilities and digital marketing flows. The implications of utilizing social media for marketing MSMEs in Ciayumajakuning include: Wide Market Reach; Improve Brand Performance; Increase Sales; and Cost Effective.

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