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The Role of Social Media in Supporting Digital Business: A Literature Review

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A B S T R A C T

Digital transformation has changed communication patterns and marketing strategies in the business world. Social media has emerged as a key instrument in supporting digital business development by improving communication, marketing, and consumer engagement. This study aims to analyze the role of social media in supporting digital business through a systematic literature review approach. Resources were obtained from various scientific journals and academic references relevant to the study topic. The results show that social media plays a strategic role as a means of two-way communication, a digital marketing tool, and an instrument for building brand awareness and customer engagement. Furthermore, social media analytics features can assist companies in data-driven decision-making. For MSMEs, social media is an efficient marketing solution due to its easy access and low cost. However, challenges arise such as the need for digital literacy, consistent content management, and data security risks. Overall, social media significantly contributes to increasing the competitiveness and sustainability of digital businesses in the technology-driven economy.

INTRODUCTION

Digital transformation brings change big on method organization operate operasional his business, including in realm marketing and communication. Social media is a digital platform that becomes wrong one main instrument in support strategy digital business, at the same time become a medium of interaction between company and consumer in dynamic digital environment. Progress technology information and sufficient internet development rapidly has reduce cost communication marketing. Growth technology this bring public enter eara digitalization , where communication done digitally through social media platforms. The advantages of social media in speed up current information can make things easier interaction become opportunities that can be utilized by perpetrator business for develop business [1]. Rapid adaptation to digital environment encourages utilization of social media not only for communication, but also as tool strategic marketing.

Development technology information and communication has accelerate digital transformation in variouns sectors, especially in world business. Social media appear as component main from strategy digital marketing. This is make social media functions no only as tool for interaction social only, but as part from strategy digital business [2]. Social media was introduced on 2008 by chris Shipley, one of one founder and guide wire group manager. Social media is an internet-based digital platform that enables users for interact through activity various content. With characteristics diverse features, social media own potential for integrated to in various aspect operational business and made into part from strategy development company. Besides that, social media capable support activity business in a way flexible and can monitored, as well as can build network interactive customers as mechanism creation mark organization [3].

Social media as a digital platform that enables individual and organization for each other integrate, share content, as well as communicate in real. Inside context digital business, social media functioning as channel marketing, brand communications, and tool for build connection with consumer through relevant content and increase involvement consumer in a way directly. Social media play very important role important in build image brand, so that can increase sales. Social media in world business very important for build and increase *Brand Awareness* this help reach more lost candidate buyer and in a way effective build awareness about brand. With display interesting content and accordingly, digital business can interesting attention candidate consumer and build image good brand.

In world digital business platform such as Instagram, TikTok, Shopee, and Tokopedia very important in influence formation image strong brand with weave connection between consumers (*Couponer Engagemnt*) [4].

Social media become place for provide valuable data trend popular market, reference consumer to trend market. Where in matter this businessman can utilize this data for more understand market they, who will help they in designing strategy more marketing good and develop business those who are more right. Then form it's social media open diverse chance for company for interact in a way effective with audience general. However, it is still many platform selection and approach strategy require company own greater understanding good in maximize use of social media to be in harmony with objective business. Social media presence no again as choice, but already become essential needs for company must adapt strategy his business with develop technology, especially social media as wrong one tool main in facing you challenge [5].

The role of social media in support digital business can done with do development strategy marketing online, not again with marketing offline where manufacturer and consumer meet in a way direct and with occurrence transaction sell buy. Meanwhile, in this digital era more online marketing favored because capable pressing costs that must be issued by manufacturer as well as make things easier candidate consumer in form decision purchase. In a number of year recently, digital marketing in Indonesia has experienced rapid growth and capable adapt self with development technology as well as dynamics behavior consumers. However, even though technology give various convenience, still there is fact that no all public utilize the internet in activity daily [6].

Amount internet usage in Indonesia continues experience improvement since 2018, which shows trend consistent growth. Internet penetration rate is rising from 64.8% in 2018 to 79.5% in 2024, reflecting the more its area internet adoption in various layer society. Based on APJII survey in 2024 quoted by [7], the number internet users in Indonesia reached 221.5 million soul or exactly 221,563,497 people. Group age with level connectedness highest is generation z, namely those who were born between 1997 to 2012 with range aged 12-27 years. At early 2024, Gez Z gave contribution the 34.4% followed by generation Millennials as 30.62% and Generation X is 18.89%.

Moment this, already more of the 65 million business units in Indonesia that have role strategic in economy national. Along with development technology, as perpetrator business especially MSMEs have do digital transformation in activity his business. Until July 2024, recorded 25.5 million perpetrator MSME businesses have join in digital ecosystem through utilization of platforms such as e-catalogs and social media for do marketing [8]. Number this keep going experience improvement develop digitalization through digital platform from 2019-2025 where 2025 only ministry of cooperatives and SMEs launch as many as 3.79 million business micro already utilize online platform to market the product [9]. Where addition sufficient presentation rapidly from 2024 is already prove that utilization of social media very influential to system marketing in digital business.

A number of studies previously has play a role significant in explain how social media functioning in world business. Research the covers various dimensions, such as the impact to formation image brand, pattern interaction customers, as well as implementation strategy communication company. With do literature study, we can understand evolution idea at a time examine findings obtained from study previous. Focus main study this is for analyze role social media strategy in development communication business in the digital age. With reviewing the latest literature, research this aim for produce greater understanding good related strategy utilization of sosial media by company in increase visibility brand, expand connection with consumers, as well as ensure sustainability business. With examine various source latest, can build runway solid theoretical use explain how social media functioning as driver renewal in communication business.

LITERATURE REVIEW

1. Social Media Concept And Digital Business

Social media is an intermediary media online based which its user for involved active, mutual share content, and also create room communication in virtual environment [10]. By because it's social media can categorized as new media emerge in various form as consequence from progress modern technology [11]. Convenience interaction and distribution information in a way the speed that social media offers push perpetrator business for take advantage of it in development business. They quick adapt self with digital environment and using social media no only means for communicate, but also functioning as tool for promotion and marketing. As results develop technology, social media has lost implementd in practice business. For entrepreneurs, social media is a viable option because it's easy to use and inexpensive. Through social media, micro-businesses can also expand their market reach more effectively than conventional approaches [12].

Social media has evolved from a communication platform into a strategic instrument for digital business. The literature that social media enables businesses to communicate directly with consumers, expand market reach, promote products, build brand, and develop customer relationships. For MSMEs, social media also provides relatively accessible and low-cost opportunities compared with conventional marketing approaches. However, the benefist of social media do not automatically translate into improved business performance. Some studies emphasize the ability of social media to expand market reach and increase consumer interaction, while other studies indicate that is effectiveness depends on the ability of business to manage content, understand consumer characteristic, utilize available data, and maintain consistent engagement. Therefore, social media should not be evaluated merely based on account ownership or posting frequency, but rather on the extent to which it is integrated into the overall business strategy

2. The Role of Social Media in Support Digital Business

The development of social media in ecosystem digital business, occupying position strategic blessing ability create connectivity direct between company and consumer as well as expand penetration market beyond limitation geographical traditional. By because that, social media no only functioning as a medium of interaction social, but also as device strategic in

implementation marketing, development image brand, and development connection customer digital based. Social media transformation has shift pattern communication company whit stakeholders interests, so that happen change fundamental in approach communication used. Social media allows business for convey message marketing in a way direct, interactive, and sustainable. Social media play a role in compile and support strategy effective marketing as well as give contribution to formation *brand awareness* and involvement (*customer engagement*) [13]. In addition that the role of social media the more become important, social media no only functioning for interact, but also has develop become very useful tool important in designing strategy communication business in a way overall [14].

The literature demonstrates that social media plays an important role in digital marketing through content distribution, direct communication, promotion, and market ecpanasion. Platfroms such as Instagram, TikTok, and digital commerce platforms enable businesses to reach consumers beyond geographical boundaries. Nevertheless, previous studies differ in how they conceptualize the primary function of social media. Some studies emphasize social media as a promotional instrument, whereas position it as a mechanism for building long-term relationships with customers. This difference suggests that the success of social media strategies cannot be measured solely through reach or content exposure. It should also consider interaction quality, customer engagement, and the ability to convert digital interactions into business value.

Social media provides opportunities for businesses to increase brand awareness through visual content, brand narratives, interactive communication, and content sharing. The literature also suggests that customer engagement can strengthen the relationship between consumers and brands. However, high engagement does not necessarily represent improved business performance. A high number of comments, likes, or shares may indicate consumer attention but may not directly lead to purchasing behavior, customer loyalty, or business sustainability. Therefore, social media strategies should establish a conceptual connection between social media activities, customer engagement, brand awareness, and business outcomes.

3. Challenge in Utilization of Sosial Media

On practice digital business, has challenges that must be faced in utilization of social media on context business is aspect security information, especially risk data leaks and distribution information that is not official. By because that, social media no only place for communicate, but also become strategy potential business increase power competition and innovation in the digital market. Success its utilization very depends on management effective data ongoing in a way more permanent and under control [15]. While social media offers many benefits, the literature notes several challenges for its users as the ned for adequate digital skills, consistent content management, and persistence in maintaining customer engagement. Furthermore, data privacy and social issues are strategically important in digital business [16].

Beyond communication and marketing functions, social media generates data regarding consumer behavior, market trends, and responses to marketing content. Social media analytics can assist businesses in identifying audience characteristics, evaluating content effectiveness, and recognizing emerging market trends. However, the availability of data does not automatically result in better business decisions. Business actors require adequate digital and analytical capabilities to factor connecting the availability of social media data with data-driven decision-making.

4. Implication Practice Business and Research Advanced

Various study show that social media play a role positive in support development digital business. So that the practice digital business running in a way effective, company need apply integrated social media strategy, leveraging analytical data in the process of taking decisions, and manage content in a way consistent and relevant with need market. For no carry necessary studies continuation that explores the role of social media in a way more specific on type business certain, especially startups, MSMEs, and sector other digital industries [17].

Although the literature generally indicates positive contributions of social media to business communication and marketing, serveral research gaps remain. First, many studies emphasize the benefits of social media without sufficiently explaining the conditions under which social media strategies succeed of fail. Second, research on MSMEs needs to consider differences in digital capabilities, resources, industry characteristics, and content-management capacity. Third, there is a need to integrate marketing, communication, customer engagement, social media analytics, and digital literacy into a more coherent conceptual framework. Based on the synthesis, this study conceptualizes the role of social media as an interconnected prosess. The integration of social media into business strategy facilitates digital marketing and communication, which may strengthen brand awareness and customer engagement. The data generated from social media activities can subsequently support data-driven decision-making. However, the effectiveness of this process is influenced by digital literacy, content-management consistency, and data security and privacy.

METHODS

This study employs a Systematic Literature Review (SLR) approach to analyze the role of social media in supporting digital business development, particularly in business communication, digital marketing, band awareness, costomer engagement, social media analytics, and challenges faced by business actors, especially MSMEs. The SLR approach was selected it enables the researcher to systematically identify, compare, and synthesize findings from previous studies [18]. The literature search was conducted using several academic databases, namely, such as Google Scholar, ScienceDriect, and Garuda. The literature selection process consisted of identification, screening, eligibility assessment, and final inclusion. The process follows the principles of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) to improve transparency in reporting the literature selection procedure. The

selected literature was analyzed thematically and grouped into four major themes: (1) social media as a digital marketing and communication instrument, (2) social media in strengthening brand awareness and customer engagement, (3) the use of social media analytics for business decision-making, and (4) challenges associated with social media adoption, including digital literacy, content consistency, privacy, and data security. The findings were compared to identify patterns, similarities, differences, research gaps, and implication for developing a conceptual understanding of the role of social media in supporting digital business.

RESULTS AND DISCUSSION

1. Social Media in Reinforcement Digital Business

Results discussion this, can viewing social media own role strategic in strengthen digital business. As an information medium online based which can allows interaction active and axchange information in a way fast [10], social media become means communication two direction between perpetrator business with consumers. With matter this support formation *customer engagement* as well as increase more personal and responsive relationships. As new media forms consequences development modern technology [11], social media has develop become a promotional instrument and digital marketing. Actors business take advantage of it for expand range market, building image brand, in convey information product in a way effective and measurable through feature analytics. For perpetrator business specifically in the MSME sector, social media become efficient choice because easy used and no need cost big [12]. Compared with method conventional, social media allows more promotions wide and fast, so that push transformation business towards digital system. With thus, social media contribute in increase power competitiveness, visibility business, and sustainability digital business.

The literature synthesis indicates that social media has moved beyond its original function as a communication medium and has become part of the strategic infrastructure of digital business. Social media enales businesses to communicate directly with consumers, distribute product information, conduct promotional activities, develop brand, and obtain information about consumer behavior. This finding indicates a shift from one-way communication toward more interactive communication. In conventional apporoaches, businesses primarily control the delivery of information to consumers, whereas social media enables consumers to respond directly through comments, content sharing, and other forms of interaction. However, the synthesis also demonstrates that the presence of social media alone does not guarantee business success. Its effectiveness depends on the ability of businesses to integrate social media whit business objectives, understand consumer characteristics, produce relevant content, and maintain consistent interaction. Therefore, social media should be viewed as a strategic business tool rather than marelly a promotional channel.

2. Social Media Development in Digital Business

Results discussion this identify that social media play a role important in support activity business, especially in operate connection with cosumers. Social media give chance for businessman for interact direct, marketing, and introduce product through online platform. Research this disclose that use of social media and e-commerce has help increase efficiency operational business. Digital marketing is not only used as strategy method promote, but also as mechanism communication two effective direction in build public awareness and strengthen involvement to product as well as certain *brands* [19]. As for role social media development in digital business such as:

- a. Social media as tool digital marketing and digital communication
Wrong one role main social media in digital business is as means marketing digital based. Through compilation designed content in a way strategic, business actors are able to increase their awareness, attract the attention of potential consumers, and market product or services more widely without being hampered by regional boundaries [20]. Various study pointing that platform like Instagram, Fecebook, and TikTok give contribution significance in increase effectiveness in strategy marketing, in particular through optimization visual content and communication of a nature more personal and interactive [21]. No only that through relevant content and strategy proper communication on social media, companies can increase *Brand Awareness and Engagement With consumer* [17].
- b. Increase *Brand Awareness and Customer Engagement*
Utilization of social media allows business for build awareness (*brand awareness*) in a way more effective through visual content and designed narrative as interesting as possible and can be shared. Activities involvement users (*engagement*), such as giving responses, comments, and distribution repeat content, role in expand exposure message at a time tighten bond emotional between brand and its consunenrs [2].
- c. Use social media analytics for collection decision
Social media no only play a role as a communication medium and marketing, but also as an instrument for generating strategic data. The analytical data obtained from activity users allows business identify behavior consumers, trends market, as well as effectiveness the content presented. With a data-driven approach (*data-driven- strategy*), then form that company can formulate policy more marketing precision, including map preference audience in anticipate potential trends will develop in the fututer [22].

The reviewed literature demonstrates a strong relationship between social media use and brand awareness. Visual content, brand narratives, interactive communication, and content-sharing mechanisms enable businesses to improve brand visibility and reach broader audiences. Social media also contributes to customer engagement. Interactions through comments, responses, content sharing, and direct communication provide opportunities for businesses to develop closer

relationships with consumers. Nevertheless, the synthesis suggests that customer engagement should be distinguished from direct business outcomes. High engagement does not necessarily indicate increased sales or customer loyalty. Therefore, social media strategies need to connect engagement indicators with more concrete business outcomes, such as conversion, customer retention, and brand loyalty. This finding extends previous research that primarily positions social media as a marketing instrument. Social media operates through an interconnected process in which content generates attention, interaction produces engagement, and consistent relationship management can potentially generate business value.

The findings indicate that one of the important advantages of social media is its ability to generate data regarding consumer behavior and responses to marketing activities. Such data can be used to identify trends, audience characteristics, and content effectiveness. Thus, social media does not only generate communication but also provides an information source for business decision-making. Businesses can use this information to adjust content, determine target audiences, and evaluate marketing strategies. However, data availability does not necessarily produce accurate decisions when business actors lack the capability to interpret the information. Digital literacy therefore becomes an important factor connecting social media data availability with effective decision-making.

3. Challenge Utilization of Social Media for Digital Business

Results from study this notice existence marketing has switch from pattern conventional to approach digital-based. In context this, social media be a vital suggestion for company for strengthen *brand awareness* and build connection with consumers. Progress technology, including presence intelligence artificial, present dynamics new in the form of challenge at a time opportunity for perpetrator business. On study this also take notes that height level social media engagement capable increase perceived value as well as felt experience audience. Strategy the use of influencers is proven can strengthen effectiveness promotion, where promotion thorough social media assessed more economical cost and efficient in reach market [23].

Even though this, various literature also identify a number of necessary obstacles anticipated by perpetrator business [24], such as:

- a. Need adequate digital skills for manage content in a way effective and efficient
- b. Data privacy and security information, which must be maintained so as not to damage customer trust
- c. Consistency of quality marketing content to remain relevant amidst the competition for digital content

Although the literature generally demonstrates positive effects of social media, several challenges may limit its effectiveness. These include digital skills, content-management consistency, information security, and consumer data protection. These challenges demonstrate that business digitalization is not solely a technological issue. Businesses also require organizational capabilities and human resources to manage digital technologies effectively. This issue is particularly important for MSMEs because limited resources may prevent them from managing social media consistently. Consequently, social media presents a paradox: it provides relatively low-cost and broad marketing opportunities, but effective utilization requires investments in time, skills, creativity, and data-management capabilities.

4. Implications no Carry On for Development Digital Business

The role of social media as tool marketing and communication strategic own a number of implementation important that is as following:

- a. Social media integration to in strategy proven digital business capable increase effectiveness activity marketing at a time push growth economy
- b. Use feature analytic on social media allows perpetrator business get more insight accurate about behavior consumers as well as results from activity marketing
- c. Involvement consumer in a way direct also help build more relationships close and increase loyalty high brand.

Findings study this show that social media give contribution real to growth as well as sustainability business in the digital economy era [25]. For MSMEs, the findings suggest that social media should not be used merely as a platform for uploading promotional content. MSMEs should develop content strategies based on target-consumer characteristics, maintain communication consistency utilize analytical features, and evaluate consumer responses. Four practical recommendations can be derived from findings. First, MSMEs should integrate social media with broader business objectives rather than treating it's an isolated marketing activity. Second, MSMEs should strengthen digital literacy to improve content management and consumer-data interpretation. Third, performance indicators should move beyond follower numbers and engagement rates toward indicators related to conversion and customer loyalty. Fourth, data security and privacy should become integral components of digital business management. Therefore, effective social media utilization requires an integrated approach that combines technology, marketing strategy, consumer communication, and data driven decision-making.

Synthesis of Findings and Conceptual Framework, Based on the synthesis of the reviewed literature, the role of social media in digital business can be understood as a series of interconnected processes. The first stage is the integration of social media into business strategy. The second involves the use of social media for digital marketing and communication. The third concerns the development of brand awareness and customer engagement. The fourth involves the utilization of social media analytics. The fifth is the application of the resulting information to support data-driven decision-making. Ultimately, this process can contribute to business competitiveness and sustainability. However, the relationship is not automatic because it is influenced by digital business is not determined solely by the platform being used, but by the ability of businesses to integrate technology, marketing strategy, customer relationship, and data-driven decision-making.

CONCLUSIONS

The findings of this systematic literature review demonstrate that social media plays a strategic role in supporting digital business through four major functions: digital communication and marketing, *brand awareness* and *customer engagement*, social media analytics, and data-driven decision-making. These findings indicate that social media has shifted from being merely a communication medium to becoming an integral component of digital business strategy. However, the benefits of social media are not automatic. Its effectiveness depends on businesses ability to manage content consistently, strengthen digital literacy, utilize data appropriately, and protect information security and consumer privacy. For MSMEs, social media provides relatively affordable and broad marketing opportunities, but limited human resources and digital capabilities may constrain its optimization.

Conceptually, this study demonstrates that the relationship between social media and business competitiveness operates through a sequence of social media integration, digital marketing and communication, *brand awareness* and *customer engagement*, social media analytics, and data-driven decision-making. This framework suggests that social media should be understood as a strategic ecosystem connecting technology, marketing, consumers, and business decision-making. Practically, MSMEs should integrate social media into overall business strategy, strengthen digital capabilities, use analytics to evaluate marketing performance, and implement appropriate data-security and privacy practices. Future research should empirically test the proposed conceptual framework across different types of businesses, industries, and MSME characteristics to identify the conditions that strengthen or constrain the effectiveness of social media in improving business performance.

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