

## SOCIAL MEDIA OPTIMIZATION IN THE YOUNG SMALL MEDIUM ENTERPRISE

Tuti Widiastuti<sup>1</sup>, Dominica Arni Widyastuti<sup>2</sup>, Adrian Arditiar<sup>3</sup>

<sup>1</sup>Departement of Communication, Bakrie University  
Jakarta, Indonesia

<sup>1</sup>[tuti.wdiastuti@bakrie.ac.id](mailto:tuti.wdiastuti@bakrie.ac.id), <sup>2</sup>[dominica.widyastuti@bakrie.ac.id](mailto:dominica.widyastuti@bakrie.ac.id),  
<sup>3</sup>[adrian.arditiar@gmail.com](mailto:adrian.arditiar@gmail.com)

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**Abstract** - Recently, this is an era in which social media has been widely used as a communication channel, specifically by certain parties in building their business and promoting their products through the dissemination of existing content. Almost all companies now have social media that post new innovations in the form of new products or services, as well as company activities carried out. Small Medium Enterprises (SMEs) continue to be aggressive with marketing as one thing that can be done is social media marketing through social media. Entrepreneurs have started to look at how to market their products online, but in practice it is still not optimal. Entrepreneurs still have other problems, one of which is the visual technique they have to show when they want to share product photos or videos, it must be attractive and have good competitiveness on social media. To create a good image and attract attention and product competitiveness, entrepreneurs must be creative and innovative in creating products. An attractive product is a different from products already on the market. Currently, there are many entrepreneurs who do marketing through social media. However, most young entrepreneurs only focus on selling without thinking about the quality of their marketing communication strategy. With the quality of good marketing communications, a product will be easier for the audience to remember. So the opportunity to increase sales results are even greater.

**Keywords:** social media optimization, marketing communication, young small medium enterprise

### INTRODUCTION

Social media optimization or SMO is one of marketing strategies using social media. According to a report compiled by Hootsuite (2022), there are currently 4.62 billion active social media users worldwide. Manufacturers have the opportunity to reach these active users, but need to optimize social media (Alves, Fernandes and Raposo, 2016). Friendship and human relationships have entered the era of digital platforms. Likewise with interests in the business world, because of the large number of social media users around the world, we must make our brand or business stand out by optimizing social media.

SMO is relied on to increase the network of social media users in an effort to manage exposure and increase brand engagement. Based on the Investopedia report, optimizing social media is useful for instilling awareness of products and services to consumers, for interacting with customers, and a means for anticipating negative information about institutions. The concept of optimization is similar to Search Engine Optimization (SEO). Producers need to find out what content the audience is looking for, see which social media platforms are suitable for the brand, and implement appropriate marketing strategies.

The purpose of this optimization is to display content in front of more audiences. This optimization also provides several advantages for the brand. Increase content visibility and reach resulting in greater engagement in the form of clicks, traffic, and so on. Assess your overall Return of Investment (ROI) and social media marketing results such as sales and brand awareness. Seeing this opportunity, SMEs can use social media as a marketing tool or promotion media to consumers widely. Considering that social media is a promotional

channel that is very cheap and easy to manage, social media is very popular among SMEs (Oztamura and Karakadilar, 2014; Dahnil et.al, 2014). Develop a consistent process for creating content that is ready to perform well for the brand. Young entrepreneur need to realize, trends on social media tend to change every year. The number of competitors who are certainly getting smarter are vying to win their business. That's why, we have to really determine the right strategy to achieve the goal.

The Ministry of Communication and Information Technology in 2020 continues to encourage the use of digital technology to increase the productivity and added value of SMEs. As many as 59.2 million MSMEs, 8 percent (3.79 million) have used online platforms in market their products by surfing in cyberspace, this is expected to accelerate the transformation of SMEs in Indonesia to digital (Wuragil, 2017) The selection of marketing communication media is based on the type of product to be marketed, targets, time of message delivery and promotion costs. Consideration is needed in choosing effective marketing communication media. Thus, SMEs must carefully consider the selection of the right media in promoting their products to be accepted by the community (Pasaribu, 2020). With various features in doing promotion through static and dynamic social media that makes it easier for SMEs promote various products and in the form of activities.

As discussed above, social media content must be able to compete with the thousands of other content that is uploaded all the time on these social media platforms. If humans need vitamins that can improve their health so they can carry out their activities optimally, then social media content requires SMO that can encourage your business content to work optimally and eventually become visible among thousands of other similar content. Thus, traffic on your business social media will increase and result in good engagement as well. In addition, your business's Social Media Marketing activities can also run more smoothly.

After finding the right social media optimization tips, you will see social media performance continue to grow and ultimately improve consistent performance for your brand content! With perseverance and the ability to take chances, in the end we will get satisfying results.

## LITERATURE REVIEW

Social Media Optimization is one of the methods used to increase targeted traffic to the website through social media activities. SMO involves social media, blogging, photo or video sharing, and RSS feeds. The media used for SMO optimization such as Facebook, Twitter, and Instagram as a source of traffic as well as backlinks. SMO is an effort to increase brand reach and engagement obtained from interacting with audiences on social media. SMO acts like Search Engine Optimization which optimizes an article to be on the first page of Google Search Engine Result Page (SERP) (Oztamura and Karakadilar, 2014).

Communication is a very important element in marketing, because marketing is basically communication between producers and consumers. The development of technology and the more advanced, pushing the change from conventional communication to modern communication that leads to a digital lifestyle (Oztamura and Karakadilar, 2014). To realize the realization of such communication, the internet has become an important element in the creation of modern marketing communications. Until finally, comes online social media that offers easy marketing communication with an online system. Marketing with online social media is very popularly used by various organizations, because of its low cost, easy access, easy operation, and wide market potential (Pasaribu, 2020). Therefore, marketing communication through social media can be used by various organizations including SMEs for their products.

Social media is relied on by entrepreneurs as well as by the SME community to build brand awareness of products, services, trademarks or event names (<https://zigma.ca>). For example the use of RSS feeds, news and articles posted on the Instagram, LinkedIn, YouTube, Facebook, Twitter, and Google networks. To expand and amplify the main message It aims to maximize social media networks and websites for sharing or reposting content across social media platforms. The best results come from visitor interactions with the website in the form of likes, embeds, retweets, comments on posts, and promoting content to provide as many quality target targets as possible through marketing communication tactics<sup>[8]</sup>.

The global market has raised one important point that the boundaries of the marketing area are becoming increasingly wider and territorial boundaries are not clear. It is moving so fast that global competition for various types of products and services is inevitable. The marketing niche has become very open, the impact on the potential of suppliers and consumers is also very wide (Chaffey and Ellis-Chadwick, 2019). Search activity on the Internet becomes very aggressive where each party tries to provide offers and interesting things to create a market in cyberspace.

Social media marketing is one type of digital marketing which means the marketing process through the application of digital media, namely social media such as Facebook, Instagram, Twitter, line, telegram, and so

on. In another definition, digital marketing using technology that uses online marketing communication channels such as email, websites, digital TV, blogs, databases, podcasts, including social media networks where the application of this technology contributes to marketing activities carried out by business owners to develop relationships with consumers so that they are able to generate profits through a planned approach by increasing consumer knowledge of brands, companies, and products and then integrating these targeted communications with online services according to strategies developed by companies or specific brand owners (Wuragil, 2017).

Mangold and Faulds state that the role of social media is very important in influencing individual opinions and behavior<sup>[9]</sup>. Al-Afifi, Yasmin, Tasneem, and Fatema (2015), say that social media marketing is an important technique in digital marketing that can be used to distribute brand messages to target audiences without having to pay more to distributors or publishers or third parties as is done in traditional marketing.

Two main benefits of doing marketing through social media (Hermawan, 2012; Lakshmi, Mahboob and Choudhary, 2017; Karolina and Corvera, 2012), the cost is relatively cheap and the amount of information shared is bigger. Digital marketing, especially through social media, is relatively cheaper than conventional marketing. This is because, there are many digital marketing options that businesses can choose from with various price ranges and marketing times that can be selected and adjusted to the marketer's budget. Digital marketing tends not to limit the amount of content you want to share. The content of information to be conveyed in marketing activities depends entirely on the wishes of marketers so that the content of information about the brand or product is more than conventional marketing. Conventional marketing generally uses banners, pamphlets, banners have limited sizes so that not much information can be conveyed in them.

The benefits of digital marketing, especially through social media, including the following (Hermawan, 2012): 1 Disseminate product information, the benefit of digital marketing is that it has a great opportunity to get customers through easy dissemination of brand information so that audiences can easily read and view product information. 2 Creating brand awareness for business actors who are just developing or just starting their business, digital marketing, especially through social media, is an effective and efficient way to create brand awareness or consumer awareness of products. This can be done by building the right content about the product and promoting it to consumers or social media users so that product information will be read and known by the public and creating consumer awareness or knowledge regarding the existence of the product. 3 Research Objectives, digital marketing has other advantages or advantages over conventional marketing, namely that marketing activities can be controlled and can be evaluated easily. This is because doing digital marketing has a track record/insight regarding the number of viewers, user locations, to impressions, and so on. it can be used as a tool in market research and find out what information or content the target consumer likes the most. 4 Improving Service for digital marketing, especially using social media, can improve customer service such as being able to answer questions, complaints from customers quickly and easily. In addition, services can be adapted to consumer desires easily without having to interact directly with consumer. 5 Build Perception for digital marketing, apart from being able to build consumer brand awareness of products, is also able to build an image or image of a product or company to the target audience. This can be done by building good content that is liked by consumers so that a positive image can be formed easily. 6 Product Trial in marketing using social media can be a step for business actors to experiment with products. This can be done by promoting the product to social media users and then seeing which products are liked and disliked the most.

## **MATERIALS AND METHODS**

The subject of this research is the Young Entrepreneur Community in Prumpung Tengah, East Jakarta, Indonesia. Structured and in-depth interviews were used to collect primary data with business owners. The number of informants is 4 beginner SMEs with a turnover of IDR 1 million per month. The questions include reasons for doing entrepreneurial activities, support and obstacles in managing a business, and experience in managing social media marketing. Information collected on the characteristics of SMEs, their goals, benefits and obstacles in managing social media for marketing communications. Location of the Young Entrepreneur Community in Prumpung Tengah, East Jakarta, Indonesia.



FIGURE 1. DATA COLLECTION ACTIVITIES IN THE FIELD

Prumpung is a slum area is generally believed to be places with a high crime incidence, but this is not universally applicable because with strong social control systems they often have low crime rates. Prumpung Tengah is a densely populated area in the East Jakarta area. Prumpung is a very densely populated area with a rather unique community character. The residents usually work as traders, buskers near traffic lights, laundry services or by selling on the roadside. However, they still face problems in their daily life.

The main approach of any type of marketing is to find a niche market. In today's scenario, social media marketing is a must for any business. Through social media marketing you can reach almost anyone you want, build trust, provide support, get a brand image where all these things go through simultaneously. In previous program the focus on creating and developing a website was essential for any business. Apart from having a website, small businesses will further need to develop their online reach to social media platforms. Apart from having a website, small businesses will further need to develop their online reach to social media platforms.

## RESULTS

### 1.1. Gather All Social Media Devices

SMEs use various types of social media to market and advertise the company's products, merchandise and services. Almost all SMEs use social media Facebook, Instagram, YouTube, and Twitter to displays company profile and product galleries. Most of the companies use WhatsApp and Instagram for media communication and marketing from the company to customer. In addition, some SMEs also use YouTube to displaying company profiles and as a medium information. SMEs allocate an operational cost budget IDR 500,000 to manage social media and they are update information on social media weekly. This amount is used for 1 year of publication. The perceived impact is the expansion of the marketing area. However, there is also a slight obstacle in the cost of credit, which cannot necessarily be met with an uncertain monthly income in the range of IDR 200 - 500 thousand.



FIGURE 2. DISPLAY OF COMPANY PROFILE AND PRODUCT GALLERIES

The content available on this website includes KUMPUL Prumpung profiles, video content marketing of member products, activity news, and galleries. The <https://kumpulprumpung.org/> website design covers many aspects related to marketing communication strategies in the digital era. During the activities of the Bakrie University Internal Grant Program, a community website has been created by taking into account various aspects that can support marketing communication and promotion activities for KUMPUL Prumpung members. From this community engagement activity, it is hoped that community members can be helped in terms of expanding the scope of marketing and promotional communication activities, so that the income of community members also increases.

The website page formed for media content is an article uploaded in the form of words, images, or videos. Content can be said to be a message strategy in social media. Websites are the main tactic or content marketing approach used to convey the theme of a message. During the process of creating content, ensure that the content must be accurate and must have a marketing communication strategy that is adapted to the execution framework that has been chosen and by using creative media and website accounts, you must stay in touch continuously throughout the content creation process.

### **1.2. Choose Channel**

Social media is able to carry out the function of the promotional in an integrated marketing strategy, even to the point of transaction stage (Karolina and Corvera, 2012) Where when the customer has become a user who is a member of a media account social media owned by the company, be it friendship or Facebook fan page, Instagram follower, or other terms used by some providers. So, the company will automatically be able to establish continuous communication, so that companies can communicate persuasively and introduce their products at a later date.

SMEs use online-based digital media to reach broad targets even group. Various platforms that are inexpensive and easy to apply become the first and foremost media for SMEs. It's just that whether this digital becomes the right choice considering that millions of entrepreneur are present in this world and make the world digital noisy, congested and congested. As a result, for consumers who want to find information even though facilitated by the variety of information received.

Determine the form of activity by creating publishing regularly such as an account Instagram, Facebook, WhatsApp, YouTube, other services marketing network. With social media, perpetrators SMEs can communicate with customers and attract new prospective customers in the midst of competition. SMEs must develop into businesses that have high competitiveness and consistently starting from technology and information innovation. Therefore, SMEs must make maximum use of both the simplest technology to technology that is able to produce products with high added value. SMEs as the basis of people's economic strength, must be able to do good marketing by taking advantage of the various advantages and features of social media that are inexpensive and affordable by SMEs to create a brand image and satisfaction that will have implications on loyalty. SMEs actors actively follow information developments, increase understanding and capacity in the field of information technology as a sector edges whose existence is neglected. Because in fact, SMEs are economic actors who actually play a strategic role in the profit gain.

### **1.3. Create Conversions**

Strategies to optimizing as media marketing, especially first build a positive image of SMEs through social media by publishing documentation of activities in providing effective information and communication services efficient, including: up to date information related to community activities, promoting social activities, and show the results of the contribution of social program to the community (Karolina and Corvera, 2012; Rossmann and Young, 2015). Strategies to optimize the use of social media as a marketing medium, especially first build a positive image of SMEs through social media by publishing documentation. Activities in providing effective and effective information and communication services efficient, including: promoting SMEs activities, produce up to date information, and show the results of the contribution of SMEs to the community.

SMEs must be able to conduct marketing responsively. Social media with all its advantages and its features, proven to be able to provide facilities that are no less attractive than other media which requires a high cost to use. It's not impossible, if social media can used optimally, it can foster a positive image for the wider community. In order to keep abreast of developments in technology and information, SMEs must improve understanding and capacity in the field of technology and information through trainings, workshops, seminars on technology and information.

Consumers evaluation will do to some choices available and consumers choose products that can provide satisfaction and benefit (Iblasi, Bader and Al-Qrein, 2016). Other information to be studied consumers is product information that will bought. Society in the global era is starting use the internet as a tool to looking for various information. Internet development Internet technology affects the way humans in communicating. Wherever and whenever, one can communicate without any limitation's territory. Humans exist and can share everything kinds of information without being hampered by space and time. Through internet network, anywhere in the world can connected to the internet, all forms geographical barriers are removed (Zhou and Wang, 2014). Apart from changing human habits in terms of communication, effect the differentiator that the internet provides is in terms of marketing efforts.

Media social is a form of public relations the most transparent, attractive and interactive at this point can attract more attention than people in the real world. This phenomenon then used as a way to instill the brand in the minds of consumers by social media support (Nekatibeb, 2012). SMEs can take advantage of the media open social media to market its products. Social media like Instagram, Facebook, and Twitter can be used in a way starting from by displaying photos and details about the product. Cost savings can be done in this way effectively and powerful. This of course eliminates the old way i.e., promoting goods with use the services of direct sales meet consumers on the street. Products that are liked by consumers can be directly in response by clicking like, share, comment on social media or vice versa.

## DISCUSSION

The implementation of social media in SMEs provides benefits including: as a product gallery, record supplier needs, record distributor needs, survey target consumers, and monitor consumers. Besides that, social media too useful as a forum for discussion, assisting decision making, providing response to consumers, record consumer needs, as a marketing medium and advertisements, and as suggestions for personal contact with consumers (Purwana, Rahmi and Aditya, 2017). From the field, it shows that Instagram and Facebook are preferred because of their ease in attracting the attention of consumers. Instagram with the follower feature can make it easier to share product information and provide information tremendous benefits in marketing the product. Instagram by posting visual displays in the form of still images and short videos, will make the products that are uploaded most often attract the attention of followers. Facebook with the like function and the easy share feature to share among users, the ease of interacting with previous comments provides a viral effect that can improve marketing performance and strengthen product image.

Most importantly, the benefits of this social media are that it is free and does not require special software. The benefits of developing SMEs are one of the strong motivating factors to continue to use social media in order to develop their business, increase product sales, communicate with consumers, and develop a wider market network. This shows that the perception of the benefits of using information technology is one of the driving factors for SMEs to use information communication technology.

Social media is an interactive communication channel between entrepreneurs and consumers and various interested parties with conditions whenever and wherever<sup>[12]</sup>. Social media is a very potential medium to find consumers and build an image about a product's brand, which can be accessed anywhere and by anyone. Therefore, the use of information technology and social media can help SMEs to continue to develop their products and is very helpful in making business decisions.

The research shows that the increase in sales is mostly felt by SMEs. Meaning that social media is solving their own problems as a means of marketing products or services as well as being a forum for interaction with customers. Based on the results of observations on social media used by SMEs that have succeeded in increasing sales as the spearhead of marketing and communication by always updating product and company information on a regular basis. Meanwhile, SMEs with less significant increase in sales, mostly due to the frequency of monthly updates.

Incorporating elements of technology into business, it will complement marketing strategies, from conventional marketing, developed into online marketing system. The combination of these offline and online strategies, then will further increase the competitiveness of Small and Medium Enterprises. However, remember various limitations, it is necessary to conduct an acceptance study technology, so that the results will be obtained whether the technology is easy to use and will be more useful to improve performance and productivity. Limited human resource capabilities owned by SMEs in KUMPUL Prumpung in terms of designing product marketing media design which is more organized and professional causes result of marketing design before existence assistance is less aesthetically appealing. In adaptive and innovative in digitizing marketing activities due to limited ability in take advantage of technology and social media change



quickly according to current development. Resulting in digital marketing activities are becoming less optimal because social media of the SMEs KUMPUL Prumpung is rarely hospitalized so that customer engagement at social media is also lacking.

There is no special division for the marketing department that is permanently focused on managing accounts, making the impact of social media optimization less than optimal. Because all business processes are still carried out independently by SMEs owners, product branding is also not built sustainably to increase brand awareness. In addition, SMEs must also be diligent in monitoring customer reviews that occur among consumers in order to find out the advantages and disadvantages lack of products, so that they can clarify negative testimonials and maintain and increase value products that get positive testimonials. Using technology is not a simple thing, especially if you look at it problems faced by the SMEs need some thought and careful planning to execute and implement it. As well in using the internet and being active in various social media, entrepreneur must focus and think about the marketing communication strategies.

## CONCLUSIONS

SMEs is using social media as Marketing Communication capable of providing a competitive advantage. With social media, perpetrators SMEs can communicate with customers and attract new prospective customers in the midst of competition. SMEs must develop into businesses that have high competitiveness. Therefore, SMEs must make maximum use of technology. SMEs actors actively follow information developments, increase understanding and capacity in the field of information technology.

Social networking sites like Instagram are essential for maintaining a competitive advantage. Businesses that don't have active social media accounts run the risk of missing out on a number of different marketing opportunities. Based on the considerations above, that is what makes social media an important part of a marketing communication strategy. There are two categories in SMO: First, social media features added to the content itself such as social news feeds, key sharing, user ratings and polling tools. Second, promotion of social media activities in addition to promoted content, including comments, discussions and status updates on social networks. This activity is a literacy and training program in the form of delivering material for the development of knowledge, delivered by lecturers accompanied by competent students in the field of marketing communication. This is to make it easier for the community to create social media marketing.

Entrepreneurs need to make optimal use of social media and consistently update information every day to develop market share and increase product sales. Further research is needed to measure sales increase accurately so that the analysis of the effect of using social media on increasing sales can be done more accurately. The most widely used social media are Instagram, Facebook, and WhatsApp. For most SMEs the benefits of using media. Social media is for personal communication with consumers, marketing and advertising, recording consumer needs, responding to consumers, helping decision making and as a discussion forum with consumers. The use of social media can increase sales if SMEs update information consistently.

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