



THE ROLE OF THE USE OF SOCIAL MEDIA MARKETING IN ACHIEVE BUSINESS SUSTAINABILITY

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Abstract:

Based on the results of a survey conducted by the Central Statistics Agency in 2019, from the 3,504 block census, 15.08% of perpetrators undertook activity through the Internet. Using the online method, most of the data from this sale from 2017 until 2018 was 45.31%. Perpetrators undertaking sales via the Internet in 2018 as much as 72.83%. Meanwhile, the perpetrator's new venture made sales via the Internet in 2019 by as much as 25.11%. Temporarily, frequent payments carried out in the sales process via the Internet are paid on the spot or COD (cash on delivery), i.e., as much as 83.73%. Several perpetrator businesses use method delivery directly by the party seller, which is as much as 55.96%. Competition increases effort and strictness, so business people must implement effective strategies to avoid losing to competitors. There is a technique of marketing that can give Lots of benefits to development companies, and that is digital marketing. Micro is starting to use social media to promote the product actively, so it is necessary to apply digital marketing, mainly via social media. Micro-business actors who become subject to research determine social media platforms. Based on the Analysis Situation moment, Devotion To this Community is done as a role strategy use of Social Media Marketing in.

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INTRODUCTION

Development increasing technology day the more fast succeed brings various changes to various aspects of life, for example, in cultural, political, social, and economic fields. In its development, Internet-based technology has impacted the business world. Additionally, the development of technology creates opportunities for big business. Internet technology makes the perpetrator's business easy to manage at scale local until scale international. The Internet can be utilized, and the promotion of activities can easily reach various regions of the world. Regarding promotion, the Internet makes the distribution process easier with information about products sold in a very short time and broad reach. So, anyone can get information about the product without going directly to the company or shop.

The existence of the Internet can be more profitable. They are the perpetrators. A real business operates online via the Internet, or in more modern terms, e-commerce. Starting from preparing a product, promoting it, and selling the product online in general via their website or through existing online trading platforms, There is. Additionally, several activities performed in e-commerce include the payment process, exchange and data collection, all of which, of course, are done online.

Based on the results of a survey conducted by the Central Statistics Agency in 2019, from the 3,504 block census, 15.08% of perpetrators were undertaking activity through the Internet. Using the online method, most of the data from this sale from 2017 until 2018 was 45.31%. Perpetrators undertaking sales via the Internet in 2018 as much as 72.83%. Meanwhile, the perpetrator's new



venture made sales via the Internet in 2019 by as much as 25.11 %. Temporarily, frequent payments carried out in the sales process via the Internet are paid on the spot or COD (cash on delivery), i.e., as much as 83.73%. Several perpetrator businesses use method delivery directly by the party seller, which is as much as 55.96%.

Competition increases effort and strictness, so business people must implement effective strategies to avoid losing to competitors. This is why every company needs marketing as a step Toward promotion. There is a technique of marketing that can give Lots of benefits To development companies, and that is digital marketing. This is because, based on the results of a survey of Databoks (2022) against internet users in Indonesia from 2018 to January 2022, shown in Figure 1.1, it is known that in January 2022, there will be 204.7 million. The population in Indonesia is Internet users. Amount This is an opportunity for companies in Indonesia to do activity marketing online because, based on the results of the survey of Countrymeters (nd), the number of residents in Indonesia reached 279,081,380 in January 2022. So, as much as 73.35% of the population in Indonesia is Internet users.

Social media use is one of the media channels used to promote products. Enough Lots perpetrator businesses Micro take advantage of this social media. Enough popular social media sites are Facebook, Instagram, and WhatsApp, where public groups can easily use sufficient media. Upload Photos or product videos to social media to give exciting content by some business Micro in Jakarta. Many perpetrator businesses, such as Micro, are starting to actively use social media to promote their products, which is necessary for developing digital marketing methods, mainly via social media. Besides the implementation process, digital marketing using social media is also essential to know the method. Micro business actors who become subjects in research determine the social media platform and what it will use in digital marketing activities.

The Mercu Buana University community then has an activity related to the planned parent devotion activity. This includes the Study Devotion Society, which can produce an outer-form journal, the National Devotion Society, in support of the achievements plan strategic College.

Activity This is a continuation of previous activities that have been done, which is part of the service roadmap activity society, which has arranged For period time devotion. With objective objective activity devotion to Mercu Buana University Master of Management Program community are:

For study programs, they can add valuable information for students / in doing activities. The study's objective is related to the Role of social media marketing in achieving business sustainability.

For Society. Activities are expected to be conducted in an approximate Jakarta location in West Jakarta. This can provide strategies for good empowerment, support activities, and creativity in society by using social media marketing to achieve business sustainability.

METHODS

The implementation method activity is divided into several parts. Study This uses a method that is as follows:

Place and Time. Devotion will be carried out and implemented together with partner Subdistrict, West Jakarta, and later determined based on activity immortalization public This.

Audience Target. The target devotion to the public is MSMEs and communities who have their businesses in West Jakarta. The reason is to give understanding and knowledge about the Role of social media marketing in achieving business sustainability.



Types of Activities. Activities dedicated to public-related socialization of existing MSMEs and the community's businesses are given to give an understanding of the Role of social media marketing in achieving business sustainability in West Jakarta.

Technique Activity:

1. Stage 1: Socialization about the Role of social media marketing in achieving business sustainability.
2. Stage 2: Provide education about the Role of social media marketing in achieving business sustainability.

RESULTS AND DISCUSSION

Role Effort Use of Social Media Marketing in Sustainability Business. Digital Marketing. Micro Business Actors must understand the objective of digital marketing. According to Chaffey and Chadwick (2016), the goals of digital marketing are For:

- Identifying: The Internet can be used for research marketing to identify or learn about customers' needs and desires.
- Anticipating, the Internet provides additional channels where customers can access information and make purchases.
- A critical factor in digital marketing success is reaching customer satisfaction using channel electronics, which later raises problems such as: Is the site easy to use, adequate, and provides standard service to customers, and how is the product sent?

The company said business micro is the one who has criteria such as: have riches net maximum IDR 50,000,000.00 (fifty million rupiahs) no including land and buildings place business; or; own results sale annual maximum IDR 300,000,000.00 (three hundred million rupiahs). Classification in business Micro can do it too, as seen from the development appearance of business Micro, namely Livelihood. Where are Micro Enterprises' nature and purpose only To look for a living? And Micro. Where are Micro Enterprises? This Already can develop. However, the effort has yet to accept contracted workers who cannot actively export For product the goods they own.

Digital marketing has several characteristics, as described by (Hasan, 2013), namely:

- Technology is interactive, giving companies the road to give information to customers, either in community or individual form, and vice versa.
- As an effort to do every activity purposeful business For research, analysis and planning via the Internet to find, attract and retain customers.
- It is an effort to enhance interactivity between a company and customers who depend on customers.
- To enhance acceleration, buy and sell products Through the Internet.

Digital marketing continues to experience development and growth and has spread throughout the organization's process for several decades. Digital marketing is part of almost every business decision, from product development to determining prices until the connection is public. The social media revolution fully has to change the Internet and the behavior of consumers. That matter can be seen in several companies choosing to install banners on websites and start-up companies thinking about a marketing strategy using machine search (Kingsnorth, 2016).

Digital marketing can also be interpreted as activity marketing, including branding that uses various web-based media, such as blogs, websites, email, etc, to network with other social groups



(Sanjaya & Tarigan, 2009). The presence of digital marketing is caused by the progress in technology accompanying Web 2.0 with the development of mobile technology (Kasali, 2011).

Draft digital marketing originates from the site's Internet and machine search engines. In 2001, internet usage exploded, and Google and Yahoo dominated the search engine optimization (SEO) market. Then, in 2006, search via the Internet's development and use of mobile devices increased drastically in 2007. This also caused increasing internet use and the creation of communities in different regions worldwide that can easily connect through social media (Khan & Siddiqui, 2013).

Entrepreneurs in the micro business must carry out a; they can do various analyses of the environment, moreover formerly, in a way that Micro and Macro do for their digital market coverage. The following explanation and steps were used:

Analysis Environment Micro. Digital Markets Digital markets are very complex and dynamic. Perpetrator businesses must carefully analyze the place market context in which the business operates, identify opportunities, and then plan how the method can compete effectively. Understanding Lingkungan business matters. Forming a solid foundation throughout type planning marketing is essential, especially when developing a digital marketing strategy. Environment micro is "the operating environment" and focuses on the actors that directly shape the environment business. The perpetrators This includes customers' needs and desires must fulfilled, together with competitors, intermediaries and suppliers (Chaffey & Chadwick, 2016).

For perpetrator business micro, they are expected to understand the former characteristics of their customers. Understanding customers is the basis of the success of marketing. Good marketer: Of course, you know the target customer with Good. Understanding online customers is also becoming more critical. That matters because geographical and cultural spread, of course, happens more widely. In addition, online customers have different characteristics when it comes to getting information and making purchases online. Same person. Possible patterns of different thinking and behavior online and offline. So, the perpetrator's online business must notice its customers with more good (Chaffey & Smith, 2008).

Understanding behavioral models, most common buyers use a model that assumes that the purchasing process is something cycle in series. The steps consist of introduction, problem ⇔ search information ⇔ evaluation, and alternative ⇔ decision purchase ⇔ behavior post-purchase. This can be cycled and influenced by the presence of the Internet, as explained below (Charlesworth, 2018):

Introduction Problem. At stage 1, this potential customer is aware of presence A content on any website, including websites, social media platforms, or email.

Search Information. At this stage, customers usually use machine searchers to seek information regarding trusted products that can fulfill their needs. They can use your site, manufacturer, dealer or retailer, product review sites, and social media. This is the most significant contribution to deep Internet marketing efforts.

Evaluation Alternative. After determining the type, the product is considered to fulfill the customer's need. Next, the website is used to compare offers from various brands.

Buying decision. At this stage, comparison site shopping is beneficial. The best price for a particular product can be seen. At this stage, these customers also determine sales.

Post-purchase behavior. Although all sites the customer has visited previously help ensure they have made the right purchase, they can also join an online forum or group discussing a product.

The perpetrator's business Micro can adopt most model frameworks, namely AIDA (attention, interest, desire, and action). AIDA was created by pioneers in field advertising and sales, namely St.



Elmo Lewis. Within the framework of this model, AIDA works as a simple checklist or reminder when designing plans for advertising and sales (Kotler et al., 2017).

The funnel model is often used in online marketing to develop or rate a website. The top funnel describes a page, House, or part entry and a path out that describes goals achieved (Charlesworth, 2018).

Apart from that, there is a standard term used by digital marketers to describe various types of influencing media consumers the moment they access various types of websites and content in choosing a product, namely ' travel customer. ' To help understand various journey customers in buy something product, Google has developed a known particular model as Zero Moment of Truth (ZMOT). This model describes a combination of online and offline influences on purchasing (Chaffey & Chadwick, 2016).

Strategic planning for a digital marketing program must reflect the necessary steps to stage the method by which online consumers make decisions. Apart from that, the digital marketing strategy must reject measuring performance through several metrics that MSMEs can easily understand. Without measurement, clients will be put on the line extensively regarding online marketing costs, which can impact the credibility of digital marketing services to achieve Business Sustainability.

Practitioners should also educate MSMEs regarding process stages in a digital marketing program to meet expectations that they are reasonable. Infographics can shortly describe stages. Stage Decision-making. Stage This will involve more interaction with online visitors on the website and Medida's social channels. At stage This, digital marketing practitioners must maintain interest in online consumers by producing increasing content specific to the targeted segment. Content must give more value and benefits to the segment.

Metric lock on stage This can look at the quality involvement with online consumers, likes, shares, comments, duration time visitors to the website, and number of pages viewed per visitor. Generally, we expect conversion visitors to become customers with a of pages viewed (page views) per visitor (visitor) more than 3. It will signify the number of ready online consumers To make decisions. Production quality content can improve the number of page views per visitor. The more precise and valuable content for the target segment, the more page views per visitor will be the taller.

Explanation Regarding Bounce Rate Apart from that, we can also see bounce return (bounce rate) on Google Analytics. Bounce rate is the ratio of how many Lots new visitors are interested in and how many Lots visitors visit the website daily. Amount returning visitors can view the client's website made as reject measure (parameter) quantity ready visitors decide. Moreover, generally, it is a well-founded experience and ratio bounce. This will be around 70:30, Meaning that from 10,000 visitors, only 3000 will return. View the client's website.

Moreover, this still needs to be done. Of course, more than 30% of visitors take action to buy or use a service. It can be that they are still not sure enough and will wonder. Use a call to action and an online contact form on a Company website. Practitioners will need a landing page, webinar, call to action and email campaign for the next step.

Digital marketing activities require alignment with the method by which consumers make decisions. Stage by stage must be done because that will require time and costs. Generally, digital marketing will submit a cost proposal, yes, several components that, if reduced instead, will obstruct the effectiveness of digital marketing. This aligns with the theory of (Kelly et., 2010). The existence of social media marketing makes it easier for perpetrators' businesses To interact with their customers online. Cost incurred: It is Manageable, and there are limitations on time when connected



to the Internet. Social media role-moment marketing activity allows the company to connect individuals with customers and allows the company to access customers (Kelly et al., 2010).

II. Analysis Digital Market Macro Environment

Various forces in the environment macros can influence digital marketing. The challenge in evaluating factors found in the macro environment is depicted with a wavy line or so-called " wave change. " Perpetrator business must be capable of evaluating which changes are considered relevant. Then, what is considered necessary to evaluate a way to form a power environment in digital marketing and identify which powers have implications For planning marketing? As for powers, they are as follows (Chaffey & Chadwick, 2016):

Technology Forces. This is changing technology that can influence opportunity marketing, creating new opportunity development products, and introducing new ways to access the target market, such as creating forms and new platforms and applications.

Economic Forces. It causes variation in condition economics, influences opportunity trade, influences expenditure consumers and performance businesses, and significantly impacts digital marketing planning.

Political Forces. Government, national organizations, and transnational forces play essential roles in determining the future adoption and control of the Internet and its regulations.

Legal Forces. Determine how a product can be promoted and sold digitally. Laws and guidelines, with effortful ethics, protect the correct individual's privacy and business for trading free.

Social Forces. Differences in culture between influencing digital communities Internet use and services provided business digitally.

Social Media Marketing. Richter and Koch (2007) stated that social media is online applications, facilities and media intended To facilitate interaction, collaboration and sharing of material. Another definition of social media is a group application built on the Internet based on base ideological and technological web 2.0, making creating and exchanging user content possible (Kaplan & Haenlein, 2010). According to Kotler (2012), social media is a means for consumers To share text, images, audio, and video information with the company and vice versa.

Social Media for Business Sustainability. Social Media is not easy to make customers interested, and it is not easy to understand. That matters because when a product has reached people through suitable media at the right time, it becomes the main success. The amount of money that has reached billions will become vain because of errors in choosing the suitable media. That matter can be caused by the fact that some more media are familiar than the selected media. Choose something other than known marketing media or liked, but choose the appropriate media with objective main business (Bird, 2007).

Before using digital media to promote the product, the perpetrator's business must see what the market needs. This can outlined as follows:

- When delivering information about products or Related articles and guides products For consumers, actors, and businesses using accessible media For used.
- Social Media used by perpetrator businesses Can display Images related to consumers' requirements, such as Photos or illustration products.
- Social media can also display videos that visualize products and other supporting things.
- The media used by the perpetrator business must allow easy attachment of documents about information in doc, ppt, xls, pdf, or other formats.



The media used by the perpetrator business must create visibility and awareness of the brand. The media used must also be capable of identifying and creating a Power pull for new customers and strengthening the image accepted by brand consumers. Some tools group online communications into six categories (Chaffey & Chadwick, 2016):

Social Media Marketing. Companies advertise on social networks, encouraging communication with customers. This is usually done through Viral marketing or word-of-mouth online.

Search Engine Marketing. Put message nor information on the machine searcher To push someone to "click" on the website; they own the perpetrator business when the user writes down specific keywords.

Online Public Relations involves. Mentioning the company's name, brand, product, or website-owned company on the party's website. Third, the target market may visit networking social media, blogs, podcasts, or other possible online media.

Online Partnerships. Several forms of partnerships include comparison site pricing, online sponsorship, and cobranding.

Display Advertising. Use online advertising, such as banners, to create brand awareness and encourage "click-through" to your site company. Yes, put advertisements on news sites electronic party to three.

Opt-in Email Marketing. This involves using an email list where customers already agree to accept information and carry on through the email.

The KDN PkM program has a walk with fluent held on Wednesday, 6 March 2024, at the Village Office South Meruya from 09.00 until 12.00, attended by 40 MSME actors, outside committee and presenters, sub-district staff and UMB students as assistant activities, absences participants who can see in the attachment.

The material presented by learning and achievements output in the Social Media Management class, eyes studying the fifth semester at the current UMB Bachelor of Management Study Program, became eye TA Project Social Media Management course.

Information activity socialization This was previously distributed among the target audience, including the village head of the event, Mrs. Sri Hastuti, the Secretary of the District, and 11 presenters from UMB. Students and Prodi admin staff also assisted with the event.

Activities carried out in counseling and training Include PPT presentations from each presenter, briefing from Sri Hastuti, who represents the South Meruya Village Head, video recording prepared on YouTube UMB Research Center, discussions and questions answered, and friendly hospitality and photos documentation.

Evaluation results are obtained through a spread questionnaire, as seen in the attachment. Next, the team executor tabulates and interprets the data.

One solution for his business will be to provide advanced form assistance to MSME actors in sub-districts of South Meruya, especially in implementing the desired marketing system through social media. Related with outer Publications on online mass media, as follows Attached is the online mass media link: <https://rm.id/baca-berita/education/213108/gelar-pkm-feb-umb-jangan-manajemen-umkm-di-jakarta-barat>



Gelar PKM, FEB UMB Dorong Manajemen UMKM di Jakarta Barat

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UJANG SUNDA

Education



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Program Pengabdian kepada Masyarakat yang dilakukan Fakultas Bisnis Universitas Mercu Buana, di Jakarta Barat. (Foto: Istimewa)



RM.id Rakyat Merdeka - Fakultas Ekonomi dan Bisnis (FEB) Universitas Mercu Buana (UMB)

Figure 1. Publications on online mass media

CONCLUSION

The application of social media in MSMEs is expected to increase the sales of each MSME business actor, which is expected to create a sustainable business. Social media is one easy way to reach the consumer market in this business world. Thus, MSME business actors can utilize Social Media to create sustainability in their business.

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