

Utilizing Social Media as a Tool for Product Promotion to Boost Sales in E-Business Marketing

^{1*}Wanda Eflinda Aryanti and ²Muhammad Iqbal Fasa

^{1,2} Faculty of Islamic Economics and Business, UIN Raden Intan Lampung, Indonesia

* Corresponding author: wandaeflinda1@gmail.com

Keywords:	ABSTRACT
Social Media; Digital Business; Marketing	The development of technology today has accelerated rapidly, influencing many areas of human life, including the business world. Evolving technology has significantly changed human behavior in the modern era, especially with the rise of social media, which serves as a platform for sharing information and communicating between individuals. Today, social media has become like a second world for society. The widespread use of social media among the public creates a new market for businesses to market products digitally. This research analyzes various studies discussing similar themes, particularly the use of social media as a tool for digital marketing. The results aim to help the public understand that social media is one of the most effective methods for marketing a business because it can have a substantial impact at a low cost.

INTRODUCTION

The development of Information Technology has accelerated significantly over time, which has had a major impact on the public sector. In this contemporary era, various activities cannot be separated from technology, and entire industries have transformed their internal operational processes. All stakeholders are required to adjust to the advancement of digital technology (Nisaa et al., 2024). Social Media is a platform that allows interaction between its users more intensively. More specifically, social media serves as a digital technology facility that allows individuals to conduct self-promotion. As a tool for self-promotion, social media has a close relationship with marketing in the context of digital business. Thus, social media can be used as a means to develop digital business through the application of e-marketing on the products offered (Deba & Pramono, 2023).

The rapid development of technology can be used to develop a business. One of them is by utilizing digital marketing to communicate the marketing of its products as a strategy to dominate the market. In general, the concept of digital marketing is to utilize various channels, such as television, radio, and even the internet, where the media will provide

infographics about the products offered by the company. Digital marketing can reach all levels of society, anytime, anywhere. Of course, this is far superior compared to conventional marketing, limited by time, location, and user reach, as it only promotes its products directly in stores (Fadhilah & Pratiwi, 2021).

A digital business strategy not only focuses on the application of technology, but also includes systematic efforts to integrate that technology within a broader framework. This approach involves the development of adaptive business models, the utilization of data to support more informed decision-making, and the management of innovation-oriented organizational change. In this way, companies can be better prepared to face various challenges that arise due to technological disruption, changes in consumer behaviour, and increasingly fierce global competition. Digital marketing is now one of the main pillars in business strategy in the digital age. This requires companies to not only adapt to technological advances but also maximize the potential offered by digitization (Rasyad & Mawardah, 2024).

Marketing can be understood as a series of activities that involve planning and implementing strategies related to the concept, pricing, and promotion of products, both in the form of goods and services. The purpose of marketing is to create effective communication with the public regarding the product information offered. In the business context, marketing acts as a crucial element that supports the development of the company, especially in increasing revenue or turnover. Therefore, achieving high turnover is one of the main goals for any company, making marketing a very important strategic step to implement (Rahayu, 2023).

Modernization is an era in which all human activities, including business, can be carried out more efficiently and effectively than conventional activity models. In the marketing aspect, we still often find conventional approaches such as advertising in newspapers, billboards, and door-to-door offers. However, digital marketing is now increasing, utilizing technology through various social media platforms. Facebook, Instagram, and TikTok have become an integral part of Indonesians' lives, spreading and being adopted by many people (Deba & Pramono, 2023). The community utilizes information and Communication Technology in this digital era to conduct sales and purchase transactions for both products and services via the internet. This phenomenon is known as electronic commerce. E-commerce provides an alternative way of shopping for people more efficiently without having to come directly to the store, but only through smartphones, tablets, laptops, and desktop PCs (Purnomo et al., 2021).

E-Business Development requires an effective, simple, and efficient information management system. Technology management has a role that is as important as the management of other information system elements in the context of E-Business Development. The operational processes of E-Business Information Systems are highly dependent on information technology, which serves as a provider and receiver of data in E-Business (Ritonga et al., 2023). Based on the explanation above, the researcher has an interest in the use of social media as a product promotion tool, both goods and services, in the context of e-business. This Research is expected to provide insight into the development

of digital technology and its relationship with e-business, as well as how a business entity can operate effectively in utilizing digital technology.

LITERATURE REVIEW

E-business, according to research conducted by (Ritonga et al., 2023), defined based on O'brien's thinking which states that e-business is the application of technological advances, especially the internet, to support the implementation of business activities in a company. More broadly, the definition of e-business encompasses a wide array of activities undertaken by companies utilizing technology to improve and grow their businesses. E-business has a positive impact on the company because it can make operations run more effectively and efficiently. In addition, e-business, or better known as digital business, includes a broader concept than just an electronic store, where an electronic store can be considered as one part of this digital business.

Based on research conducted by (Purnomo et al., 2021), the digital economy has made it easier for businesses to increase sales through product marketing on the marketplace platform. This phenomenon can be utilized by all business actors, especially by micro and small industries, which have the potential to increase their income. The results showed that the existence of the digital economy has a significant impact on the micro and small industries (SMEs) in Indonesia. In addition, control variables such as training and partnerships also showed a significant positive influence on IMK in Indonesia. These findings indicate that there is a need for socialization on the use of the digital economy, businesses need to strengthen partnerships, and a training program from the government is needed to improve the quality of SMI products in Indonesia.

More and more MSMEs are utilizing digital platforms, such as social media and e-commerce, in running their businesses. Facebook and Instagram are the most commonly used social media as a product catalog, while WhatsApp Business serves as the main communication channel with customers. The use of digital marketing by MSMEs is very important, especially in an era where almost all aspects of life have switched to digital. By utilizing digital media effectively, MSMEs can improve their competitiveness in the midst of today's fierce business competition. The findings of this study indicate that digital marketing plays a crucial role in increasing MSME income in Makassar (Jasri et al., 2022).

All MSME actors involved in this study revealed that the use of digital marketing has contributed significantly to marketing their products, expanding market reach, and reducing promotional costs incurred. In addition, digital marketing has also shortened the distance of interaction between MSMEs and consumers. To improve the productivity and competitiveness of MSMEs in the future, it is important for them to master various information and Technology media well and use them effectively. In addition, continuously updating information about the products offered and maintaining good relationships and interactions with consumers are also very necessary (Rozinah & Meiriki, 2020).

METHOD

This study used qualitative research methods. This method focuses on an in-depth description of the main problems raised in this study. In this context, qualitative research is

conducted by describing the phenomenon of utilizing social media for digital business processes, especially in digital marketing in Indonesia. This study also refers to previous studies that are relevant to answering the issues raised. Data analysis in this study was conducted by examining the existing problems and drawing conclusions from Research that has been done before. This analysis Model will examine how the development of social media can support digital business through digital marketing. With this approach, the researcher is expected to conclude the application of digital marketing in the context of digital business on social media.

RESULT AND DISCUSSION

E-Business

E-Business is a modern marketing strategy that benefits producers, intermediaries, and customers. By implementing E-Business methods, companies can connect and access internal and external data in a more flexible and efficient way. This allows them to establish closer relationships with suppliers and business partners, as well as better meet customer needs and expectations. In practice, E-Business functions that utilize electronic capabilities emphasize the importance of strategy. E-Business encompasses the entire value chain in business processes, including electronic purchasing, production network management, electronic order processing, client support, and collaboration with colleagues. The purpose of E-Business is to facilitate the transfer of data between businesses. E-Business software solutions enable the integration of business processes both within the company and between different companies (Ritonga et al., 2023).

Social Media

Facebook, Instagram, and other social media platforms, frequently used by the public, such as Facebook, WhatsApp, Instagram, and Twitter, serve as valuable tools for gathering information. Users can access various information through these social media channels. Many respondents stated that social media allows them to stay informed about events happening near or in distant locations. Previously, obtaining news from other regions could take some time, but now, thanks to social media, they receive updates quickly. The information available through the platform is diverse, covering topics related to social, political, economic, health, security, and entertainment issues, both domestically and internationally (Veranita et al., 2022).

Social Media also provides various benefits, including identifying customers, implementing two-way communication, sharing information, and knowing the objects that customers like, the presence of customers, relationships between customers based on location and interaction patterns, as well as increased cooperation with other business actors, so as to improve performance for the development of MSMEs. In this context, social media is an online channel to share and participate in various activities, as a very important communication tool for MSMEs to interact directly with consumers (Veranita et al., 2022).

Digital Business Marketing

Marketing is an approach companies apply on an ongoing basis to achieve long-term excellence in market competition. The product includes everything that the manufacturer offers to attract attention, demand, search, purchase, and use by the market in an effort to meet existing needs or desires. Products can provide both tangible and intangible benefits, which have the potential to satisfy customers. Customer satisfaction becomes a crucial element for business growth. Therefore, the right product strategy will directly affect customer satisfaction. Satisfied customers are more likely to re-purchase and recommend the product to others (Rahayu, 2023). Digital marketing has several advantages in its implementation, including:

1) Wide Target market reach

One of the advantages of marketing through social media is its ability to reach a very wide target market. Social media users are scattered in different parts of the world, connecting with each other. If a business person can make good use of social media networks and implement effective marketing strategies, then they will be able to reach a wide variety of potential consumers. This wide range can attract people's attention to the products offered. Thus, business actors have a greater chance of increasing consumer interest in their products and driving sales (Deba & Pramono, 2023).

2) Increased Sales

One of the important advantages of digital marketing is its ability to increase sales, which is aligned with the main benefits of using digital-based marketing. With a wider market reach, digital marketing can attract the attention of more potential consumers. This has a positive impact on product sales, where the higher the number of impressions received by a product, the greater the chance of sales. As more and more products are introduced and get attention, the sales figures will increase. One of the key factors in the successful sale of a product is how much information about the product can be understood by the general public. The more well-known a product is, the higher the likelihood of people making a purchase (Deba & Pramono, 2023).

3) Low capital in Digital marketing

One of the advantages of digital marketing through social media is its relatively low cost in contrast to conventional marketing methods that often require large expenditures, such as renting billboards, sending salespeople for door-to-door promotions, and creating advertisements that can reach many people. Social media can reduce many of the costs commonly associated with traditional marketing. Most of the investment required for digital marketing is aimed at internet costs, which are the main capital in accessing social media. Facebook and Instagram, on the other hand, can minimize the cost of social media promotion by leveraging the advertising features offered by platforms such as Facebook and Instagram. The capital spent to use these social media features is much more affordable when compared to conventional marketing methods (Deba & Pramono, 2023).

Utilizing Digital Marketing On Social Media

Digital marketing is the practice of promoting a product or service across digital platforms, such as social media, search engines, email, and websites. This provides an opportunity for MSMEs to reach a wider audience at a lower cost compared to traditional marketing. As the number of people using the internet and social media increases, companies are required to adapt quickly to changes that occur. Digital marketing not only allows companies to reach a wider audience, ut also provides an opportunity to interact directly with customers. Through this interaction, companies can better understand customer needs. By meeting customer expectations and satisfaction, the company will have a high value, thus encouraging customers to continue to visit and use their services (Studi et al., 2025).

Digital marketing can be leveraged across different elements of society, unlike traditional marketing, which often requires significant financial resources. This gap creates an imbalance in competition for market share. For entrepreneurs operating with limited funds, such as Micro, Small, and Medium Enterprises (MSMEs), the challenge of marketing their products is an urgent problem. The revenue generated is often insufficient when compared to the need to set aside capital solely for production, making marketing efforts extremely challenging. However, social media offers a viable solution for those micro, small, and medium-sized business owners looking for marketing opportunities while facing budget constraints (Jasri et al. , 2022)

The existence of digital marketing can expand the scope of marketing, which allows MSMEs to understand consumers more deeply through digital analytics, as well as adjust marketing strategies more accurately and efficiently. Furthermore, the Digital Marketing Strategy Analysis platform in improving competitiveness for MSMEs in the era of digital globalization can also open access to new markets that were previously difficult to reach, allowing MSMEs to reach a wider audience both locally and globally. The role of social media can be core in digital marketing strategies, where it enables MSMEs to build community, increase brand awareness, and optimize marketing budgets through proper targeting. In addition, digital marketing enables more precise measurement of campaign effectiveness, allowing MSMEs to continue adjusting for improved results. Wider market penetration and measurable effectiveness of digital marketing also have a significant impact on the sales and profitability of MSMEs (Studi et al., 2025).

Effective use of digital marketing requires adequate preparation in both mental and physical dimensions. The mental aspect is related to the readiness of business actors to understand market demand and ensure consumers know the products available. Meanwhile, the physical dimension concerns how business actors manage product sales logistics, which is closely related to time and cost considerations (Calderon-Monge & Ribeiro-Soriano, 2024).

CONCLUSION

The development of Information Technology has had a significant impact on the public sector, leading to significant changes in the industry. In the contemporary era, various

activities cannot be separated from technology, as all industries transform their internal operations. The importance of digital technology is crucial for businesses, especially in the context of digital marketing. Digital marketing can be used to communicate with product managers as a strategy to reach the market. This approach is not only about technology but also involves the systematic integration of technology into the wider work environment. This includes adapting to technological advances, leveraging data to make informed decisions, and guiding organizational change toward innovation. Digital marketing is an important part of business strategy, involving strategic planning, pricing, and product promotion. Businesses need to adapt to technological advances and harness potential.

Based on the research conducted above, several conclusions can be summarized that marketing is a crucial aspect in the implementation of a company's business. This is because marketing is a communication channel used by companies to disseminate information related to products offered to the public. Currently, marketing has entered into a new model, which is digital marketing. Digital marketing or digital marketing has a positive impact on Business Development. Digital marketing makes it easier for businesses to implement marketing strategies by reducing capital budgets for conventional marketing, which is usually higher, enabling them to reach a wider market. Therefore, usaba actors need to make the best use of advances in internet technology in order to compete in today's fast-paced era.

REFERENCES

- Fadhilah, D., & Pratiwi, T. (2021). Strategi Pemasaran Produk UMKM Melalui Penerapan Digital Marketing. *Coopetition : Jurnal Ilmiah Manajemen*, 12(1), 17–22. <https://doi.org/10.32670/coopetition.v12i1.279>
- Calderon-Monge, E., & Ribeiro-Soriano, D. (2024). The role of digitalization in business and management: a systematic literature review. In *Review of Managerial Science* (Vol. 18, Issue 2). Springer Berlin Heidelberg. <https://doi.org/10.1007/s11846-023-00647-8>
- Deba, H. K. P. & Pramono. (2023). Pemanfaatan Media Sosial Sebagai Promosi Produk Usaha Untuk Peningkatan Penjualan Dalam Marketing E-Business. *Jurnal Kajian Dan Penalaran Ilmu Manajemen*, 2(2), 124–133. <https://doi.org/10.59031/jkpim.v2i2.411>
- Jasri, A. N., Hasanuddin, Hasan, H. A. (2022). Penerapan Digital Marketing dalam Upaya Peningkatan Pendapatan Usaha Mikro Kecil dan Menengah. *ILTIZAM Journal of Shariah Economics Research*, 6(2), 212–224. <https://doi.org/10.30631/iltizam.v6i2.1452>
- Purnomo, S. D., Adhitya, B., & Zumaeroh. (2021). Pengaruh Ekonomi Digital Terhadap Pendapatan Industri Mikro dan Kecil di Indonesia. *Ekonomikawan : Jurnal Ilmu Ekonomi Dan Studi Pembangunan*, 21(1), 85–95.
- Rahayu, S. (2023). Strategi Pemasaran Produk Dalam Meningkatkan Kepuasan Pelanggan. 2(1), 109–113.
- Rasyad, R. Z., & Nuraini Mawardah, P. (2024). Effective Digital Business Management Strategy: A Structured Approach to Turning Challenges into Opportunities for Sustainable Growth and Innovation. *International Journal of Management Science and Information Technology*, 4(2), 366–375. <https://doi.org/10.35870/ijmsit.v4i2.3142>
- Ritonga, A. I., Hasibuan, R. H., Pohan, R. A. R., & Lubis, K. N. (2023). Peran Teknologi Dalam Perkembangan E-Business. *VISA: Journal of Visions and Ideas*, 3(2), 434.
- Nisaa, R. K., Bahrim, S. M. S., & Kustiwi, I. A., (2024). Teknologi Digital Dan Transformasi

- Internal Audit Terhadap Perlakuan Laporan Keuangan : Studi Literatur. *Jurnal Mutiara Ilmu Akuntansi*, 2(2), 263–277. <https://doi.org/10.55606/jumia.v2i2.2596>
- Rozinah, S., & Meiriki, A. (2020). Pemanfaatan Digital Marketing Pada Usaha Mikro Kecil dan Menengah (UMKM) di Kota Tangerang Selatan. *Jurnal Doktor Manajemen (JDM)*, 3(2), 134. <https://doi.org/10.22441/jdm.v3i2.10573>
- Studi, P., Fakultas, M., & Dan, E. (2025). *Analisis Strategi Digital Marketing dalam Meningkatkan Daya Saing Terhadap UMKM di Era Globalisasi*.
- Veranita, M., Almamalik, L., & Ikhsan, S. (2022). Pemanfaatan Pemasaran Melalui Media Sosial oleh UMKM Di Era Pandemi (Studi Kasus pada Usaha Mikro, Kecil, Dan Menengah di Kabupaten Bandung). *Jurnal Ilmiah Manajemen*, XIII No 1 (E-ISSN : 2615-4978, P-ISSN : 2086-4620), 89–96. <https://journal.ikopin.ac.id/index.php/coopetition/article/view/590/801>