

**SOCIAL MEDIA LITERACY AS A MARKETING STRATEGY TOOL ON BUSINESS
IMPACT
(CASE STUDY OF SMALL AND MICRO BUSINESS IN SOLOK CITY)**

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Abstract

The Internet, social media, mobile applications and other digital communication technologies have become part of the daily lives of billions of people around the world. According to the latest statistics for January 2020, 4.54 billion people are active internet users, accounting for 59% of the global population. Based on UGM's survey of 60 MSEs in Yokyakarta in 2020, it turned out that only around 25.5 percent maintained conventional marketing media during the pandemic, the rest started using social media and e-commerce. Data from the Cooperative Industry and Trade Office of Solok City in 2020, the number of workers that can be absorbed by small and micro businesses is 818 workers. However, these developments have not been able to make small and micro businesses a contributor to local revenue and increase people's income. Several factors that hinder small and micro businesses from developing their businesses are capital, human resources, traditional management and marketing strategies that still rely on word of mouth promotion, stalls and shops as marketing media. The main thing that hinders the weak marketing of small and micro business actors is in mastering technology. In this perspective, it is important to investigate whether the use of social media can help SMEs in Solok City towards their economic growth in particular and the economic growth of Solok City as a whole.

Keywords: *social media literacy, marketing strategy, SME actors*

INTRODUCTION

The Internet, social media, mobile applications, and other digital communication technologies have become part of everyday life for billions of people around the world. According to the latest statistics for January 2020, 4.54 billion people are active internet users, accounting for 59% of the global population (Statista, 2020). The use of social media has become an integral part of the lives of many people around the world. In 2019, 2.95 billion people were active social media users worldwide.

This is expected to increase to almost 3.43 billion by 2023 (Statistica, n.d.). Digital marketing and social media allow companies to achieve their marketing goals at a relatively low cost (Ajina, 2019). Facebook pages have over 50 million

registered businesses and over 88% of businesses use Twitter for their marketing purposes (Lister, 2017)

Digital and social media technologies and applications have also been widely used to create awareness of public services and political promotions (Grover, P., Kar, A. K., Dwivedi, Y. K., & Janssen, 2019); (Hossain, T. M. T., Akter, S., Kattiyapornpong, U., & Dwivedi, 2020); (Kapoor, K. K., & Dwivedi, 2015); (Shareef, M. A., Dwivedi, Y. K., Kumar, V., & Kumar, 2016). People are spending more and more time online searching for information, about products and services communicating with other consumers about their experiences and engaging with companies. Organizations have responded to this shift in consumer behavior by making digital and social media a critical and integral component of their business marketing plans (Stephen, 2016).

Organizations can gain significant benefits from making social media marketing an integral element of their overall business strategy (Abed, S. S., Dwivedi, Y. K., & Williams, n.d.-a); (Dwivedi, Y. K., Kapoor, K. K., & Chen, n.d.); (Felix, R., Rauschnabel, P. A., & Hinsch, 2017); ; (Plume, C. J., Dwivedi, Y. K., & Slade, 2016); (Rathore, A. K., Ilavarasan, P. V., & Dwivedi, 2016); (Shareef, M. A., Mukerji, B., Alryalat, M. A. A., Wright, A., & Dwivedi, 2018); (Shareef, M. A., Kapoor, K. K., Mukerji, B., Dwivedi, R., & Dwivedi, 2019a); (Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, 2019b.); (Shiau, W. L., Dwivedi, Y. K., & Yang, 2017); (Singh, J. P., Irani, S., Rana, N. P., Dwivedi, Y. K., Saumya, S., & Roy, 2017); (Yang, Y., Asaad, Y., & Dwivedi, 2017). Social media enables companies to connect with their customers, increase their brand awareness, influence consumer attitudes, receive feedback, help improve current products and services, and increase sales (Algharabat, R., Rana, N. P., Dwivedi, Y. K., Alalwan, A. A., & Qasem, 2018); (Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, 2018); (Kaur, P., Dhir, A., Rajala, R., & Dwivedi, 2018); (Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, 2018);(Lal, B., Ismagilova, E., Dwivedi, Y. K., & Kwayu, 2020). The decline of traditional communication channels and society's reliance on brick and mortar operations, requires businesses to seek best practices using digital and social media marketing strategies to maintain and increase market share (Naylor, R. W., Lambertson, C. P., & West, 2012); (Schultz, D. E., & Peltier, 2013).

Social media appears in new media and always gets responses from internet users. Social media is a medium on the internet that allows users to present themselves or interact, collaborate, share, communicate with other users and form virtual bonds. (Ibrahim, B., & Aljarah, 2018). It is undeniable that the presence of likes, share features, topics, trending has a significant influence on seeing the interests and consumption of public information. According to Jonah Berger and Katherine Milkman (in Struhar, 2014), news shared through social media is news that can arouse strong positive and negative emotions. Micro, small and medium

enterprises are the pillars of the Indonesian economy in 2018 where the number of micro, small and medium enterprises in Indonesia reaches 99.99 percent of the total businesses in Indonesia and contributes 57.3 percent of the total Gross Domestic Product (Ministry of Cooperatives and SMEs, 2018). Based on an ILO survey of MSMEs in Indonesia in 2020, 90 percent of MSMEs experienced financial constraints, 50 percent lost almost 50 percent of their usual income. And around 63 percent of MSMEs were forced to terminate employment (PHK). MSMEs that want to survive are starting to look at digital businesses. Based on a UGM survey of 60 MSMEs in Yogyakarta in 2020, it turned out that only around 25.5 percent maintained conventional marketing media during the pandemic, the rest started using social media and e-commerce (UGM, 2020).

Meanwhile, a survey conducted by UMK Indonesia in 2020, there are still around 8 percent of UMKs that experienced an increase in turnover amid the Covid-19 pandemic. All of these UMKs have gone online (marketing their products online). The government's efforts to help UMKs through the Ministry of Communication and Information and the Ministry of Cooperatives and Small and Medium Enterprises in 2019. The results are around 4,914,413 UMKs have gone online through On Boarding activities to the marketplace. The Ministry of Communication and Information and stakeholders in 2017 have recruited 100 thousand UMKs in 3 cities to go online.

Through this activity, the government is committed to bringing 8 million MSMEs online, this effort will certainly greatly help MSMEs survive during the Covid-19 pandemic. Where this responsibility is not only borne by the government, but the role of universities also has a responsibility to help MSMEs face the digital era and online business. In Solok City, the role of small and micro businesses is very important because it concerns social and economic development in Solok City. These small and micro businesses have an effective contribution to job creation activities and productive growth (Islami, 2017). In addition, small and micro businesses also contribute to improving the economic health of a nation (Moore, S. B., & Manring, 2009). Creation of low-cost jobs, so that small and micro businesses are considered a dynamic economic growth sector (Ng, H., Kee, D., & Ramayah, 2019); (Adla, L., Gallego-Roquelaure, V., & Calamel, 2019).

In Solok City, almost 95 percent of existing businesses are categorized as small and micro businesses (SMEs), with the characteristics of SMEs being very heterogeneous with high flexibility and accompanied by innovation. Small and micro businesses have varying sizes with different levels of technology with service characteristics and product variations. These SMEs are very helpful in spreading industrialization in underdeveloped areas and rural areas, as well as reducing regional imbalances.

From observations and literature studies, small and micro businesses in Solok City in 2020 contributed 30 percent, still a low category, to the total income of Solok City. This development is in line with the development of the number of SMEs in Solok City, which amounted to 441 until 2020. However, in reality, small and micro businesses in Solok City have low technological literacy with limited resources.

From data from the Solok City Cooperatives and Trade Service in 2020, the number of workers that can be absorbed by small and micro businesses is 818 workers. However, this development has not been able to make small and micro businesses a contributor to local revenue and increase community income. Several factors that hinder small and micro businesses from developing their businesses are capital, human resources, traditional management and marketing strategies that still rely on word of mouth, stalls and shops as marketing media. The main thing that hinders marketing is the weakness of small and micro business actors in mastering technology (Solok City Cooperatives and Trade Service). How they use technology, one of which is social media, to market their products has become a must for small and micro businesses in today's competition.

In this perspective, it is important to investigate whether the use of social media can help SMEs in Solok City towards their economic growth in particular and the economic growth of Solok City as a whole.

Based on the findings of the problems above, this activity tries to provide assistance and social media literacy as a marketing strategy tool for the impact on the growth of small and micro businesses in Solok City.

THEORETICAL FRAMEWORK

A study conducted by Kusumasondjaja (2018) found that interactive brand posts were responded to more often than informative message content. Twitter was more effective for informative appeals. The findings highlighted that Facebook worked better for interactive entertainment posts and Instagram was more suitable for interactive content that combined informative-entertainment appeals. Interactive brand posts with mixed appeals received the most responses on Facebook and Instagram, while self-oriented messages with informative appeals received the least traction (Yanti, M. & Yusnaini, 2018).

A study by Hutchins et al. (2018) analyzed the marketing content of eleven B2B companies. It was found that using emotions in content marketing can generate competitive advantage and increase brand equity. Several studies have looked at how companies should share their videos. (Ang, T., Wei, S., & Anaza, 2018) conducted a scenario-based experiment with 462 participants and applied social impact theory to conclude that a live streaming-oriented strategy is more authentic in the eyes of consumers than pre-recorded videos by increasing consumer search and subscription intentions.

The characteristics of social media messages are important for advertisers. For example, (Hwang, J., Park, S., & Woo, 2018) used motivation theory in the context of tourism to conclude that completeness, flexibility, relevance, timeliness of arguments, quality and credibility of sources, have a positive impact on user satisfaction.

Social media has had an impact on the face-to-face sales system towards a more multi-actor relationship (Juntunen, M., Ismagilova, E., & Oikarinen, 2019). According to Agnihotri, Kot handaraman, Kashyap and Singh, 2012), social media in sales is defined as "any technology that enhances social interaction that can be used by sales professionals to produce content (e.g. blogs, articles) and develop networks (e.g. social networks, online communities).

Marketing through social media can facilitate communication between customers and show the advantages of business actors. Content marketing is a part of social media selling (Ancillai, C., Terho, H., Cardinali, S., & Pascucci, 2019), and such an approach allows organizations to facilitate profitable social interactions with customers (Lamberton, C., & Stephen, 2016).

According to (Miller and Lamma, 2010), to use social media as a marketing tool, it is very important to conduct Market discovery. UMKM has been proven to play a role in economic development and economic growth, both in developed and developing countries. In developed countries, UMKM is able to absorb the number of workers compared to large businesses. In addition, UMKM also contributes to the formation and growth of a country's gross domestic product (GDP).

MENTORING METHODS

Community service activities are carried out through 3 stages of activities, preparation, implementation and mentoring and monitoring and evaluation.

- Preparation stage; is the preparation stage in compiling the program of activities to be carried out, so that the activities are effective and efficient. The form of activity is compiling a time schedule of activities, compiling training and mentoring modules, preparing training facilities and infrastructure, coordinating activities, socializing to business actors.
- Implementation Stage; This activity will explain in more detail the objectives and benefits of social media literacy training and mentoring. Training and mentoring will be carried out using direct practice methods in the field and will be guided by instructors who have been trained in the field of technology management through social media. This training is expected to be carried out continuously to ensure that business actors can truly master and master the use of social media as a medium for marketing their products.
- Monitoring and Evaluation Stage

This stage is carried out intensively by the community service team every time an activity takes place to ensure that the activity can run as expected. The evaluation design contains when the evaluation is carried out, the criteria and indicators of achievement, and the benchmark for the success of the activity.

DISCUSSION

The problem-solving procedure in the form of mentoring carried out includes several stages of activities, namely:

A) Survey / Preparation

Conducted by conducting a survey of several micro and small businesses to see the possibilities and benefits of mentoring activities carried out and determining the implementation of activities. The results of the survey can be explained by the following findings from the survey and socialization.

a. Ownership of Digital Facilities

Ability to Access and Ability to Utilize Digital Media for Micro, Small and Medium Enterprises in Solok City Based on the survey results, findings related to ownership of digital facilities, especially cellphones, the ability to access them, and the ability to use digital media in MSMEs in this survey,

Figure 4.1

Number of MSEs that have digital media

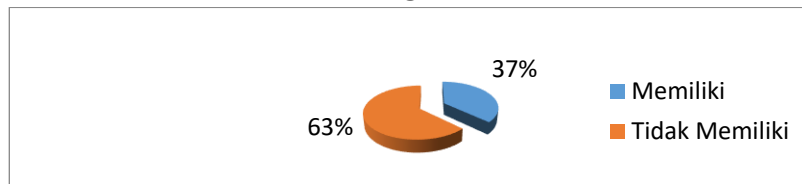


Figure 4.2

Data on UMKs that have used digital media

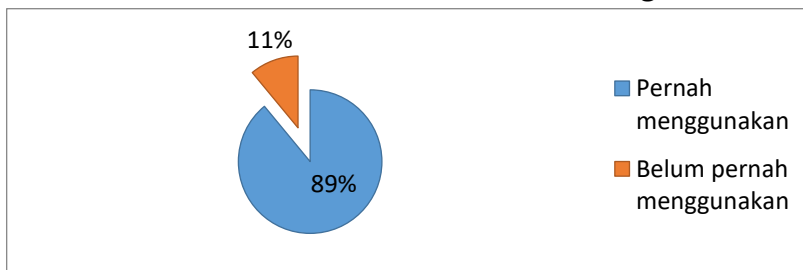
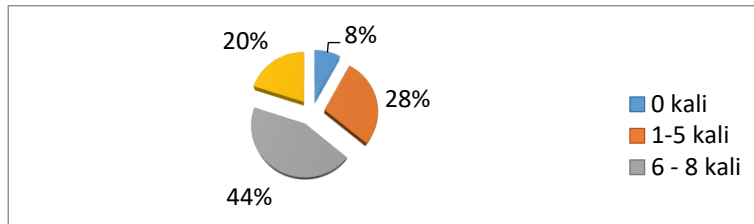


Figure 4.3

Data on digital media usage in the last 1 week



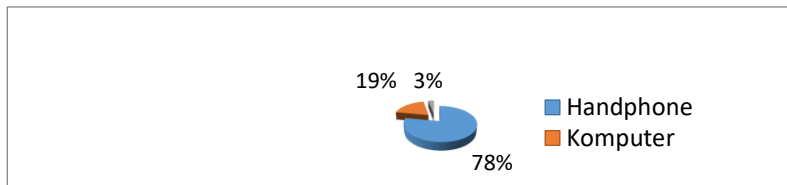
As many as 63% of MSMEs in Solok City do not yet have digital media facilities in the form of computers and mobile phones. However, Figure 4.2 shows that as many as 89% of MSMEs have experience in using digital media (computers, mobile phones). This shows that even though they do not have digital media facilities, some MSMEs still have experience in using digital media, meaning that some MSMEs who have limited ownership of digital facilities are still trying to continue learning in using digital media.

Figure 4.3 Frequency of MSME actors using computers in the last week Based on the findings in this survey, it shows that the frequency of using digital media for business development and increasing literacy of MSME actors in Solok City is still in the low category.

a. Opportunities in Media access

Figure 4.4

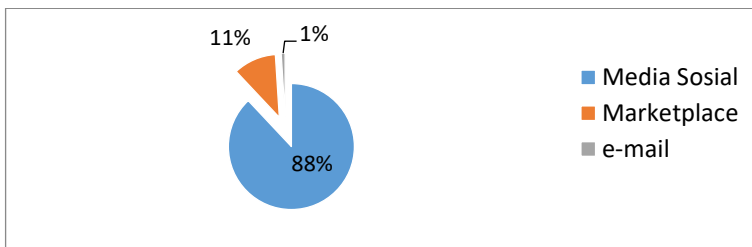
Internet access opportunities



In Figure 4.4, media facilities for internet access are dominated by mobile phones, namely 78 percent, computers only 33 percent and community facilities 3 percent.

Figure 4.5

Media Channels Accessed

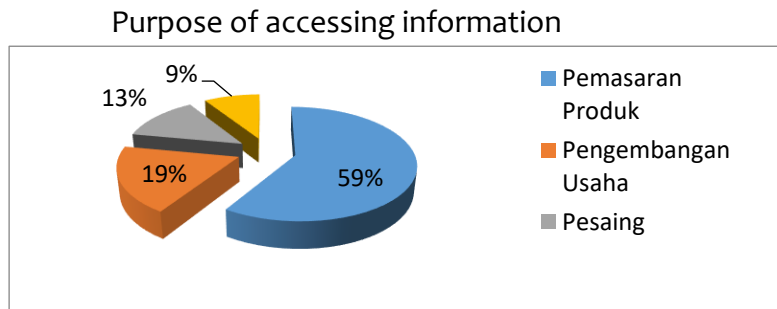


In Figure 4.5, it can be seen that micro and small businesses tend to choose social media as a networking medium, with choices for Facebook, WA, Instagram,

which is 88 percent. The reason they choose this media is because on average they do not know other social media besides these media.

To obtain information on what the purpose of micro and small business actors is in accessing information, 59 percent of their purposes for accessing information are to access information for product marketing, 19 percent to search for information related to business development, around 13 percent for activities related to business and 9 percent to obtain information about competitors.

Figure 4.6



From the data above, it shows that the micro and small business development system in Solok City is still being carried out in a mediocre manner, meaning that most business actors have not utilized internet access to search for information related to business development efforts, increasing market access, product quality and strategies for dealing with competitors.

B) Mentoring Activities

a. Mentoring 1

Mentoring activities are carried out in the form of face-to-face meetings with participants in the form of material presentations, discussions.

The first mentoring activity was attended by several micro and small business actors in Solok City which was carried out in the Kampung Jawa Solok Village.



b. Mentoring 2

In this mentoring activity 2, it is a continuation of mentoring activity 1. In this activity, a direct training approach is used in the form of creating social media accounts for WhatsApp, Instagram, and Facebook. The goal is to have more

followers and more interesting content. The training technique provides SMEs with how to use social media as a tool to promote their products so that they can compete with other similar products.



c. Mentoring 3

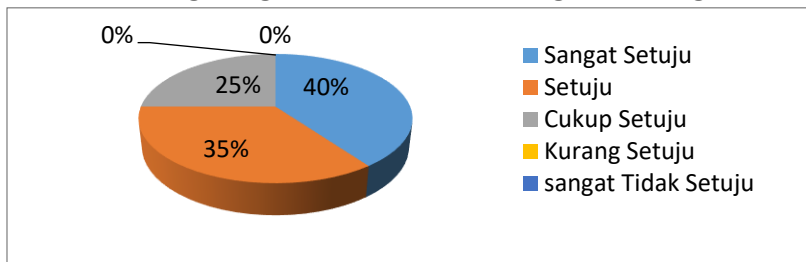


C) Monitoring and Evaluation

To find out the impact of social media literacy mentoring activities on the marketing of SME products in Solok City, we conducted monitoring and evaluation using a goal-based evaluation model (Goal-free Evaluation Model). This model is an evaluation that is not based on the goals to be achieved from the program activities. Goal-free evaluation is oriented towards external parties, consumers, stakeholders, educational institutions and the community.

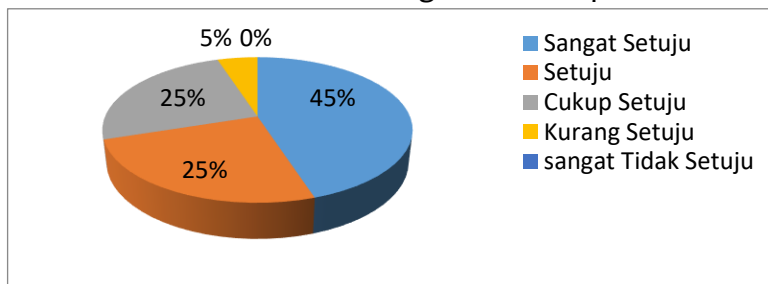
The results of the monitoring and evaluation related to the activities that have been carried out are:

a). The mentoring program has been running according to plan



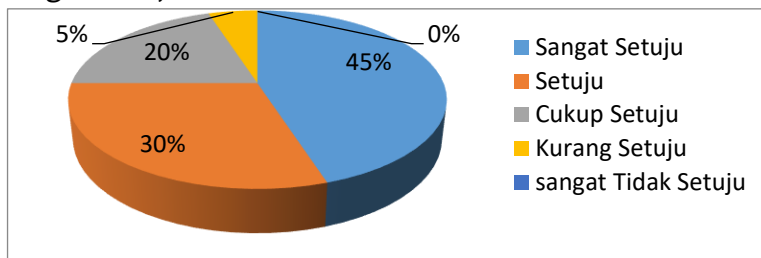
The results of monitoring and evaluation of mentoring participants, around 75 percent gave an assessment that the activities went according to what they expected. Only around 25 percent agreed.

b) All elements function according to their respective functions



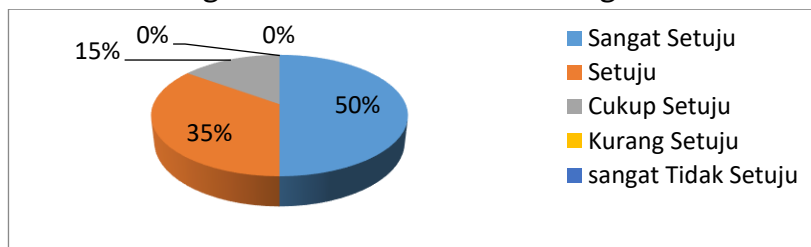
Mentoring is carried out in accordance with the respective functions of the participants and trainers as well as the mentoring team, where around 80 percent of participants agree that all elements function according to their functions.

c) Program objectives achieved



The expected goals of the mentoring activities are in accordance with what the participants want. This can be seen from the results of the monitoring and evaluation, 75 percent of participants stated that they strongly agreed that the activities had achieved the expected goals.

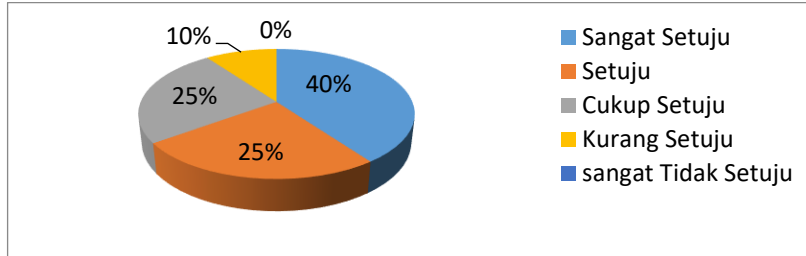
d) There are changes that occur after mentoring



Based on the results of the monitoring and evaluation that have been carried out, the mentoring participants strongly agree that after the mentoring there are

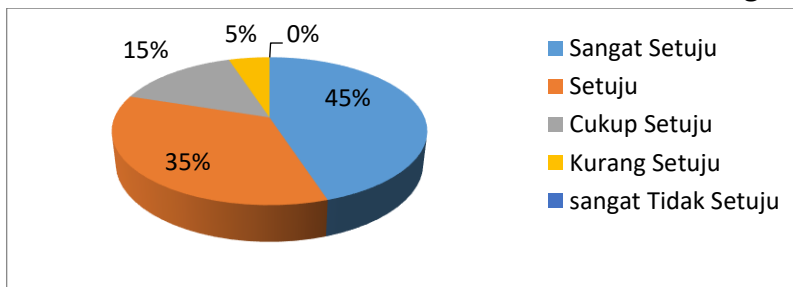
changes in the development of the participants' businesses. Where 85 percent of participants strongly agree and 15 percent quite agree.

e) The mentoring program has solved the problem



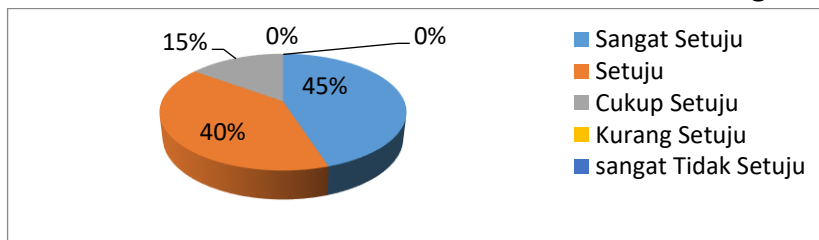
With the social media literacy mentoring program, participants agreed that mentoring provided solutions in solving problems in marketing their products. Where around 65 percent strongly agreed with this opinion and 25 percent quite agreed.

f) There are results achieved as a result of the treatment given



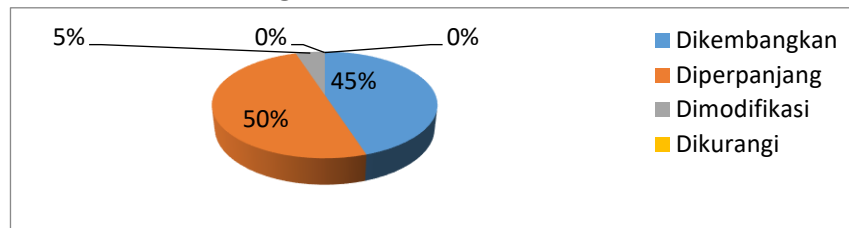
By providing social media literacy assistance, it provides the desired output for micro-entrepreneurs for their businesses. Around 80 percent said they strongly agree with this opinion and around 15 percent quite agree.

g) There are results achieved as a result of the treatment given



Around 85 percent of participants are enthusiastic to continue developing social media businesses. By adding product content on social media..

h) Benefits of mentoring for business actors



Based on the results of the mentoring activities that have been carried out, participants gave various responses. Around 45 percent hope to develop business content through social media. Around 50 percent of participants hope that mentoring activities need to be extended and 5 percent hope that modifications will be made.

Small and micro business actors in Solok City who have received social media literacy assistance, almost 95 percent strongly agree that assistance is provided and has a positive impact on the development of their businesses. In addition, based on their opinions, it is hoped that this activity will be developed and continued.

Although the results of the assistance activities generally provide benefits to business actors, in implementing this activity, researchers still face challenges in the form of supporting and inhibiting factors for activities.

- Supporting factors
- Assistance and support from local government and micro and small business actors
- Openness from micro and small business actors to mentoring activities
- Enthusiasm from micro and small business actors in participating in mentoring activities
- Inhibiting Factors
- Lack of information media facilities such as laptops
- Low level of education of business actors, making it difficult to deliver material
- Some participants change, because it is difficult to determine the mentoring schedule with the activities of business actors.

Follow-up Plan

1) Short-term Plan

For the short term, the follow-up plan for the social media literacy mentoring program for micro and small business actors is the continuation of mentoring training in the use of social media (WA, Facebook, Instagram, etc.) as a marketing medium with creative and innovative content to attract consumer purchasing power. The form of mentoring that will be carried out through social media management by creating content from micro and small business actors' products. Training is expected to be provided directly by

business actors who have successfully used social media. It is hoped that through this activity, business actors can expand their product market share, not only for the Solok City area but also regionally and nationally.

2) Rencana Jangka Panjang

The form of a follow-up plan for long-term activities will be accompanied by assistance to form a digital marketing literacy consultation forum that aims to improve and media to exchange information and provide input and assistance to fellow business actors. This forum was formed through the formation of an Instagram account for micro and small business actors in Solok City to share information about business programs for Solok City business actors. The purpose of this program is so that the public can get to know the superior products in Solok City in cyberspace and for agencies that have the desire to provide capital, make orders can contact the existing contact and likewise for capital assistance.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Overall, the social media literacy mentoring activities for SMEs in Solok City went smoothly. The mentoring program was very good, however, in practice in the field it was not as good as the program. Several obstacles were faced by SME actors because they were used to marketing traditionally. One of the factors is the human resources of SME actors. This is in line with Sukmono's opinion (2019), although social media literacy has quite good prospects and great potential for contribution, the digitalization process of SMEs in Indonesia still faces various problems at the grassroots level.

Recommendation

Based on the results and discussion, the suggestion given is the need for an active role of the government to help Micro and Small Business actors in Solok City to improve social media literacy as a means of product marketing. So that with the high digital literacy possessed by Micro and Small Businesses in Solok City, Micro and Small Businesses will be able to compete in the current digital era, and can easily access consumers from all regions, both domestically and abroad. In addition, good social media literacy can help Micro and Small Business actors in Solok City learn to improve the quality of their products.

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