

Revolutionary Marketing Strategy: Optimising Social Media Utilisation as an Effective Tool for MSMEs in the Digital Age

Muammar Revnu Ohara^{1*}, Dewa Oka Suparwata², Syamsu Rijal³

¹Department of Information Systems, Faculty of Computer Science, Universitas Lancang Kuning, Riau, Indonesia

²Department of Agribusiness, Universitas Muhammadiyah Gorontalo, Indonesia

³Department of Economics, Faculty of Economics and Business, Universitas Negeri Makassar, Sulawesi Selatan, Indonesia

Email: ohara@unilak.ac.id¹, suparwata_do@umgo.ac.id², syamsurijalasnur@unm.ac.id³

Abstract. The development of information technology, especially in the field of social media, has created a new paradigm in the business world. Micro, Small, and Medium Enterprises (MSMEs) as the backbone of the national economy, need to adapt to these changes to be able to compete in an increasingly complex digital era. This research aims to identify revolutionary marketing strategies that can help MSMEs optimise the utilisation of social media as an effective tool in facing the challenges of the digital era. This research method is a descriptive qualitative literature review that uses primary data sources from scholarly articles found through Google Scholar. This research will conduct an in-depth analysis of relevant and current literature that has been published in the 2021-2023 timeframe. The study results show that revolutionary marketing strategies through optimising the use of social media have proven to be a solid foundation for the success of Micro, Small and Medium Enterprises (MSMEs) in the digital era. Through this approach, MSMEs can build stronger relationships with customers, increase brand visibility, and expand market share. By understanding the target audience, creating creative content, utilising innovative features, and building online communities, MSMEs can transform into key players in a rapidly changing market.

Keywords: Revolutionary Marketing, Social Media, MSMEs, Digital Age

1. Introduction

The rapid evolution of information technology, particularly within the social media sphere, has triggered profound changes, ushering in a new paradigm in the global business landscape [1]. This transformative phenomenon necessitates Micro, Small, and Medium Enterprises (MSMEs)—the cornerstone of the national economy—to unlock their full potential in navigating the increasingly intricate dynamics of the digital era. To confront these challenges effectively, MSMEs must adopt innovative and proactive adaptation strategies, leveraging information technology as a tool to expand market reach, enhance operational efficiency, and foster customer engagement [2]. Through capitalizing on the opportunities presented by social media and information technology, MSMEs can not only weather the digital era but also thrive in its constant evolution.

The role of social media has evolved beyond a mere platform for everyday social interactions; it now stands as a highly effective marketing vehicle. Within this context, MSMEs have a strategic opportunity to broaden their market coverage and enhance brand visibility through optimal exploitation of social media. Despite the immense potential, unfortunately, many MSMEs still struggle to fully comprehend and harness the marketing capabilities of social media [3], [4]. Consequently, it is imperative for MSMEs to delve deeper into the advantages offered by various social media platforms, crafting targeted and creative marketing strategies to maximize the positive impact of their digital presence. Through a combination of profound market understanding and expertise in social media utilization, MSMEs can significantly expand their market footprint and cultivate robust consumer relationships in this ever-changing era.

The challenges confronting Micro, Small, and Medium Enterprises (MSMEs) encompass various aspects, including limited understanding of social media potential, lack of knowledge in designing effective marketing



strategies, and limited resources for consistent marketing campaign management. In this context, this research strategically aims to identify and develop revolutionary marketing strategies. Embracing innovative aspects, the research is dedicated to providing an in-depth examination of how MSMEs can optimize social media utilization as an effective marketing tool. The knowledge gained from this research is anticipated to empower MSMEs to better navigate the challenges of the digital age, unearth new opportunities, and fortify their position in the ever-evolving business environment.

By exploring the intrinsic characteristics of Micro, Small, and Medium Enterprises (MSMEs), analyzing consumer preferences, and comprehensively understanding the dynamics of social media, this research aspires to make a significant contribution to the development of innovative marketing strategies tailored to the specific needs of MSMEs. The strength of this research lies in its capacity to provide profound insights into the demands of the digital marketplace, enabling MSMEs to formulate intelligent and adaptive marketing approaches. Through the implementation of up-to-date and context-specific marketing strategies, this sector aims to establish a more resilient competitiveness, not only surviving but thriving amid the escalating business competition in this ever-transforming digital era.

This research is poised to offer a robust knowledge base for stakeholders, encompassing government entities, businesses, and academia, fostering the development of MSMEs through the effective utilization of social media as a key component of successful marketing in the digital era.

1.1 Revolutionary Marketing

Revolutionary marketing refers to an approach that adopts innovative and transformative strategies in response to changing business paradigms. In this context, 'revolutionary' signifies a breakthrough or transformation that fundamentally alters the way marketing is conducted [5]. Revolutionary marketing involves proactive strategic adjustments to technological advancements and consumer trends, with a primary focus on adopting new and creative solutions. This includes leveraging social media, digital technology, and other innovative tools as the foundation to achieve marketing objectives [6]. By understanding and embracing the marketing revolution, companies can position themselves as adaptive, responsive, and highly competitive players in the continuously evolving digital era [7].

1.2 Social Media

Social media is an online platform or space that enables individuals, groups, or organizations to interact, share information, and actively participate in content creation [8]. These platforms allow users to create, upload, and exchange information, images, and videos easily, facilitating dynamic two-way communication. Social media encompasses various forms such as social networks (e.g., Facebook, Twitter, and Instagram), video-sharing sites (like YouTube), and news-sharing platforms (such as LinkedIn) [9]. With its global reach, social media has become a powerful and effective communication tool, accelerating information dissemination and facilitating active user engagement on various topics and issues. Overall, social media is not just a means of interaction but has become an integral part of digital life, significantly impacting how we communicate, share, and acquire information in this era [10].

1.3 Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) represent a business sector that includes various forms of enterprises with relatively small operational scales compared to large corporations [11]. MSMEs span across various economic sectors, including manufacturing, trade, services, and agriculture. Key characteristics of MSMEs include limited capital, a relatively small number of employees, and often a local or regional market focus. MSMEs play a crucial role in the global economy by contributing significantly to job creation, poverty alleviation, and economic diversification. In many countries, MSMEs are recognized as the backbone of the economy due to their ability to empower communities, improve income distribution, and stimulate local economic growth [12]. Therefore, the development and support of MSMEs become a vital focus in sustainable economic development strategies.

1.4 Digital Era

The digital era refers to a period in which information and communication technologies, especially digital technology, play a central role in transforming how humans interact, work, and lead their daily lives. This era is characterized by a shift from conventional technology use to digital-based technology, involving fast and efficient data processing [13]. This transformation includes the development of the internet, mobile devices, cloud computing, big data, and artificial intelligence, which have influenced various aspects of life, including business, education, entertainment, and communication. In the digital era, access to information becomes easier

and faster, altering consumer behavior patterns, business models, and the way organizations and governments operate [14]. The rapid innovation of digital technology shapes a dynamic landscape, driving change, creating new opportunities, and posing challenges in adapting to ongoing transformations.

2. Method

The research methodology employed in this study is a qualitative literature review, descriptive in nature, utilizing primary data sources from scholarly articles found through Google Scholar. This research will conduct an in-depth analysis of relevant and recent literature published between 2021 and 2023. The methodological steps of this research involve literature search and selection, followed by content analysis to understand the main themes and key findings from the identified scholarly articles. Firstly, this research will conduct a search using relevant keywords related to "Revolutionary Marketing Strategies," "Social Media Utilization," and "MSMEs in the Digital Era" on Google Scholar. Literature selection will be based on inclusion and exclusion criteria to ensure the relevance and quality of data sources. Subsequently, selected scholarly articles will be downloaded or accessed electronically. Furthermore, this research will perform content analysis on the collected literature. This analysis will explore main themes, research approaches, methodologies, and findings relevant to the research topic. The results of content analysis will aid in identifying knowledge gaps that can be addressed by this research, supporting the development of concepts related to revolutionary marketing strategies and social media utilization for MSMEs in the digital era. By employing a qualitative literature review method and relying on primary data from Google Scholar, this research aims to provide an in-depth understanding of the conceptual framework and key findings, serving as a foundation for the development of effective marketing strategies for MSMEs facing challenges in the digital era.

3. Result and Discussion

In this rapidly growing digital era, the business sector, especially Micro, Small and Medium Enterprises (MSMEs), is faced with a huge challenge in maintaining engagement with the ongoing changes [15]. Achieving the viability and success of MSMEs requires the development and implementation of marketing strategies that are not only innovative but also revolutionary. The importance of marketing strategies that are able to adapt to market dynamics and consumer trends cannot be ignored. In this context, optimising the utilisation of social media emerges as a crucial element in bridging the gap between MSMEs and the rapidly changing market developments. The implementation of revolutionary marketing strategies, especially through social media, is not only a necessity but also a must for MSMEs to carve out success and be competitive in an increasingly complex and dynamic business realm.

With the increasing penetration of the internet and the use of social media, Micro, Small and Medium Enterprises (MSMEs) are encountering a unique opportunity to forge deeper connections and interactions with their potential customers directly. Revolutionary marketing strategies inspire MSMEs to think of social media not just as a promotional tool, but as an interactive platform that has great potential to build closer relationships with consumers [16]. In this paradigm, social media becomes more than just a unidirectional channel to market products or services, but rather a dynamic environment that allows MSMEs to engage directly with their audience. By embracing this concept, MSMEs can not only expand their marketing reach but also deepen consumer engagement, create stronger bonds, and gain valuable insights to fine-tune their products or services according to the changing market needs.

An essential first step in implementing this strategy is to gain a deep understanding of the target audience. By conducting careful and detailed data analysis, Micro, Small and Medium Enterprises (MSMEs) can identify not only the preferences, but also the underlying behaviours and needs of their consumers [17]. This provides an opportunity for MSMEs to break down audience profiles, understand consumer trends, and respond more appropriately to ongoing market dynamics. Thus, with this in-depth understanding, MSMEs can design content that is not only relevant but also engaging, build stronger engagement, and effectively capture the attention of their intended market segment. By combining information from data analytics with marketing creativity, MSMEs can build a platform that matches consumer preferences, increases product or service interest, and establishes a more positive and strong brand image in a competitive market [18].

Following on from that, a very important next step for Micro, Small and Medium Enterprises (MSMEs) is to adopt a creative approach in the design of their social media campaigns. Social media users tend to be more attracted to content that is not only unique and creative, but also has deep meaning [19], [20]. Therefore, MSMEs need to combine their graphic design, photography, and content writing skills to create messages that

not only attract attention, but also make a lasting and memorable impression. By utilising creativity in every aspect of a social media campaign, MSMEs can create engaging interactive experiences, build brand appeal, and increase consumer awareness of the products or services they offer [21]. Furthermore, this creative approach can also give MSMEs a competitive edge amidst fierce competition, differentiating them from their competitors and creating a stronger emotional bond with their audience.

In addition, to increase the effectiveness of marketing campaigns, Micro, Small and Medium Enterprises (MSMEs) can utilise technology and innovative features available on various social media platforms. For example, utilising live streaming, story features, and smart use of hashtags can be a highly effective strategy to deepen MSME engagement with their audience. By adopting live streaming, MSMEs can present content in real-time, enable direct interaction with followers, and provide a more immersive experience. The use of story features available on some platforms also provides an opportunity to deliver temporary yet highly engaging content [22]. In addition, implementing smart hashtags can extend the reach of campaigns and help in the search for related content on social media platforms. The opportunity to organise contests or promotions through social media can also be an effective method to increase engagement, encourage user participation, and significantly increase the brand presence of MSMEs in the digital realm [23]. By aligning marketing strategies with the innovative features offered by social media, MSMEs can create more dynamic, engaging and effective campaigns in the face of an ever-changing market.

Sustainability is a key element in the implementation of this strategy, requiring Micro, Small, and Medium Enterprises (MSMEs) to continuously monitor and evaluate the performance of their campaigns. By leveraging data and customer feedback meticulously, MSMEs can make necessary adjustments in their marketing strategies. This approach ensures that marketing strategies are not only effective in the initial stages but also adaptable to the dynamic changes in market trends and the evolving needs of consumers. This continuous monitoring and evaluation process provide opportunities for MSMEs to identify new prospects, overcome emerging challenges, and optimize the outcomes of their campaigns [24]. By embedding the principle of sustainability in their marketing strategy, MSMEs can build a robust foundation for long-term success, making them more responsive to changes in the business environment and proactive in addressing the ever-changing dynamics of the market.

Equally crucial in this strategy is the effort to build a strong online community. By maintaining consistent and authentic interactions across various social media platforms, Micro, Small, and Medium Enterprises (MSMEs) have the opportunity to forge substantial long-term relationships with their customers. Beyond mere transactions of products or services, the focus on creating a positive experience is paramount for MSMEs to build customer loyalty [25]. Engaging customers in discussions, providing high-quality content, and responding promptly to inquiries and feedback are vital steps to strengthen the bond between MSMEs and their customers [26]. Through the establishment of a robust online community, MSMEs can create a collaborative and supportive atmosphere, not only fostering customer retention but also stimulating positive referrals to others. This approach yields long-term impacts where a positive reputation and close relationships within the online community become valuable assets for building business sustainability and unlocking opportunities for sustained growth in the future.

Through the adoption of revolutionary marketing strategies, Micro, Small, and Medium Enterprises (MSMEs) have a golden opportunity to optimize the use of social media as a highly effective marketing tool, steering them towards significant success in this ever-evolving digital era. This transformation goes beyond merely following existing trends; it involves genuine efforts to create new trends and position themselves as key players in the rapidly growing business world. Embracing revolutionary marketing strategies allows MSMEs to explore and leverage various features and innovations offered by social media, creating a unique stage that captures attention in the increasingly complex digital landscape. By becoming key players, MSMEs can take the initiative in shaping market directions, seizing untapped growth opportunities, and building a strong presence to maintain their competitiveness amid the ceaseless waves of change. Thus, the adoption of revolutionary marketing strategies is not only a response to change but also a proactive step towards shaping a successful business future in this digital era.

4. Conclusion

The implementation of innovative marketing strategies through the optimization of social media utilization has proven to be a substantial foundation for the success of Micro, Small, and Medium Enterprises (MSMEs) in the digital age. With this method, MSMEs can strengthen their connection with consumers, enhance brand awareness, and expand market coverage. Through a deep understanding of the target audience, creativity in

content creation, utilization of innovative features on social media platforms, and the establishment of online communities, MSMEs can undergo a metamorphosis into key players in the rapidly changing market dynamics.

To ensure the success of Micro, Small, and Medium Enterprises (MSMEs) in the digital era, it is highly recommended for them to continuously delve into understanding their target audience, leverage creativity in designing social media campaigns, and keep pace with technological advancements and innovative features on various social platforms. Ongoing evaluation of marketing campaign performance is also key to adjusting strategies to remain relevant. Additionally, MSMEs are urged to focus on building a strong online community through consistent and authentic interactions. By implementing these recommendations, MSMEs can build stronger relationships with customers, enhance brand visibility, and effectively compete in a constantly evolving and competitive business environment.

References

- [1] Y. Purnama and A. Rusmini, "The Influence of Technology on Management and Legal Aspects of the Tourism Business," *Journal of Contemporary Administration and Management (ADMAN)*, vol. 1, no. 3, pp. 128–136, Nov. 2023, doi: 10.61100/adman.v1i3.60.
- [2] A. Yani, D. O. Suparwata, and Hamka, "Product and Service Innovation Strategies to Expand MSME Markets," *Journal of Contemporary Administration and Management (ADMAN)*, vol. 1, no. 3, pp. 163–169, Nov. 2023, doi: 10.61100/adman.v1i3.67.
- [3] F. Sudirjo, "Marketing Strategy in Improving Product Competitiveness in the Global Market," *Journal of Contemporary Administration and Management (ADMAN)*, vol. 1, no. 2, pp. 63–69, Aug. 2023, doi: 10.61100/adman.v1i2.24.
- [4] M. R. Ohara, "The Role of Social Media in Educational Communication Management," *Journal of Contemporary Administration and Management (ADMAN)*, vol. 1, no. 2, pp. 70–76, Aug. 2023, doi: 10.61100/adman.v1i2.25.
- [5] A. Risdwiyanto, Moh. M. Sulaeman, and A. Rachman, "Sustainable Digital Marketing Strategy for Long-Term Growth of MSMEs," *Journal of Contemporary Administration and Management (ADMAN)*, vol. 1, no. 3, pp. 180–186, Nov. 2023, doi: 10.61100/adman.v1i3.70.
- [6] Y. J. Purnomo, "Digital Marketing Strategy to Increase Sales Conversion on E-commerce Platforms," *Journal of Contemporary Administration and Management (ADMAN)*, vol. 1, no. 2, pp. 54–62, Aug. 2023, doi: 10.61100/adman.v1i2.23.
- [7] S. Suherlan and M. O. Okombo, "Technological Innovation in Marketing and its Effect on Consumer Behaviour," *Technology and Society Perspectives (TACIT)*, vol. 1, no. 2, pp. 94–103, Oct. 2023, doi: 10.61100/tacit.v1i2.57.
- [8] Y. Purnama and A. Asdlori, "The Role of Social Media in Students' Social Perception and Interaction: Implications for Learning and Education," *Technology and Society Perspectives (TACIT)*, vol. 1, no. 2, pp. 45–55, Oct. 2023, doi: 10.61100/tacit.v1i2.50.
- [9] A. M. A. Ausat, "The Role of Social Media in Shaping Public Opinion and Its Influence on Economic Decisions," *Technology and Society Perspectives (TACIT)*, vol. 1, no. 1, pp. 35–44, 2023, Accessed: Sep. 01, 2023. [Online]. Available: <https://journal.literasisainsnusantara.com/index.php/tacit/article/view/37>
- [10] H. K. Azzaakiyyah, "The Impact of Social Media Use on Social Interaction in Contemporary Society," *Technology and Society Perspectives (TACIT)*, vol. 1, no. 1, pp. 1–9, 2023, Accessed: Sep. 01, 2023. [Online]. Available: <https://journal.literasisainsnusantara.com/index.php/tacit/article/view/33>
- [11] S. Sutrisno, "The Role of Partnerships and Business Networks in the Growth of MSMEs in the Digital Age," *Technology and Society Perspectives (TACIT)*, vol. 1, no. 3, pp. 122–131, 2023, doi: <https://doi.org/10.61100/tacit.v1i3.61>.
- [12] A. M. A. Ausat, E. Siti Astuti, and Wilopo, "Analisis Faktor Yang Berpengaruh Pada Adopsi E-commerce Dan Dampaknya Bagi Kinerja UKM Di Kabupaten Subang," *Jurnal Teknologi Informasi dan Ilmu Komputer (JTIK)*, vol. 9, no. 2, pp. 333–346, 2022, doi: 10.25126/jtiik.202295422.
- [13] S. Suherlan, "Digital Technology Transformation in Enhancing Public Participation in Democratic Processes," *Technology and Society Perspectives (TACIT)*, vol. 1, no. 1, pp. 10–17, 2023, Accessed: Sep. 01, 2023. [Online]. Available: <https://journal.literasisainsnusantara.com/index.php/tacit/article/view/34>
- [14] M. I. Wanof, "Digital Technology Innovation in Improving Financial Access for Low-Income Communities," *Technology and Society Perspectives (TACIT)*, vol. 1, no. 1, pp. 26–34, 2023, Accessed: Sep. 01, 2023. [Online]. Available: <https://journal.literasisainsnusantara.com/index.php/tacit/article/view/35>

- [15] S. Sutrisno, A. M. A. Ausat, R. M. Permana, and S. Santosa, "Effective Marketing Strategies for MSMEs during Ramadan in Indonesia," *Community Development Journal: Jurnal Pengabdian Masyarakat*, vol. 4, no. 2, pp. 1901–1906, 2023, doi: 10.31004/cdj.v4i2.13792.
- [16] A. M. A. Ausat and T. Peirisal, "Determinants of E-commerce Adoption on Business Performance : A Study of MSMEs in Malang City , Indonesia," *Journal On Optimizations Of Systems At Industries*, vol. 20, no. 2, pp. 104–114, 2021, doi: 10.25077/josi.v20.n2.p104-114.2021.
- [17] M. A. K. Harahap, A. M. A. Ausat, and S. Suherlan, "Analysing the Role of Religious Education in Improving the Work Ethic of MSME Owners," *Journal on Education*, vol. 5, no. 4, pp. 15050–15057, 2023, doi: 10.31004/joe.v5i4.2591.
- [18] F. Sudirjo, A. M. A. Ausat, S. Rijal, Y. Riady, and S. Suherlan, "ChatGPT: Improving Communication Efficiency and Business Management of MSMEs in the Digital Age," *Innovative: Journal Of Social Science Research*, vol. 3, no. 2, pp. 643–652, 2023, doi: <https://doi.org/10.31004/innovative.v3i2.347>.
- [19] W. S. Maitri, S. Suherlan, R. D. Y. Prakosos, A. D. Subagja, and A. M. A. Ausat, "Recent Trends in Social Media Marketing Strategy," *Jurnal Minfo Polgan*, vol. 12, no. 2, pp. 842–850, 2023, doi: <https://doi.org/10.33395/jmp.v12i2.12517>.
- [20] K. F. Ferine, A. M. A. Ausat, S. S. Gadzali, Marleni, and D. M. Sari, "The Impact of Social Media on Consumer Behavior," *Communnity Development Journal: Jurnal Pendidikan Masyarakat*, vol. 4, no. 1, pp. 843–847, 2023, doi: 10.31004/cdj.v4i1.12567.
- [21] A. Arjang, S. Sutrisno, R. M. Permana, R. Kusumastuti, and A. M. A. Ausat, "Strategies for Improving the Competitiveness of MSMEs through the Utilisation of Information and Communication Technology," *Al-Buhuts*, vol. 19, no. 1, pp. 462–478, 2023.
- [22] P. Gao, H. Jiang, Y. Xie, and Y. Cheng, "The Triggering Mechanism of Short Video Customer Inspiration – Qualitative Analysis Based on the Repertory Grid Technique," *Front Psychol*, vol. 12, pp. 1–13, Dec. 2021, doi: 10.3389/fpsyg.2021.791567.
- [23] A. Sopanah, Z. Rusyad, and Zulkarnain, "Optimizing Small Business Management through Collaborative Training and Education in Business Applications," *TGO Journal of Community Development*, vol. 1, no. 2, pp. 45–50, 2023.
- [24] P. B. Saptono and I. Pratiwi, "COVID-19 Pandemic Challenges for MSMEs: Strategic Options for Surviving in the New Normal Era," *Jurnal Ekonomi & Bisnis JAGADITHA*, vol. 9, no. 2, pp. 165–175, Nov. 2022, doi: 10.22225/jj.9.2.2022.165-175.
- [25] M. A. K. Harahap, S. Sutrisno, I. B. Raharjo, R. Novianti, and A. M. A. Ausat, "The Role of MSMEs in Improving the Economy in Ramadan," *Community Development Journal: Jurnal Pengabdian Masyarakat*, vol. 4, no. 2, pp. 1907–1911, 2023, doi: 10.31004/cdj.v4i2.13794.
- [26] A. D. Subagja, A. M. A. Ausat, A. R. Sari, M. I. Wanof, and S. Suherlan, "Improving Customer Service Quality in MSMEs through the Use of ChatGPT," *Jurnal Minfo Polgan*, vol. 12, no. 2, pp. 380–386, 2023, doi: <https://doi.org/10.33395/jmp.v12i2.12407>.