

Research Article

Unlocking Success: Maximizing the Impact of Social Media as a Strategic Tool for Online Business Marketing

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Abstract

This study aims to determine the role of social media in online business marketing efforts, assess the influence of platforms such as WhatsApp, Facebook, and Instagram on online business marketing in the region, and understand how social media marketing can increase community income. This field research employs a qualitative approach, with informants consisting of online business owners and online shop customers. Data collection techniques encompassed in-depth interviews, participatory observation, and comprehensive documentation. In-depth interviews provided detailed insights from online business owners and customers about their experiences with social media marketing. Participatory observation offered a firsthand understanding of the online business environment, while comprehensive documentation systematically recorded all relevant information. Data analysis involves systematic data reduction to focus on crucial information, detailed data display to identify patterns and trends, and formulating conclusions based on the analyzed data. This process provided a comprehensive understanding of the role and impact of social media on online business marketing and community income. The results indicate that social media is crucial in online business marketing efforts. It significantly contributes to brand awareness, promotions, online storefronts, and sales to end consumers. The platforms used are Facebook, Instagram, and WhatsApp, with Facebook being the most widely used. The study found that social media usage significantly influences sales levels, increasing income for the local community. These findings highlight the importance of social media as an effective tool for online business marketing, driving economic growth and community development.

Keywords: social media; business; online; economic growth.

1. INTRODUCTION

The rapid evolution of science and technology has transformed human interaction, communication, and business practices (Chugh & Joshi, 2020). Once a luxury, technology is now a necessity across all societal segments. Information and communication technology (ICT) is at the forefront of this evolution, facilitating global connectivity and information dissemination. A pivotal aspect of ICT is social media platforms, revolutionizing how people interact, share information, and engage with content online. Social media platforms represent a communication paradigm shift, offering users unprecedented connectivity and avenues for expression. They serve as virtual hubs where individuals create, share, and engage with diverse content, spanning personal updates to



multimedia presentations. This democratization of communication empowers users to connect globally and instantaneously, reshaping personal and professional relationships. Businesses have embraced social media as a potent marketing tool for customer engagement and brand building. They reach vast audiences and forge meaningful consumer connections through targeted advertising, influencer partnerships, and interactive content. The widespread adoption of smartphones and internet connectivity has fueled social media's proliferation, enabling millions worldwide to access platforms daily (Arora, 2019).

Social media's accessibility democratizes information access, keeping users abreast of real-time events, trends, and developments. Additionally, it fosters civic engagement and social activism, amplifying user voices and advocacy efforts. In essence, social media's emergence signifies a monumental shift in communication, culture, and commerce in the digital age. As elucidated by (Hensel & Deis, 2010), social media platforms serve as virtual arenas where individuals converge to connect, communicate, and disseminate content across online networks. This digital landscape has witnessed an explosive proliferation of applications, ranging from traditional websites to dynamic messaging apps like WhatsApp, visually engaging platforms such as Instagram, ubiquitous social networking sites like Facebook, and concise microblogging platforms exemplified by Twitter. The intuitive interfaces and widespread accessibility of these platforms have catalyzed a surge in user engagement, transcending demographic barriers and embracing individuals from diverse age groups and backgrounds.

The widespread adoption and seamless integration of social media into various aspects of daily life indicate its pervasive influence, transcending geographical and temporal boundaries (Merchant, 2012). Individuals from diverse backgrounds and age groups have seamlessly incorporated social media platforms into their routines, utilizing them for personal communication, entertainment, and professional networking. This pervasive usage is particularly pronounced in Indonesia, where internet consumption statistics reveal a significant portion of the population dedicating substantial hours each day to online activities, with a notable emphasis on engaging with social media platforms. Whether connecting with friends and family, staying updated on current events, or exploring entertainment content, social media has become integral to daily life for millions, shaping how people interact, consume information, and navigate the digital landscape.

Additionally, the advent of social media represents a transformative aspect of modernization, marking a paradigm shift in how information is accessed, shared, and consumed. This shift is underscored by the unprecedented accessibility to a wealth of information facilitated by the widespread adoption of digital technologies. Social media platforms serve as dynamic ecosystems where individuals, businesses, and communities converge, fostering interaction, collaboration, and engagement on a global scale. In this rapidly evolving landscape, businesses must grapple with many challenges, including heightened competition, evolving consumer behaviors, and rapid technological advancements. To thrive amidst these complexities, enterprises must embrace a culture of continuous innovation and agility, leveraging technology to adapt to change and drive it. By harnessing the power of social media, businesses can enhance their visibility, forge meaningful connections with their audience, and capitalize on emerging opportunities in the digital age (Chaney, 2009).

Social media platforms have become indispensable tools for businesses seeking to establish connections with consumers, promote their products or services, and raise brand awareness. Platforms such as Facebook, Instagram, Twitter, and LinkedIn offer businesses a powerful means to engage with their target audience in real time, facilitating authentic interactions and driving concrete sales results. Leveraging strategic marketing initiatives on these platforms enables businesses to cultivate meaningful relationships with their audience, leading to increased brand loyalty and customer retention. One of the key advantages of social media marketing is its interactive nature, which allows businesses to gather valuable insights into consumer behavior, preferences, and market trends. By monitoring engagement metrics, such as likes, shares, and comments, businesses can gauge the effectiveness of their marketing efforts and adjust their strategies accordingly. This data-driven approach enables businesses to tailor their messaging and content to better resonate with their audience, ultimately leading to more impactful marketing campaigns.

Social media marketing offers many opportunities for businesses to expand their reach, engage with their target audience, and elevate their brand presence. However, amidst the vast potential lies a landscape fraught with challenges that require adept navigation. Algorithmic changes implemented by social media platforms can disrupt visibility and impact organic reach, necessitating agile strategies to maintain effectiveness. Additionally, the sheer volume of content on these platforms contributes to saturation, making it increasingly challenging for businesses to stand out and capture audience attention. The advent of the COVID-19 pandemic further compounded these challenges, accelerating the shift towards digital channels as physical interactions dwindled (Azionya & Nhedzi, 2021). Businesses must recalibrate their marketing strategies to align with evolving consumer behaviors and preferences shaped by the pandemic's impact. The pandemic underscored the critical role of social media as a vital conduit for maintaining connections, disseminating information, and driving business outcomes in a socially distanced world. Amidst these challenges, the essence of authentic engagement emerges as paramount. In an era inundated with content, consumers crave genuine interactions and meaningful connections with brands. Businesses prioritizing authenticity in their social media endeavors can forge deeper relationships with their audience, foster brand loyalty, and differentiate themselves amidst the digital noise.

To navigate the complexities of social media marketing successfully, businesses must adopt a multifaceted approach. This involves staying abreast of algorithmic updates, refining content strategies to resonate with target demographics, and leveraging data analytics to glean actionable insights. Moreover, cultivating a cohesive brand identity across various social media platforms enhances brand visibility and fosters a unified brand experience for consumers. In essence, social media platforms represent a paradigmatic shift in how businesses engage with consumers and orchestrate their marketing endeavors. As technology continues its inexorable march, businesses must cultivate agility and proactivity in harnessing the power of social media to remain relevant, competitive, and interconnected in an increasingly digitized milieu. By embracing social media as a strategic imperative, businesses can unlock a cornucopia of opportunities for growth, innovation, and success in the digital epoch.

2. LITERATURE REVIEW

2.1. Social Media: Transforming Communication and Business

Social media is a remarkable product of globalization and the rapid advancement of science and technology. This internet-based medium allows users to interact with others without the limitations of place and time, whether directly or indirectly. As a result, social media serves various purposes, providing services and gratifications for predetermined goals. According to (Nasrullah, 2018), social media is a software tool individuals use to share information or collaborate. Additionally, social media is a medium people use for various activities, such as sharing messages, videos, audio, text messages, and images. Social media can be utilized for direct or indirect interactions.

As social media continues to evolve, its definition expands. However, its essence remains the same: a platform and technology that enables a range of activities, from communication and interaction among users to sharing information in various forms, including images, audio, and video, for numerous purposes. The characteristics of social media are essential to understanding its impact on modern communication. Social media represents a shift in how individuals communicate and showcase their daily activities. Several key characteristics of social media:

First, social media relies on internet communication networks, facilitating communication between individuals, even if they do not know each other personally. Technology acts as the connecting medium. Second, information is a fundamental element for communication, interaction, and sharing on the internet. Every social media user must provide personal data information. Social media serves as an archive, storing information and data that can be accessed anytime through any internet-connected device, simplifying communication.

Third, social media enables user interaction through chats, calls, or video conferences, leading to more extensive and dynamic interactions. Fourth, interactions on social media can differ from

reality, with users potentially presenting different identities, genders, and profile pictures. Fifth, users can share various types of content, such as writings, photos, or videos, by linking from one social media platform to another.

In their book "Communication Works," Gamble, Teri, and Michael highlight additional characteristics of social media: Messages can be broadcast to many users simultaneously; messages are free from gatekeeping; messages reach recipients relatively quickly; and recipients can determine the timing of interactions (Gamble & Gamble, 2005). Summarizing the above, the characteristics of social media are broad, open, fast, and free. Here, freedom implies that senders and receivers can freely determine the timing of their interactions.

The high number of social media users is attributed to its numerous advantages. According to (Funk, 2014), social media offers several benefits for its users. First, social media is fast and easy to use, allowing individuals to engage with it without requiring in-depth knowledge of information technology. It only requires internet-connected devices like smartphones and laptops. Second, social media bridges consumers and sellers, fostering harmonious relationships and encouraging reciprocal interactions between consumers and sellers or producers, enhancing customer engagement.

Third, social media extends reach globally without incurring high costs, making it an effective tool for reaching a broader audience. Fourth, social media interactions can significantly boost sales, with statistics showing a 51% increase in sales following customer engagement, even from simple actions like clicking "like" on content. Fifth, positive customer feedback can encourage others to purchase the marketed product, leveraging social proof to drive sales.

Similarly, (Rey, 2012) views social media as a commodity that can yield significant economic benefits. Sellers can market their goods more easily through social media, making economic activities cheaper, unique, practical, and operationally cost-effective. These advantages make social media appealing to almost everyone.

Despite its advantages, using social media for marketing has several drawbacks (Hensel & Deis, 2010). First, consumers cannot physically inspect the marketed products, which can significantly limit certain goods. Second, consumers may doubt the authenticity of products marketed solely through social media, requiring businesses to be more creative in their marketing strategies to attract and retain consumer interest.

Moreover, the use of social media raises privacy and security concerns, as personal information can be exposed to potential misuse or breaches. Negative feedback and reviews can spread quickly on social media, potentially harming a business's reputation if not managed properly. The effectiveness of social media marketing can be heavily influenced by platform algorithms, which may change frequently and impact the visibility of posts and advertisements.

Social media has become an integral part of modern communication and business strategies. It offers numerous benefits, including ease of use, expanded reach, and enhanced customer engagement. However, businesses must navigate various challenges, including product authenticity concerns, privacy issues, and dependency on platform algorithms. By understanding and leveraging the unique characteristics of social media, businesses can effectively utilize this powerful tool to connect with consumers, drive sales, and foster brand loyalty.

2.2. Social Media and Marketing: The Synergy of Modern Business

In the rapidly evolving science and technology landscape, social media has emerged as a vital output of globalization, profoundly transforming how individuals interact, share information, and conduct business. As defined by (Vuori, 2012), social media platforms are virtual spaces enabling users to connect, communicate, and share content seamlessly across global networks. The proliferation of platforms such as Facebook, Instagram, Twitter, and LinkedIn has bridged geographical and temporal gaps and integrated deeply into daily life, spanning diverse age groups and demographics.

The pervasive nature of social media is evident in its integration into everyday routines, transcending physical boundaries and time zones. People engage with these platforms for various purposes, from personal communication and entertainment to professional networking and marketing. In Indonesia, internet usage patterns reveal that a significant portion of the population spends several hours online daily, with a large fraction of this time devoted to social media

interactions. This trend underscores the essential role of social media in modern communication and information sharing.

Social media's ability to facilitate real-time communication and provide a content-sharing platform has redefined how people interact. The accessibility and user-friendly interfaces of these applications have contributed to their widespread adoption. For instance, platforms like WhatsApp have revolutionized instant messaging, while visual platforms like Instagram and Snapchat have transformed how individuals share moments and stories visually. Meanwhile, professional networking on LinkedIn has become a cornerstone for career development and business connections.

The rise of social media signifies a critical aspect of modernization, marked by unprecedented access to information, accelerated globalization, and the expansion of the digital economy. The ability to instantly share and receive information has made social media a powerful tool for individuals and businesses. This has led to a more informed and connected global population, where news, trends, and innovations spread rapidly.

In this dynamic environment, businesses face numerous challenges, including intense competition, changing consumer preferences, and disruptive technological advancements. To navigate these complexities, companies must adopt a continuous innovation and adaptability culture, leveraging technology to enhance their competitive edge and expand their market reach. This includes utilizing big data analytics to understand consumer behavior, employing artificial intelligence for personalized marketing, and integrating augmented reality for interactive customer experiences.

Social media platforms have become indispensable tools for businesses aiming to connect with consumers, showcase their offerings, and build brand awareness. Through strategic marketing initiatives on platforms like Facebook, Instagram, Twitter, and LinkedIn, businesses can engage with their target audience in real time, fostering genuine relationships and driving sales. The interactive nature of social media allows businesses to gather valuable insights, monitor market trends, and refine their marketing strategies to better align with consumer preferences.

For example, companies use Instagram to showcase their products through high-quality images and stories visually, creating an engaging shopping experience. Twitter allows for direct customer communication, instantly addressing their queries and feedback. LinkedIn provides a platform for B2B marketing, where companies can share industry insights and build professional relationships. Social media influencers have also become a significant trend, where brands collaborate with individuals with a large following to promote their products, leveraging the influencers' credibility and reach.

Marketing is a fundamental aspect of economic activity, crucial for recognizing and fulfilling customer needs. It is often described as the activity of meeting needs profitably. According to The American Marketing Association, marketing involves creating, communicating, and delivering customer value while managing relationships that benefit the organization and its stakeholders. This definition highlights marketing's role in creating economic value by connecting production and consumption (Ringold & Weitz, 2007).

Marketing encompasses various activities, from market research and product development to advertising and sales. It involves understanding consumer behavior, segmenting the market, and positioning products to meet the specific needs of target audiences. Effective marketing strategies require thoroughly analyzing market conditions, competitive landscape, and consumer trends. This helps businesses to tailor their offerings and communication efforts to maximize customer satisfaction and loyalty.

3. RESEARCH METHOD

3.1. Research Approach

The research methodology employed in this study is field research, utilizing a qualitative approach. Field research involves gathering firsthand data directly from the source, allowing for a deeper understanding of the phenomenon under investigation (Hammond & Wellington, 2020;

Krippendorff, 2018; Largan & Morris, 2019). This qualitative approach enables researchers to delve into the intricacies of the role of social media in online business marketing. By collecting rich and detailed information, researchers can analyze the various aspects and nuances of how social media platforms are utilized for marketing. This methodology aims to provide a comprehensive and insightful exploration of the subject matter, offering valuable insights into the effectiveness and challenges of leveraging social media for online business promotion.

3.2. Location of Study

This research will be conducted within the vibrant community of Bonto-Bonto Subdistrict, nestled in the scenic Marang District of Pangkajene and Islands Regency. The chosen timeframe for this study spans a significant duration of three months, commencing in June and extending through August 2022. This extended period allows for a comprehensive exploration of the dynamics surrounding using social media platforms for online business marketing endeavors in this locale. By immersing in the local context over these months, researchers aim to capture the nuances and intricacies inherent in social media and online business promotion within the community. Through detailed observation, interviews, and analysis, the study seeks to unravel valuable insights into the strategies, challenges, and outcomes associated with leveraging social media as a marketing tool in this particular setting (Neuman & Robson, 2014).

3.3. Subjects of Research

Subjects of research, commonly known as informants in qualitative research, provide information relevant to the data researchers need following the study. Informants are selected based on various considerations, such as their knowledge, experience, and capacity to provide data and information related to the research. Informants can be classified into two main categories:

- **Key informants:** These individuals possess in-depth knowledge about the issues being investigated. This study's key informants are online business practitioners in Bonto-Bonto Subdistrict, Marang District, Pangkep Regency. These individuals have significant insights into the intricacies of online business operations and can provide valuable perspectives on the subject.
- **Ordinary informants:** These informants are selected based on their familiarity and association with the research issue. They may not have the same level of expertise as key informants but are chosen because of their relevance to the research topic. In this study, ordinary informants refer to the general community members in Bonto-Bonto Subdistrict, Marang District, Pangkep Regency. Their perspectives and experiences contribute to a more comprehensive understanding of the social context surrounding online business and its interaction with social media platforms.

3.4. Research Instruments

- **Interview Guide**

The interview guide is a structured framework for conducting interviews, facilitating qualitative data collection through open-ended questioning. Through oral interactions, researchers aim to elicit rich insights, opinions, and perspectives from the interviewees regarding the role of social media in online business marketing. By adhering to the interview guide, the interview process maintains focus and relevance to the primary research objective: understanding the dynamics of social media utilization in online business promotion in Bonto-Bonto Subdistrict, Marang. While the interview guide provides a structured approach, the flexibility of the interview process allows for the spontaneous exploration of emerging themes and ideas.
- **Observation Sheets**

Observation sheets are tools employed by researchers to record observations made during fieldwork systematically. Researchers can gather firsthand data by directly observing the activities, behaviors, and interactions related to online business marketing on social media platforms. These observation sheets serve as a guide, ensuring that observations remain aligned with the research objectives. Through careful observation, researchers aim to capture nuanced

details and patterns that may not be evident through other data collection methods. The direct and unobtrusive nature of observation facilitates a deeper understanding of the role of social media in online business marketing within the Bonto-Bonto Subdistrict, Marang community.

- **Documentation Sheets**

Documentation sheets are utilized to review and analyze written materials and records pertinent to the research topic. This includes sales receipts, transaction logs, social media posts, and other relevant archives. By examining these documents, researchers can supplement the qualitative data obtained through interviews and observations with quantitative and contextual information. Documentation sheets enable researchers to cross-reference and validate findings, providing a comprehensive understanding of the online business marketing landscape in Bonto-Bonto Subdistrict, Marang. The inclusion of secondary data enhances the richness and depth of the research findings, contributing to a more robust analysis of the role of social media in online business promotion.

3.5. Data Validity Testing Techniques

The validation of research findings will be carried out through the following stages:

- **Credibility**

Triangulation: involves cross-checking data from multiple sources to ensure accuracy and reliability. In this study, data collected from interviews with online business practitioners and community members in Bonto-Bonto Subdistrict, Marang, Pangkep, will be compared with each other and possibly with other relevant sources such as industry reports or academic literature.

Peer Debriefing: Researchers will discuss with colleagues or experts knowledgeable in the field but not directly involved in the study. These discussions provide an opportunity for critical feedback, which helps identify potential biases or oversights in the research process.

Member Check: Researchers will validate their interpretations and conclusions with the participants after conducting interviews. This collaborative approach ensures that participants' perspectives are accurately represented and helps refine the analysis.

- **Transferability**

This stage ensures the research findings can be applied or generalized to different contexts or settings. Researchers will provide detailed descriptions of the research methodology, data collection process, and analysis techniques to enhance transparency and allow readers to assess the applicability of the findings to their contexts.

- **Dependability**

Dependability refers to the consistency and reliability of the research findings over time and across different researchers. To ensure dependability, researchers will maintain detailed documentation of the research process, including any modifications made during the study. This documentation allows for the replication of the study by other researchers and ensures the trustworthiness of the findings.

- **Confirmability**

Confirmability relates to the objectivity and neutrality of the research findings. To establish confirmability, researchers will maintain a reflexive stance throughout the research process, critically examining their biases and assumptions. Additionally, data analysis will be conducted systematically and transparently, allowing for independent verification by other researchers.

3.6. Data Analysis Techniques

Data analysis is the systematic process of organizing and interpreting observations, interview transcripts, field notes, and other collected materials to enhance understanding of the researched case for reporting purposes. Researchers process data through interviews, observations, field notes, and documents. The data is then analyzed in such a way as to become a presentation of easily understandable data and then processed using a qualitative approach.

This research adopts a qualitative data analysis model outlined by (Miles et al., 2013), which includes the following activities: (1) data reduction, (2) data display, and (3) conclusion drawing and verification. From the three statements above, data analysis in this study involves seeking and organizing observations, interviews, and other field notes. The data analysis technique in this study involves procedures divided into three steps, as described below:

- **Data Reduction**

The data obtained from observations and interviews regarding the pandemic's impact on social media's role in online business marketing in Bonto-Bonto Subdistrict, Marang, Pangkep, may not be sufficiently detailed. Therefore, data reduction is performed to obtain comprehensive information from this data. Data reduction involves selecting, focusing, simplifying, abstraction, and organizing raw data emerging from field notes.

- **Data Display**

Data presentation is conducted to present the data reduction results narratively, allowing for drawing conclusions and decision-making in action. The data presented in this study are previously analyzed, but the analysis is still in the form of notes for the researcher's benefit before being organized into a report. Each reduced data set can be presented for analysis or conclusion.

- **Conclusion Drawing**

Conclusion drawing involves summarizing the results of interpretation and evaluation. This activity includes drawing meaning and providing explanations. Subsequently, verification is conducted, which involves testing the truth, robustness, and matching of meanings emerging from the data. Since the beginning of data collection, conclusion drawing has been conducted, considering the content of the information and its implications. The researcher provides conclusions regarding the role of social media in online business marketing in Bonto-Bonto Subdistrict, Marang, Pangkep.

4. RESULT AND DISCUSSION

4.1. The Role of Social Media in Online Business Marketing

Businesses are increasingly attracting individuals from various backgrounds, with technological advancements providing new avenues for effective marketing, notably through online platforms. This trend is prevalent worldwide, including in Indonesia, which boasts a significant internet user base. Consequently, Indonesian society has become a prime target for business development across various sectors. Several business entities in the Bonto-Bonto Sub-District, Marang District, Pangkajene and Kepulauan Regency have already leveraged social media for their marketing endeavors. Among them are Kedai Teras, specializing in culinary offerings, Butik Alif, focusing on men's and women's apparel and Bakery Donat, catering to culinary delights. These enterprises aim to introduce their businesses through online or social media-based marketing. Mrs Syamsia, the owner of Bakery Donat, expressed her motivations: My background, intention, and motivation to start this business stem from my passion for cooking. I aimed to channel my long-standing hobby and talent into a business venture. My motivation includes earning income by establishing a business. Moreover, I wish to introduce people to online businesses that anyone can pursue, whether on a small or large scale. Hence, do not hesitate to start a business, even if it is small, because our business can thrive with the proper utilization of social media.

Aligned with the sentiments above, Mrs. Saidah, the owner of Butik Alif, revealed her motivations behind founding her business. My initial motivation for starting this business was to have my source of income. Additionally, I wanted to encourage people to utilize and promote social media for beneficial purposes, such as marketing various products, including men's and women's clothing and food and beverages.

The insights from the interview above excerpts underscore the ease social media offers in marketing goods and services, serving as an initial motivation for starting a business. Consequently, social media plays a pivotal role across various facets of life. Similarly, Mrs Syamsiah, the owner of

Bakery Donat, highlighted the profound impact of social media on her establishment; social media wields considerable influence, facilitating effortless promotion. This significantly affects the marketing of products offered by Bakery Donat.

Social media serves as a promotional tool and streamlines transactions, as emphasized by Mrs. Saidah. Social media offers numerous benefits when conducting business. Consumers can browse, select, and purchase items through social media without leaving their homes. Social media functions include creating product testimonials and posting photos of my merchandise, effectively capturing the interest of potential buyers.

Indonesia's high internet penetration rates render it fertile ground for businesses leveraging social media. This, in turn, yields numerous advantages. Beyond the insights shared by several business operators, Mrs. Selviani articulated additional roles and benefits social media provides in advancing her establishment, Kedai Teras Social media significantly influences the promotion of our merchandise, attracting a broader consumer base. Additionally, social media enables us to discern prevailing trends and inform our product offerings. Leveraging social media effectively allows even small businesses to achieve substantial growth.

Despite the manifold advantages, businesses harnessing social media encounter various challenges, both operational and related to social media usage. Mrs. Saidah acknowledged several impediments in operating her online shop my challenges in utilizing social media for marketing include poor network connectivity, limited understanding of online business transaction processes, and intense market competition. However, I address these challenges by enhancing the quality of my products and maintaining customer trust.

Echoing similar sentiments, Mrs. Selviani emphasized that Internet connectivity issues occasionally impede my operations, resulting in delayed responses to inquiries or orders. Additionally, intense market competition necessitates strategic approaches, such as selecting data plans with reliable connectivity and prioritizing product quality. The internet, particularly social media, is pivotal in marketing online shops in the Bonto-Bonto Sub-District, Marang District, Pangkajene and Kepulauan Regency. However, despite its inherent benefits, businesses face numerous challenges, which they address through innovative strategies.

The world is constantly evolving in line with the demands of the times, including all aspects of life, notably in the realms of economics and business. Changes are increasingly evident with the influence of technology permeating various sectors, particularly in marketing. Marketing processes, which used to be predominantly conducted through traditional means, have now shifted towards modern, online methods facilitated by the internet. Research has shown a transition from traditional marketing approaches, such as direct (offline) marketing, to modern or indirect (online) marketing, aligning with (Trusov et al., 2009) assertion that the effects of internet marketing alter several aspects of traditional marketing approaches.

Business practitioners acknowledge the significance of social media networks in business marketing in Bonto-Bonto Sub-District, Marang District. The ease of use of social media platforms motivates many online business operators to engage in various ventures, whether in goods or services. This aligns with research by (Greve & Salaff, 2003), indicating that motivation in using social media simultaneously influences entrepreneurial knowledge and interest in entrepreneurship, from starting and developing businesses to scaling them up.

One of the critical roles of social media perceived by online business operators is its extensive reach. This is due to the high number of social media users, with a shift from solely communication purposes to marketing various goods and services. Marketing efforts are maximized when reaching a broader audience. Social media marketing reaches local and wider audiences as social media usage cuts across all demographics (Berthon et al., 2012). Additionally, other benefits include facilitating promotion and reducing promotional costs. Through social media, promotions can be executed more effectively, showcasing products or services through persuasive language accompanied by photos and videos (Scott, 2009). Compelling social media promotions can stimulate customers to purchase by presenting visually appealing content.

Hence, business operators must capitalize on the opportunities presented by social media. However, despite the conveniences, there are challenges, such as inadequate network coverage and difficulties gaining consumer trust. Nonetheless, the role of social media in online business

marketing is crucial, encompassing brand building, promotion, and even serving as direct marketing channels to end consumers.

4.2. The Role of Social Media Platforms such as WhatsApp, Facebook, and Instagram in Online Business Marketing

Marketing in this increasingly sophisticated era of technological advancements no longer revolves solely around face-to-face interactions but extends into the digital realm, leveraging social media platforms. Various social media platforms serve as practical tools for promoting goods and services. Among these are WhatsApp, Facebook, Instagram, and other websites. Through these platforms, business owners can swiftly and precisely market their ventures. Online business operators in the Bonto-Bonto Sub-District, Marang District, Pangkep Regency have embraced social media for promotion and marketing purposes. In interviews with business owners like Selviani, the proprietor of Kedai Teras, it was revealed that Social media promotion for my establishment is conducted through platforms such as Facebook, WhatsApp, and Instagram. I utilize these platforms under the username @shelvy Syam to upload photos of our products. I frequently utilize features like stories to update statuses for broader social media visibility.

Mrs Syamsiah, the owner of Bakery Donat, shared that I utilize WhatsApp, Facebook, and Instagram for social media marketing. These platforms offer broad reach, enabling numerous individuals to view our posts. Our social media handle is @daeng bakery. Typically, I share images, photos, and videos of our offerings. Furthermore, social media usage saves time introducing our products and sales to others.

Echoing these sentiments, Mrs Saidah, proprietor of Butik Alif, also highlighted the social media platforms she extensively employs for promotion and marketing. I utilize social media due to its numerous benefits and contributions to my business. My username is @@ldamuffy. With social media, we can reach a broader customer base as millions of people use these platforms, making it easy to convey messages or images. The platforms I frequently use include Facebook and WhatsApp.

These interviews show that the primary social media platforms online business operators utilize in the Bonto-Bonto Sub-District, Marang District, Pangkep Regency are Facebook, WhatsApp, and Instagram. This prompts further investigation into the most frequently used and significantly impactful social media platform for enhancing online shop marketing. Mrs. Selviani, the owner of Kedai Teras, revealed that the social media platform I use most frequently is Facebook. Its versatile features, such as photo and video uploads on the timeline, the marketplace, and status updates, are the reasons behind my preference.

Furthermore, Mrs. Saidah, proprietor of Butik Alif, expressed her preference for Facebook, my preferred social media platform. Its extensive user base and widespread adoption make it more effective than WhatsApp. The diverse features offered by social media platforms facilitate various tasks, including product promotion. In addition to interviews with Mrs Selviani and Mrs Saidah, Mrs Syamsiah, owner of Bakery Donat, also underscored the platform she most favors. The social media platforms I frequently utilize are WhatsApp and Facebook. These platforms enable me to upload photos and videos.

The interviews demonstrate the diverse social media platforms, such as WhatsApp, Facebook, and Instagram, leveraging various features within these applications, primarily for uploading photos and videos of goods and services to facilitate promotion and enhance sales. Social media serves various purposes in daily life and has become a necessity for individuals across all demographics. Once primarily used for entertainment and sharing photos or videos, social media now serves as a business marketing tool for goods and services. According to (Bellawati & Tahapary, 2022), social media is evolving, transitioning from a source of personal satisfaction to a business function.

Social media platforms include Facebook, Instagram, WhatsApp, Twitter, websites, and blogs. Research by (Kircova et al., 2021) identified four suitable social media platforms for online business: Facebook, Twitter, Google, and Instagram. In Bonto-Bonto Sub-District, Marang District, Facebook, Instagram, and WhatsApp are commonly used by online business practitioners due to their dominant user base. Facebook is favored due to its extensive global user base, with 2.93 billion monthly active users worldwide as of Q2 2022 and 202.2 million in Indonesia as of July 2022 (<https://dataindonesia.id>). Its features, such as Marketplace, are conducive to online business

marketing. Marketplace allows users to promote goods and services, facilitating direct communication between buyers and sellers without intermediaries. Features like status updates, stories, and live broadcasts are also utilized for product and service promotion. While each social media platform has its strengths and weaknesses, Facebook remains the most commonly used in Bonto-Bonto Sub-District, Marang District, owing to its advantages. This is consistent with the findings of (Ray, 2013), suggesting that Facebook is suitable for small business owners in various regions.

4.3. Increasing Community Income through Business Marketing via Social Media

Increasing income can be achieved by working for a company or starting a business to trade goods or services. The internet has brought about significant changes in various aspects of life, particularly in the economic sphere. The increasing income of society is also closely linked to the rapid development of technology, which reaches almost all segments of the population. This is because the internet facilitates the exchange of information and serves as a platform for generating profit and obtaining income. Despite being in the virtual world, the use of the internet in business is promising for the development of ongoing ventures. As mentioned above, many traders, especially online business players, are now expanding into online businesses, commonly known as online shops. In running an online shop, various activities utilize technology and the internet. Utilizing social media extensively will significantly impact sales and increase income.

The results of interviews with several business owners who utilize social media for promotion and marketing show positive outcomes. One of the owners of an online shop, Bakery Donat, Mrs Syamsiah, revealed that Social media positively impacts my business, as more people see my business because I often post sample photos of my products. Additionally, using social media platforms such as Facebook helps reduce other costs. However, despite the many positive impacts of social media, there are also negative impacts. For example, it cannot be easy if one does not know the marketing strategies and tactics, making it challenging to gain customer trust.

Mrs Syamsiah also stated that When asked about income improvement, online marketing through social media platforms like Facebook yields much more than direct sales. Thus, income also increases. Positive and negative impacts always accompany the use of social media. However, if managed and utilized correctly, it will have a higher positive impact and increase income. In addition to the above interviewees, Mrs Selviani, the owner of Kedai Teras, also expressed similar sentiments: Social media positively impacts my business, as it is easy to use and reduces promotional costs. However, it is not easy to convince customers to trust us, especially at the beginning of the business.

These impacts affect the income obtained, namely, increasing sales, which positively affects income. This sentiment is supported by Mrs Saidah's opinion that social media can increase my income because it helps customers quickly learn about new items or trending models. This makes promotion more accessible, and thus, income from sales increases. Therefore, social media has a positive impact on increasing income from online sales or online shops. Maximizing the use of social media can yield positive effects for businesses, given the evolving behavior of consumers who increasingly utilize social media for interaction. Social media serves multiple purposes, including building brand awareness, promoting, and acting as an online catalogue or storefront. The high attention paid to online businesses by the local community positively impacts sales. According to interviews with online business owners, leveraging social media for promotional purposes has increased income.

Maximizing social media usage involves frequently posting product photos and videos on status updates or timelines to attract potential buyers. Additionally, the millennial lifestyle, which is deeply intertwined with social media, presents significant opportunities for digital marketing to enhance income. Social media effectively increases income from online sales or shops in Bonto-Bonto Sub-District, Marang District. This is consistent with research by (Leeflang et al., 2014), which suggests that social media marketing significantly influences product pricing and can be a viable solution to marketing challenges. Additionally, attractive packaging and clean, appealing business premises can attract customers, further enhancing income.

5. CONCLUSION

Based on the findings and discussions presented in the preceding chapters, it can be concluded that social media plays a vital role in online business marketing endeavors. Social media platforms are versatile business tools, facilitating brand building, promotional campaigns, and direct consumer engagement. Among the various social media channels utilized for online marketing, Facebook emerges as the most commonly employed platform. The utilization of social media not only enhances brand visibility but also contributes to increased online sales revenue for businesses operating in the digital landscape. As technology advances and consumer behavior evolves, the significance of social media in online marketing is expected to continue growing, necessitating businesses to adapt and innovate their strategies to remain competitive in the dynamic online marketplace.

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