

Conference Paper

Social Media Marketing Maintains Business Existence

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ABSTRACT

The purpose of a business is to show and maintain the company's existence in the long term. Efforts to maintain business continuity and existence in the competition are by adopting the latest technological developments. The development of the online business world, of course, impacts new differentiation to create and market a product of goods and services. The use of social media as a digital communication channel is every day among Indonesians. Social media is developing into the most popular communication media for now. Besides being used as a communication medium, social media is also used by business people to promote a product/service that is produced. In the current era, the use of social media has transformed into digital marketing tools and digital selling. This article aims to understand the relationship between social media marketing and maintaining a business's existence. The method used in this study is a literature review or literature review. Social media marketing is essential in overhauling business and communication through social media and networking, which is the fastest way to grow a business entity. In addition, social media marketing aims to increase product, brand, and even business awareness by using social websites, such as social networking, microblogging, and content sharing. The advantage of the development of social media-based information technology is that it helps business people achieve goals and maintain business existence in the era of industry 4.0. Social media can also grow the company's reputation in the long term and increase customer loyalty to the company. The study of social media marketing is significant because it maintains the company's sustainable growth.

Keywords: Social media marketing, Business existence, Digital selling, Profile-based, Content-based

Introduction

The development of increasingly fast, rapid, and sophisticated technology can remove distance and time barriers in daily activities, including the economic and business fields. With the development of technology, marketing products and services from a geographical point of view have no boundaries. The existence of social media supports the development of marketing technology as a medium that helps promote products and services in maintaining the existence of a company. One of the most important things in running a business is promotional activities to market products or services. According to Ge and Gretzel (2018), social media is a networked online space that facilitates computer-mediated communication and aims to share and exchange information to create a new arena of persuasion. Still, the affordability and culture of communication are unique, requiring different forms of marketing rhetoric. The attractive presentation of various language options on social media can persuade consumers and create customer satisfaction with profits.

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Promoting through social media is also referred to as social media marketing. According to Kotler et al. (2017), social media marketing is a tool or method used by consumers to share information in the form of text, images, audio, or video, to other people, companies or vice versa. These online activities can be shared as content through platforms on the internet, accessible and viewed by millions of individuals worldwide.

Social media can also help build a strong image, not just through communication or promotion. The main things are employee performance, product quality, satisfactory service, and the credibility of a trusted company. Thus, the company must maintain and manage the image of the community, in addition to obtaining the best position in the minds of consumers. The times marked by increasingly advanced technology require all levels of society to continue to innovate.

In Indonesia, the development of e-marketing continues to experience significant effects from time to time. In the context of product marketing, the internet, especially the increasing use of social media among more than 260 million people, makes Indonesia increasingly show its potential to have the opportunity to become an up-and-coming target market. Seeing the massive opportunity in the Indonesian market, Indonesian marketers must take advantage of it to increase their business. The problem that occurs in the future is the intense competition with foreign industries due to the global market. Furthermore, is social media able to maintain the sustainability of a business?

Material and Methods

The method used in this research is a literature review using books and articles that focus on this research topic, namely social media marketing and business existence.

Results and Discussion

Social media in marketing

One strategy to market a product is to apply technology development to face business competition. The use of social media is an effective form of visual strategy to promote products (Ghoshal, 2019). Social media is a mass communication medium that allows all users to get information and disseminate information to the public quickly and with an unlimited reach (Arisanty et al., 2020). Through this social media, everyone can create a personal website to connect. According to the Association of Indonesian Internet Service Providers (2022), business people use social media more for marketing due to many internet users, which are more accessible and more effective. Some social media with the most users are Facebook, Twitter, Instagram, and WhatsApp. Social media allows businesses to reach consumers and build more connections. According to Zhu and Chen (2015), social media is divided into two groups based on the nature of relationship and interaction, namely:

1. Profile-based is a social media that focuses on the profile of the user. This group uses social media to find connections and convey messages. The link occurs because of the interest between the social media users. Examples of social media-based profiles are Facebook, Twitter, WhatsApp, etc.
2. Content-based is a social media that focuses on content and sharing media such as photos, videos, and audio. This social media aims to connect users with the content provided on an account because they like it. Examples of content-based social media are Instagram, YouTube, Pinterest, etc.

Social media allows companies to connect with their customers, increase their brand awareness, influence consumer attitudes, receive feedback, help improve current products and services and increase sales (Dwivedi et al., 2021). Social media is considered capable of playing an influential role in socializing and influencing the audience. So that the company can increase the attractiveness and buying interest of the public through social media marketing, the attraction and buying interest of consumers can arise when consumers choose to accept or use a product or

service because of a need (Madahi & Sukati, 2012). With attraction and buying interest, it can make consumers have a purchase decision, whether consumers choose to make a purchase or not.

Business Existence

One of the goals of a business is to show and maintain the company's existence for a long time (Febrianty et al., 2020). Existence is an activity that exists or becomes existing. Existence is not rigid and stopped but will continue to develop or change according to the ability to actualize its potential (Ma'una & Siswahyudianto, 2022). The existence of a business itself can be interpreted as all activities organized by people working in the field of commerce and industry that provide goods and services for the needs of maintaining and improving their standard of living quality (Hajar et al., 2021).

It is undeniable that the existence or existence of a business in society is an absolute thing, for a business must be able to place itself as a sub-system in it because the nature of the dependence between the two is substantial. As an institution that lives in society, of course, in its activities, it must first prioritize the needs and desires of the community. The community is a supplier of all company resources and a user or consumer of the company's results. At the same time, the company produces goods and services needed by the community (Purwanto, 2020). The existence and sustainability of a business are highly dependent and determined by the attitude of the community and related parties, either directly or indirectly, towards a business. For this reason, businesses must pay attention to the surrounding environment and have social responsibility so that their existence gets support. The socio-economic view states that management's social responsibility is to generate profits and provide protection and social welfare.

Successful entrepreneurs are never satisfied with their achievements. There is always something that is felt to be lacking, so it requires him to continue to make improvements and renewals. That's what can bring innovations. Continuous renewal and innovation are essential components of business existence (Putra et al., 2021). This must be done through an evaluation process and carried out periodically to maintain the business's existence. The purpose of creativity and innovation is also expected to be able to run a business effectively and efficiently. Meanwhile, the purpose of existence in a business is not just to serve and maintain existing consumers but is more emphasized on how to create consumers (Rifai, 2012). In other words, businesspeople must be able to influence market structure and behaviour actively and view the broader market orientation, and also to be able to exploit market structure and behaviour actively, the power of innovation must get immediate attention and put forward; whether it's innovation in terms of products, services, transaction systems, distribution systems, marketing systems, and other capable aspects of business operations.

Strategic planning in business existence with strategic categorization based on the company's operational interests consists of 4 major groups, namely (Yam, 2020):

1. The integration strategy consists of downstream integration (forward integration), upstream integration (backward integration), and horizontal integration.
2. The intensive strategy consists of market penetration, market development, and product development.
3. The diversification strategy consists of diversification of related businesses (related integration) and diversification of unrelated businesses (unrelated integration).
4. Defensive strategies consist of retrenchment, divestment of business units, and liquidation. In designing a strategy, it is necessary to pay attention to and focus on the direction of the strategy to be developed.

The development of a business will not be separated from the existence of the wider community, where business needs the community, and the community needs business, so ethics is required in its operational activities (Darmastuti et al., 2022). A business that believes in sound business principles pays attention to applicable ethics, such as obeying applicable laws and

regulations. In carrying out and realizing an ethical business, several principles can be used as guidelines in carrying out business activities. These principles then become the basis for building values which can then be developed into a business code of ethics (Febrianty et al., 2020). These principles include:

1. Autonomy principle
2. Honesty principle
3. Justice principle
4. Mutual benefit principle
5. Moral integration principle

Social Media Marketing in Business Existence

The existence of business at this time cannot be separated from market connectivity connected with technological developments. The development of the online business world, of course, impacts new differentiation to create and market a product of goods and services. The people of Indonesia have widely practiced using social media as a digital communication channel. Indonesia is the country with the fourth most users of social networking sites after India, the USA, and Brazil (Santoso et al., 2020). Social media has grown to be the most popular communication medium now. Besides being used as a communication medium, social media is also used by business people to promote a product/service that is produced. In the current era, the use of social media has transformed into digital marketing tools and digital selling. The advantages of the development of social media-based information technology can help business people achieve goals and maintain business existence. Business existence can be interpreted as a process carried out by the company to keep its business.

Marketing products through social media is an easy, fast and effective marketing strategy. Information is vital in business (Santoso et al., 2020). This is related to disseminating information about products or services produced to consumers. One of the fast means of delivering information is to use social media as a tool to promote products/services. The increasing use of social media is forcing brands to integrate social media in their marketing communication channels because it has become a necessity today, which will later determine the overall brand identity, brand image, and company performance in today's marketing competition (Rehman et al., 2022). Social media can collect and disseminate information quickly. Social media benefits business people, where social media activities related to marketing and sales will be broad and can reach areas without boundaries. According to Pradiani (2017), mastery of social media marketing and the marketplace can help increase company sales. Social media can make a product/service widely known to the public. For this reason, creative and innovative abilities are needed to make consumers interested in the products/services produced.

Social Media Marketing has played an essential role in overhauling business and communication, social media and networking are the fastest way to grow a business entity (Singh & Singh, 2018). With the existence of social media marketing, communication becomes more accessible with the sophistication of technology and information systems, one of which is social media. Various social media have their uniqueness, making social media have different characteristics. Different market interests, features, and characteristics of social media users make market segmentation in social media marketing more accessible in market classification, making it easy for companies to market products with convenient features. Social Media Marketing can be a liaison between brands (companies) and consumers with various segments, types, and styles of consumers, which in turn forms an interaction between brands and consumers in the form of alternative communication. Social Media Marketing can be defined as the relationship between brands and consumers, while consumers are actively involved and create interactions with the brand itself. One of the studies describing social media as an alternative communication medium is the research conducted by Castronovo and Huang (2012).

Social media marketing aims to increase product, brand, and even business awareness by using social websites, such as social networking, microblogging, and content sharing (Whiting & Deshpande, 2016). Social media can also be used as a medium to evoke the company's image. For example, positive and negative comments on the company's social media accounts will directly impact potential users' interest in the company's products and services. The company's image can also be improved by showing that there is reciprocity from the company. The better and the increased attention from customers to the company through social media, the better the marketing and operational activities of the company.

By utilizing social media to connect with customers, companies can increase loyalty. Communication strategies through social media can influence customers to become loyal customers of one product. Increase the chance of conversion by allowing customers to interact with every post made by the company, whether on image, video, or text content. This makes it easier for consumers to provide direct feedback. Business-owned social media gives consumers access to positive and negative feedback and valuable information from the consumer's point of view. So the company must create loyal customers through social media so that a good relationship occurs and the business's existence is maintained.

Conclusion

Social Media Marketing has played an essential role in overhauling business and communication, social media and networking are the fastest way to grow a business entity. The use of social media is an effective form of visual strategy and is the most popular communication medium to promote the products/services produced. Social media is considered capable of playing an influential role in socializing and influencing the audience so that the company can increase the attractiveness and buying interest of the public through social media marketing. The advantages of the development of social media-based information technology can help business people achieve goals and maintain business existence in the industrial era 4.0. An essential component of the existence of a business is continuous renewal and innovation that can be carried out through a systematic evaluation process. Existence in a business is not just to serve and maintain existing customers, but more emphasis on how to create consumers. Thus, social media marketing aims to increase product, brand, and business awareness by using social websites. In addition, social media can be used as a medium to generate a corporate image. Companies can use them to connect with customers to increase customer loyalty so that a good relationship occurs and that business existence is maintained. The study of social media marketing is significant because it supports the company's sustainable growth.

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