

Utilization of Social Media as a Promotional Strategy to Increase Sales

Social Media as a Promotional Strategy

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ABSTRACT

In this digital era, social media has become a very significant platform as a marketing strategy and business promotion tool. This research aims to explore and analyze strategies for using social media as an effective promotional tool to increase sales of a product. In this research, the method used is Systematic Literature Review (SLR) to identify, evaluate, and interpret research results that are relevant to a particular research question, or topic area, or phenomenon of concern (Kitchenham, 2004). The method for writing this literature review article uses the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. It can be concluded that in the digital era with the ever-increasing growth of social media users, social media is useful for small and medium businesses or large companies as an effective promotional media because social media has a wide reach, precise targeting, high involvement between brands and consumers. Easy sharing capabilities and has analysis and performance measurement for evaluation. The use of social media as sales support also has many platform options that can be chosen according to the needs of businesspeople, such as Marketplace Facebook, Instagram, Tiktok, and Youtube.

Keywords: *social media, promotional strategies, increasing sales*

ABSTRAK

Pada era digital ini media sosial telah menjadi platform yang sangat signifikan sebagai alat strategi pemasaran dan promosi bisnis. Penelitian ini bertujuan untuk menggali dan menganalisis strategi pemanfaatan media sosial sebagai alat promosi yang efektif untuk meningkatkan penjualan suatu produk. Dalam penelitian ini metode yang digunakan adalah Systematic Literature Review (SLR) untuk mengidentifikasi, mengevaluasi, dan menginterpretasi hasil penelitian yang relevan dengan pertanyaan penelitian tertentu, atau area topik, atau fenomena yang menjadi perhatian (Kitchenham, 2004). Metode penulisan artikel literature review ini menggunakan metode library research, yang bersumber dari media online seperti Google Scholar, Mendeley dan media online akademik lainnya. Dapat disimpulkan bahwa di era digital dengan pertumbuhan pengguna sosial media yang terus meningkat, media sosial bermanfaat bagi pelaku usaha kecil menengah ataupun perusahaan besar sebagai media promosi yang efektif dikarenakan media sosial mempunyai jangkauan yang luas, targeting yang tepat, keterlibatan yang tinggi antara merek dan konsumen, kemampuan berbagi yang mudah, dan mempunyai analisis dan pengukuran kinerja sebagai

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Kata kunci: media sosial, strategi promosi, peningkatan penjualan.

INTRODUCTION

Social media has radically changed the communications and marketing landscape in the last few decades. The internet, mobile devices, and digital applications, have a dominant role in many aspects of human life, including the world of work. This technology enables business processes, communication, and human interaction to be faster, more efficient and connected. This phenomenon opens new opportunities for companies to reach their audiences in unprecedented ways. In this context, the emphasis on using social media as a promotional tool to increase sales has become an important highlight in the company's marketing strategy. The efforts made by the company were to win market in several ways, including providing an advantage in compete, analyze competitors, and implement marketing strategies effective is called a competitive strategy (Wibowo & Andriani 2023).

The increased use of social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn, has opened the door to more direct interactions between brands and consumers. The existence of consumers in this digital ecosystem provides an opportunity for companies to expand market reach, build engagement, and increase brand awareness and loyalty. Based on the We Are Social report, Indonesia had 191 million active social media users in January 2022. This figure shows an increase of 12.35% compared to the previous year which reached 170 million people. This trend shows that the use of social media in Indonesia continues to grow every year. The development and huge effects of the internet are starting to be understood by many people, and competitors have carried out many innovations and sales through social media (Adhawiyah Robiatul & Anshori Isa 2019).

In the Avita article, Aditya et al., 2023 stated that digital transformation is a big topic in various business development discussions because of its importance in achieving competitive advantage in the digital era. Digital transformation consists of the combined effects of several digital innovations and technologies. Digital technology has changed many dynamics of life, one of which is the dynamics in business. It cannot be denied that technological advances have made business development easier and faster, with capital that is not too large, anyone can use social media platforms. So, the business market will be much easier to find by taking advantage of these changes. The use of social media as a promotional strategy to increase sales is an interesting topic in the context of modern marketing. Previous studies have provided insight into how active interaction on social media platforms can make a significant contribution to the sales performance of a product or service. However, the problem is the constant changes in consumer behavior and the dynamics of social media itself, it is important to continue to explore and understand the impact and effective strategies in utilizing social media as a powerful marketing tool.

The development of media today provides advertisers with many choices in promoting goods and services according to their goals and target audience. The shift in advertising media is marked by changes from traditional industries brought about by the industrial revolution to industries based on economics and information. One of the most popular advertising media used by businesspeople in the current era of digitalization is digital media (Putri, 2023). There are various definitions from experts regarding marketing. The American Marketing Association (American Marketing Association, 2007) updated the definition of marketing, namely as an organizational function and a series of processes of creating, communicating, and delivering value to customers. According to (Kotler & Armstrong, 2010) marketing is a social and managerial process that enables individuals and groups to obtain what they need and want through the creation and reciprocal exchange of products and value with other people. Three elements of the marketing

concept: Consumer Orientation; Integral preparation of marketing activities and consumer satisfaction (Priangani Ade 2013).

According to (Tarigan & Sanjaya, 2013) digital marketing is marketing activities including branding that use various web-based media such as blogs, websites, e-mail, Adwords, or social networks. So, it can be interpreted that digital marketing is a series of processes of creating, communicating, conveying value and reciprocal exchange of products to customers, including activities using digital-based media such as blogs, websites, e-mail, AdWords, or social media. In this context, this article aims to explore in depth the use of social media as a promotional medium to increase sales. By analyzing current literature and conducting case studies, this article will highlight various strategies, challenges, and potential successes in using social media to achieve significant sales growth for companies. It is hoped that the results of this article can provide valuable insight for marketing practitioners and researchers in understanding the role of social media in improving sales performance and formulating effective strategies to achieve marketing goals.

LITERATURE REVIEW

Technological advances have shifted conventional marketing to modern marketing by utilizing the internet network as social media. Social media applications are available ranging from instant messaging to networking sites that offer users to interact, connect and communicate with each other with the aim of engaging the community. In context business, businesspeople engagement can lead to profit creation (Febriyantoro & Arisandi 2018). Information and communication technology has now become an important factor in changing the way companies operate. Companies that are successful in facing technological change and can utilize it effectively will have a competitive advantage in the market (Nikmah, Mukarromah, et al., 2023)

Social Media

The application of digital technology can potentially be a useful factor in significantly improving employee performance in achieving goals. In carrying out a system change, several strategies, and a process for implementing maximum strategies are needed. Social media is an online platform where people can interact, share content, and connect with others virtually. The platform allows users to create profiles, post photos, videos, or text, and communicate with others through messages or comments. Some popular social media include Facebook, Instagram, Twitter, YouTube, TikTok, and many more.

Social media plays a role as a marketing communications platform in facilitating social engagement in today's digital era (Mulyana, 2020). New media is a variation of various communication technology devices that have the same characteristics which, apart from being supported by the digitalization process, are also widely available for personal use as a communication tool (Haftor & Mirijamdotter, 2011) which has the main characteristics of linkage, access to individual recipients with message sender, interactivity, diverse uses, its ubiquitous nature and increased flexibility to determine the form and content of digital messages (Thomas, 2011).

There are various social media that can be used as a communication strategy, depending on the goals and target audience. Some platforms that are often used for communication strategies include:

1. Facebook: This platform is very broad with a wide range of audiences of all ages. Can be used to share content, create community groups, and manage business pages.
2. Instagram: Suitable for sharing visual content such as photos and short videos. Widely used for branding, product marketing, and audience engagement through Stories and IGTV.
3. Twitter: Known for its short post (tweet) format, Twitter is great for sharing the latest news, building brand awareness, and engaging in trending conversations.

4. YouTube: The largest video platform suitable for visual content and tutorials. Can be used for marketing, education, or entertainment.
5. TikTok: A very popular short video platform, especially among the younger generation. Suitable for short video-based creative, promotional, and marketing campaigns.

The choice of social media must be in accordance with the target audience, type of content to be shared, and communication goals. In communication strategies, consistency, active interaction with the audience, and understanding the features and trends on each platform are very important. Research conducted (Mulyana, 2020) on the online-based job search application, Helpter, shows that social media is effective in establishing communication, interaction, and relationships with Helpter application users. This is supported by the target market for the application which is millennials who tend to use social media to obtain information, so Helpter utilizes social media platforms, one of which is Instagram, to build communication and interaction with its users.

The use of Instagram social media is considered successful and able to convey marketing communications well, especially in visual communications, because the current habit of audiences when they want to look for something is to look at the visual form first (Soedarsono, 2020). In marketing in the world of fashion, Instagram social media also plays a role in understanding digital visual communication where traditional communication relies on print media to convey one-way fashion news and about products, trends, and styles. With the existence of social media, one of which is Instagram, fashion brand strategic planners need to develop communication strategies in digital culture (Choi, 2020), one of which is through fashion bloggers on Instagram.

Media strategy explains that there are two subjects used to convey information content to the target audience. First, media is a channel used to convey messages. Second, there is a gap for consumers to convey messages to achieve maximum reach (Machfoedz, 2011).

Utilization of Promotional Strategies Through social media

The application of digital technology can potentially be a useful factor in significantly improving employee performance in achieving goals. In carrying out a system change, several strategies and a maximum strategy implementation process are needed (Indriyani, Maulidah et al., 2023). In this modern era, marketers are required to be creative in keeping up with current developments. Creative awareness also helps us understand the world around us better. This allows us to see innovative viewpoints and solutions. This also helps us develop the ability to think critically and solve problems (Furqon, Aisyah et al., 2023). The emergence of creative ideas to utilize social media as a promotional strategy is really needed. Using social media as a digital marketing strategy is a way to promote new brands, build preferences, and increase visitors through Instagram strategic marketing. The increasing interest of fashion and luxury brands to be present on social networks is a fact that is marked by the entry of new communication strategies that consider influencers as the main axis of digital marketing or campaigns.

According to a 2007 study by WOMMA4, 92% of purchasing decisions are made under the influence of recommendations, while 74% are made under the influence of advertising. More significant data is that 81% of professionals in this sector estimate that relationships with influencers are effective or very effective in achieving their goals. The results confirm the initial hypothesis of the research which considers the implementation of online strategic plans, corporate image updates and young audience criteria as differential values of success and popularity of fashion brands (Perez-Curiel & Sanz-Marcos, 2019).

According to Watajdid et al., 2021, from the results of a literature search carried out with the help of the Publish or Perish application by entering the Scopus search engine API key, the literature search resulted in the discovery of 136 pieces of literature from 2014 to 2021. Concluding that social media plays a role as a communication platform marketing in facilitating social engagement in today's digital era. The use of Instagram

social media is considered successful and able to convey marketing communications well, especially in visual communications. The success of a brand on Instagram requires more than just attractive images to publish, namely a well-defined brand identity based on visual creativity and efficient community management. Even though the product quality is good, people will not know about the product without communication. Companies must communicate their products appropriately so that they can enter the minds of consumers.

According to Beddu et al., 2021, in their research conducted in the city of Parepare with the aim of analyzing the influence and benefits of social media for home industry business actors in the new normal era. get research results (1) Home industry business actors in the city of Parepare in the new normal era use social media Facebook and WhatsApp (2) Marketing strategies carried out by home industry players in the city of Parepare in the new normal era, sales promotion strategies, (3) Benefits obtained by home industry business actors in the city of Parepare in the new norm era:

1. Can introduce the products being sold
2. Can attract new customers
3. Can increase customer partnerships
4. There is intensive interaction with consumers
5. Low promotional costs
6. Expand market network
7. retain customers.

In line with research from Beddu et al., 2021, social media is also used as a promotional strategy for Lake Linow Resort tourism. In research by Lontoh et al., 2020, the results showed that Danau Linow Resort and Restaurant had utilized social media (Instagram, Facebook, Youtube, and Wikipedia/Google) as a product marketing tool well, so that sales and visitor numbers could increase over time. to time. Danau Linow Resort and Restaurant has carried out promotional activities through social media very effectively and efficiently so that the social media used can have a positive and maximum impact. Jamilati et al., 2023 in their research said that innovation and the application of digital technology have changed the tourism industry, including tourism management and tourism planning. Digital technology has the potential to revolutionize the way tourism destinations operate, communicate, and engage with tourists and stakeholders. The use of digital technology is enough to make tourists aware of tourist information sources. However, tourism managers in Bangkalan district have not fully used digital technology, because the results of the percentage show that 50% of respondents know the source of tourist information from electronic media and the remaining 50% know it from oral media.

Priambada, 2015 in his research entitled Benefits of Using social media in Small and Medium Enterprises (UKM) stated that social media is used by most SMEs to make personal contact with consumers, promote/advertise, record consumer needs, and convey responses to consumers. Social media is an effective communication medium for SMEs, it can increase market share and help business decisions. The use of social media can increase sales volume by more than 100% if done consistently and updated information every day. Priambada 2015 concluded that social media has the potential to increase market share and sales volume, so it needs to be used optimally and consistently. According to Putri, 2023 her research using qualitative methods concluded that businesspeople could promote products and services via several digital platforms or social media such as Facebook, YouTube, Instagram, TikTok and other internet-based new media, thereby expanding the reach of promotions. Digitalization of audio-visual content can shift traditional TV advertising to new media platforms.

Purnomo Fajrin & Andriani Nurita (2021) in their article examining the marketing strategy of the Belva Batik Tulis Madura batik industry business in Bangkalan district said that by utilizing other online promotional media, business owners can expand their marketing reach to various regions and not only in scope. Madura area only. Apart from

that, there is a need for Belva Batik Tulis Madura to post testimonials, use neater content design and add fun facts about Madura batik so that online media users can be interested in visiting this promotional media. Through the use of online media, owners can promote products effectively, efficiently, more cost-effectively, and enable promotional content to be accessed more quickly by potential buyers.

Putra & Crhistantyawati, 2017, in their research entitled Use of social media in Increasing Sales Satisfaction at the Goldies Hijab Online Store using the AIDA method (awareness, interest, desire, action) concluded that the use of social media in increasing sales satisfaction at the Goldies Hijab online store is a form of the tendency to think and act towards objects. After the level of sales satisfaction increased, many people started using social media as a place for online buying and selling, for example Shope, BBM and Instagram. Social media has an important role in increasing sales at the Goldies Hijab online shop. This is proven by the high level of customer satisfaction with the Goldies Hijab online shop products, because before the goods are purchased, they can see pictures and descriptions from social media, so they are satisfied with the products.

Syaipudin & Awwalin, 2022 in their research found that it is important to have implementation planning and monitoring used as a communication tool to carry out marketing. Therefore, marketing communications via social media can be used by various organizations including SMEs to market their products. Furthermore, if there is an obstacle, it will definitely be overcome with a solution. The obstacle that occurs is the increasing number of business competitors. The solution is to promote using social media. Ramadhan 2017 in his research concluded that in increasing sales revenue to consumers, the product studied, namely Mr. Creampuff, is trying to make Instagram a means of promotion which aims to increase in terms of income and consumer loyalty. This can be seen in terms of stable revenue from IDR 100-150 million while the number of followers is 16,000 million who follow him, meaning that both of them are purely income and followers.

In research by Armayani et al., 2021 with the title "Analysis of the Role of Instagram Social Media in Increasing Online Sales" the results of using social media on Instagram were obtained by uploading content and using the features provided by Instagram to interact with followers. As time goes by, Instagram is increasingly developing interesting new features that can be used to attract the target market, for example the Reels, share stories, Messenger, Video, Shopping features; and share & explore. In Arizal et al., 2021 research, Facebook has significant uses in marketing products because it is a social media that is accessed more frequently and provides information functions from users that can help focus on appropriate market segmentation. Communication on Facebook is very easy so there are no boundaries in socializing so there is good communication/feedback from seller to buyer or vice versa. Using Facebook marketplace can be a new idea for a marketing strategy that is cheap and effective in increasing sales and good promotions.

METHODS

This research adopts the literature review method, a systematic, explicit, and reproducible approach to identifying and analyzing information related to the research topic. In a literature review study, the main focus is on data collection and synthesis of sources originating from various media, including journals, books, documentation, the internet, and libraries. This approach allows researchers to detail relevant and in-depth information from various existing perspectives. The literature review process was constructed in a structured manner, with researchers establishing clear inclusion and exclusion criteria. These steps are designed to minimize bias and provide a transparent framework for readers or other researchers who wish to replicate this research. Thus, this literature review not only produces a rich synthesis of information, but also provides a solid foundation for further research. It is important to note that this research did not involve field research activities but was limited to the analysis and interpretation of existing materials in the library. This means that the research focuses more on existing literature and sources, without involving collecting new data directly from the field. By

limiting itself to library collections, this research emphasizes its characteristics as an in-depth and comprehensive literature review study. In this way, it is hoped that this research will make a significant contribution to our understanding of the topic under study and stimulate the development of knowledge in the field.

RESULTS & DISCUSSION

From the results of a literature search carried out with the help of the Google Scholar search engine, the literature search resulted in the discovery of several literatures starting from 2017 to 2023. Based on the inclusion and exclusion criteria, finally 10 pieces of literature were selected from journal articles as primary data and supported by secondary data from books, journals, and other articles relevant to the topic. This research method collects data originating from research journals that discuss the use of social media as a promotional strategy that is chosen subjectively and has been analyzed using thematic analysis to identify subjective patterns and themes. Apart from that, this research is also supported by data and information available to the public such as supporting books, research publication reports with empirical studies from competent institutions. After collecting data from a number of books, scientific journals, internet websites regarding the use of social media as a promotional strategy to increase sales.

CONCLUSION

It can be concluded that in the digital era with the ever-increasing growth of social media users, social media is useful for small and medium businesses or large companies as an effective promotional media because social media has a wide reach, precise targeting, high involvement between brands and consumers, easy sharing capabilities, has analysis and performance measurement for evaluation. The use of social media as sales support also has many platform options that can be chosen according to the needs of businesspeople, such as Marketplace Facebook, Instagram, Tiktok, and Youtube. It is highly recommended for businesspeople to utilize social media to be able to market and support promotions with a wide reach so as to increase sales. For further research, it is recommended to examine the use of social media as a promotional medium from the failure side so that readers can compare the failure and success sides in order to avoid things that could be detrimental to the company.

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