



The Influence Of Social Media on Msme Product Marketing: A Meta-Analysis

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Article Info	Abstract
Article History Received: 2024-11-11 Revised: 2024-11-23 Published: 2025-01-13 Keywords: Social Media; Marketing; MSMEs.	This research aims to determine the influence of social media on the marketing of micro, small, and medium enterprises (MSMEs). The study employs a meta-analysis method by reviewing several articles from national journals accessible online through Google Scholar. The meta-analysis uses a sample of 15 relevant articles from national journals focusing on the impact of social media on MSME product marketing from 2020 to 2024. Based on data from the 15 journals, the findings reveal that social media significantly positively impacts MSME product marketing. It demonstrates that social media plays a crucial role in increasing product awareness and reaching a broader audience. Social media enables MSMEs to promote their products more creatively, visually, and interactively, resulting in more effective sales growth.
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2024-11-11 Direvisi: 2024-11-23 Dipublikasi: 2025-01-13 Kata kunci: Media Sosial; Pemasaran; UMKM.	Penelitian ini bertujuan untuk mengetahui pengaruh media sosial terhadap pemasaran usaha mikro, kecil, dan menengah (UMKM). Penelitian ini menggunakan metode metaanalisis dengan mengkaji beberapa artikel dari jurnal nasional yang dapat diakses secara daring melalui Google Scholar. Metaanalisis ini menggunakan sampel 15 artikel relevan dari jurnal nasional yang berfokus pada dampak media sosial terhadap pemasaran produk UMKM dari tahun 2020 hingga 2024. Berdasarkan data dari 15 jurnal tersebut, temuan penelitian menunjukkan bahwa media sosial berdampak positif signifikan terhadap pemasaran produk UMKM. Hal ini menunjukkan bahwa media sosial berperan penting dalam meningkatkan kesadaran produk dan menjangkau khalayak yang lebih luas. Media sosial memungkinkan UMKM untuk mempromosikan produk mereka secara lebih kreatif, visual, dan interaktif, sehingga menghasilkan pertumbuhan penjualan yang lebih efektif.

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) refer to a business category within the economic sector consisting of entities operating on a relatively small to medium scale (Agung Triayudi et al., 2023). MSMEs play a significant role in driving economic growth, particularly in developing countries like Indonesia. However, MSMEs often face various challenges in marketing their products, such as limited resources, restricted market access, and few advertising opportunities (Maulana et al., n.d.). In this context, social media has emerged as a potential platform to help MSMEs overcome these challenges. Social media not only serves as a promotional tool but can also function as a marketplace (Hidayat & Nashirah, n.d.-a, n.d.). According to Wardhana (2015), digital marketing strategies impact MSMEs' competitive advantage in marketing their products by up to 78%.

Utilizing technology fosters a sustainable MSME ecosystem and encourages collaboration among stakeholders to strengthen MSMEs

(Faliza, 2024). Building a sustainable MSME ecosystem can be initiated through mutual cooperation among relevant stakeholders and the adoption of technology. With technological advancements, MSMEs are encouraged to develop a mindset of "thinking globally, acting locally" to face competition in the Industry 4.0 era (Faliza, 2024). Technology utilization enables MSMEs to conduct effective promotions by leveraging online marketing through social media. According to Pradjarto, products from MSMEs contribute significantly to Indonesia's economy, accounting for 98.7%. Moreover, MSMEs are a primary source of domestic employment, contributing 89.27%. Hence, greater efforts are needed to enhance MSMEs' competitiveness.

Social media is highly favored by MSMEs for expanding their businesses. It has a significant influence, as people tend to receive information more quickly through the internet (Bado et al., 2023). With easy and fast access, small-scale MSME entrepreneurs take advantage of the vast,

borderless nature of the internet to confidently promote their products, making it an effective marketing platform. Utilizing social media simplifies promotional and transactional processes, enabling MSMEs to market their products and reduce costs (Mawaddah et al., 2024a). In today's globalized era, technological advancements and the rapid flow of information have shaped evolving needs, lifestyles, and increasingly diverse consumer desires (Ratiah et al., 2021). These changes intensify business competition, pushing entrepreneurs to adopt strategies that align with swift transformations. Marketing activities are crucial for business development (Rifani, 2022).

Digital marketing offers new opportunities for MSMEs to emerge as economic powerhouses. In the digital age, creating online promotional materials and providing application-based purchasing services have become indispensable (Kurniawan & Nuringsih, 2022). MSME entrepreneurs can now sell their products online and conduct transactions through internet-based frameworks, facilitating direct interactions between merchants and buyers while adhering to applicable regulations, such as through online shops and other platforms (Abidin Achmad et al., 2020). Previous studies indicate that social media usage by MSMEs enhances customer interactions, broadens market reach, and encourages innovation in marketing strategies. However, the specific impact of social media on MSME marketing is often influenced by factors such as product type, market segmentation, and entrepreneurs' digital capabilities (Haeruddin et al., 2023).

This meta-analysis aims to integrate findings from various studies to provide a comprehensive understanding of social media's impact on MSME product marketing (Mardinawati et al., 2023a). The study also addresses the challenges faced by MSMEs in utilizing social media and offers strategic recommendations to maximize its potential for business growth. The findings are expected to provide insights for MSME entrepreneurs, government bodies, and stakeholders, supporting the empowerment of MSMEs through optimal use of social media. This approach aims to help MSMEs adapt to digital advancements and thrive in a competitive market.

II. METHOD

The primary task of research is to discover scientific truths that are objective, verifiable, and communicable to fulfill its functions, including

creating descriptions, explaining phenomena, developing theories, making predictions, and exercising control (add citation). To achieve these scientific purposes, research outcomes require a systematic scientific method to integrate findings or results. This study employs a meta-analysis method by reviewing several articles from national journals accessible online via Google Scholar (Mardinawati et al., 2023b). The meta-analysis uses a sample of 15 relevant articles from national journals focusing on the Impact of Social Media on MSME Product Marketing from 2020 to 2024. The steps of this meta-analysis research align with the procedure outlined by Ricvan (2016:1), as follows: the first step is criteria selection, where the criteria for selecting research articles to be included in the meta-analysis are determined; the second step is relevant research exploration, where relevant studies to be used are searched; the third step is article assessment, where the articles are evaluated based on the sections to be studied; the fourth step is article classification, where articles are classified for integration; and the fifth step is model implementation, where a suitable model for combining and analyzing the articles is applied.

III. RESULT AND DISCUSSION

A. Result

The results of the meta-analysis are presented as follows:

No.	Research Title	Research (Year)	Research Findings
1	Analysis of the Influence of Social Media Marketing on Micro, Small, and Medium Enterprises in Semarang City	(Hidayat & Nashroh, n.d.-b)	Positive Impact
2	The Influence of Social Media Utilization and Creativity on Social Capital for MSME Sustainability in the Millennial Era	Barri Bado (2023)	Positive Impact
3	The Influence of Social Media and Product Quality on Repurchase Intention Through Customer Satisfaction in MSME Alfamart Concession	(Mawaddah et al., 2024b)	Positive Impact
4	Utilization of Social Media as a Marketing Tool for MSME Products During the Covid-19 Pandemic in Sembayat Village	(Aini & Wardana, 2022)	Positive Impact
5	The Role of Social Media in the Marketing System of MSME Products to Increase Sales of Hot Pasta Pamulang	Alfiah Agung Pramudya (2023)	Positive Impact
6	The Impact of Social Media Use on the Development of Micro, Small, and Medium Enterprises (MSMEs)	Mardinawati (2023)	Positive Impact
7	The Impact of Social Media Utilization Strategies on Enhancing Product Marketing of MSME Sekar Handy Craft	Agung Triyandi (2023)	Positive Impact
8	The Influence of Social Media Use on the Development of Micro, Small, and Medium Enterprises (MSMEs) in Bendo Subdistrict	Alli Maulana (2023)	Positive Impact
9	The Influence of Digital Social Media Marketing on Customer Loyalty in MSMEs in Merawang District	Vivian Yeny Faliza (2024)	Positive Impact
10	Utilization of Social Media for Marketing MSME Products in Siokumpul Subdistrict, Gresik Regency	Zamal Abidin Achmad (2020)	Positive Impact
11	Utilization of Social Media (Digital Marketing) for Marketing MSME Products	Muljanto (2023)	Positive Impact
12	The Use of Social Media by MSMEs in Marketing Products During the Covid-19 Pandemic	Cici Winarti (2021)	Positive Impact
13	The Impact of Online Marketing Strategies on MSME Income in Cilandak Subdistrict	Agus Supanji (2022)	Positive Impact
14	Marketing Strategy Enhancement Through Social Media for MSMEs in Kintelan Village (Case Study of MSMEs in Kintelan Village, Puri Subdistrict, Mojokerto Regency)	Zakiyah Zulfa Rahma (2022)	Positive Impact
15	The Role of Social Media and E-Commerce for MSMEs in Increasing Sales Volume	Nuramni (2023)	Positive Impact

B. Discussion

At this stage, meta-analysis was used to examine the results of 15 journals discussing the influence of social media on MSME product marketing. The analysis was further developed to determine the extent to which

social media impacts MSME product sales. Social media is a valuable tool for marketing MSME products. Based on the data from the 15 journals, it was found that social media significantly and positively influences MSME product marketing. It plays a crucial role in increasing product awareness and reaching a broader audience. With proper use of social media, the sales graph for MSME products is likely to rise. Social media enables MSMEs to promote their products more creatively, visually, and interactively, thereby enhancing sales effectiveness.

In addition to boosting sales, social media also greatly influences the advancement and development of MSMEs, as highlighted in the study "The Influence of Social Media Usage on the Development of Micro, Small, and Medium Enterprises (MSMEs)" by Mardinawati (2023). This study explains that social media impacts not only marketing but also the overall development of MSMEs. Through social media, MSMEs can enhance product value through innovations in quality, taste, size, or pricing, which in turn affects sales and revenue. Furthermore, social media serves various roles for MSMEs, such as: Acting as a discussion forum, Assisting in decision-making, Providing prompt responses to customers, Collecting data on customer needs, Serving as a marketing and advertising platform, Facilitating personal contact with customers.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

All the studies analyzed indicate that social media has a significant and positive impact on MSME marketing. This is evident from the findings of each study, which show that social media positively influences the increase in MSME product sales. This suggests that the more effectively social media is utilized by MSMEs, the higher the sales and revenue generated. Moreover, social media has a substantial impact on expanding marketing efforts and consumer networks, which in turn contributes to the progress and development of MSMEs.

B. Suggestion

Based on the findings, it is recommended that MSMEs maximize the use of social media to enhance their marketing efforts, increase sales, and expand their consumer networks. By leveraging social media effectively, MSMEs

can drive growth and improve their overall development.

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