
The Influence Of Social Media On Business Success

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ABSTRACT

Currently, the rapid development of technology is marked by the large number of people using technology to help their work. Most of the use of the internet by entrepreneurs is used for promotional media via social media. With marketing methods that use sophisticated information and communication technology via social media, many entrepreneurs use it to promote their products. The purpose of this study was to determine the extent to which the influence of social media on business success, especially for culinary traders in Medan Johor District. This study uses a quantitative approach with a survey technique of 76 culinary traders who actively use social media to promote their business. The variables studied include the frequency of using social media, the type of content posted, and interactions with consumers. There is a significant relationship between the intensity of using social media and increased sales. Business actors who regularly update content and interact with their consumers through social media tend to have an increase in sales of 25% compared to those who are less active. In addition, the type of content that is relevant and interesting also influences consumer loyalty. Social media has an important role in increasing business success, especially in terms of marketing and promotion. Using the right strategy on social media can increase sales and consumer loyalty. Business actors who regularly update content and interact with their consumers through social media tend to have an increase in sales of 25% compared to those who are less active. In addition, the type of content that is relevant and interesting also influences consumer loyalty. Social media has an important role in increasing business success, especially in terms of marketing and promotion. Using the right strategy on social media can increase sales and consumer loyalty. Business actors who regularly update content and interact with their consumers through social media tend to have an increase in sales of 25% compared to those who are less active. In addition, the type of content that is relevant and interesting also influences consumer loyalty. Social media has an important role in increasing business success, especially in terms of marketing and promotion. Using the right strategy on social media can increase sales and consumer loyalty.

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INTRODUCTION

In today's digital era, social media has changed from just an interpersonal communication platform to become a powerful instrument in the business world. Social media such as Facebook, Instagram, Twitter and LinkedIn are not only a place to share moments or news, but also a strategic tool for marketing, promotion and interaction between businesses and their consumers. Especially for small and medium enterprises (MSMEs), social media offers opportunities to increase visibility and reach at a relatively more affordable cost compared to traditional marketing media. Market competition does not only look at big competitors, but it is also important to review and view competitors whose levels are still low. small,

The use of social media in the business world is not a new phenomenon. However, with the growth of internet users and smartphone penetration that continues to increase, social media is now a must for every business person who wants to stay relevant and compete in the market.

Numerous studies have shown that a presence on social media can increase brand awareness, engagement with consumers, and ultimately, sales.

Currently, the rapid development of technology is marked by the large number of people using technology to help their work. Most of the use of the internet by entrepreneurs is used for promotional media via social media. With marketing methods that use sophisticated information and communication technology via social media, many entrepreneurs use it to promote their products. Social media is very effective and efficient and makes it easier to increase this network that is used by entrepreneurs to pursue their business (Rahmi & Yogia, nd)

However, to what extent is the real influence of social media on the success of a business? Do all types of businesses get the same benefits? And what is the right strategy so that businesses can make the most of social media? Through this research, we want to answer these questions with a special focus on MSMEs, which often have limited resources but have great potential to grow through the use of social media.

By understanding the influence of social media on business success, it is hoped that MSME players will be able to formulate more effective digital marketing strategies and allocate their resources more effectively.

Culinary business is now one of the businesses that is so much liked by entrepreneurs. Because food is what all people are after, especially teenagers who like snacks. And that food is one of the basic needs, so it's no wonder that culinary snacks are always the most coveted by many people.

METHODS

This study aims to determine the effect of Social Media and Entrepreneurial Creativity on Business Success. This research is a quantitative research. The population in this study were flower bouquet sellers/traders at the Traditional Market in Medan Johor District who used Social Media (WhatsApp, Instagram and Facebook) an unknown number. The sampling technique in this study used Simple Random Sampling so that the number of samples was 76. The analytical method used was multiple linear regression. The results of this study indicate that Social Media and Entrepreneurial Creativity have a significant effect on business success.

1. Business Success

According to Henry Faisal in Ana Noor Andriyana (2019) business success is a business that can be said to be successful if it makes a profit. According to Dwi Riyanti in Liswati (2018) business success is that small businesses are successful because entrepreneurs have smart brains, are creative, follow technological advances and can apply them.

According to Ranto in Miftah (2020) business success is a successful business that can be seen from how a person can realize a business that was initially intangible, did not operate or maybe did not exist at all.

Based on the above understanding that business success is a condition where a business is better than before and can achieve goals. As for indicators of business success according to Dwi Riyanti in Nursalina's research

(2018), namely:

- a. Capital
- b. Customer
- c. employees
- d. sales volume

2. Social Media

According to BK Lewis in Nikous Soter Sihombing (2022) social media is the name for digital innovation that enables individuals to associate, connect, produce and offer message content. According to M.Terry in Jeperson Hutaeon (2022) social media is an Internet-based broadcasting technology that is different from print media and traditional broadcast media. According to Van Dijk in Norita Lumatihunisa (2021) social media is a vehicle for communication media that focuses on the presence of users to carry out their activities.

So it can be concluded that social media is a tool used by the public to receive or send information or known as communication. According to Irfan Feryanto PP's research (2021) social media indicators are:

- a. convenience
- b. Trust

RESULTS AND DISCUSSION

Research result

From the data analysis that has been done, the following results were found:

1. Frequency of Use of Social Media

The majority of respondents (80%) use social media every day to promote their business. Only a small proportion use social media less than once a week.

2. Posted Content Types

Image and video content is the type of content most frequently posted by businesses (45%), followed by promotional content and consumer reviews (30%), and industry-related news and information content (25%).

3. Interaction with Consumers.

As many as 60% of business actors actively interact with consumers through comments and personal messages on social media. They respond to inquiries, provide further information, and welcome consumer input.

4. Increased Sales

As many as 70% of respondents reported an increase in sales after utilizing social media for promotion. The average perceived increase in sales has been around 25% in the last six months.

Discussion

1. Frequency of Use of Social Media

The high frequency of social media use by respondents indicates an awareness of the importance of consistency in building an online presence. Routine activities can help create a positive impression and remind consumers regularly.

2. Posted Content Types

Engagement with different types of content shows variation in marketing strategy. Image and video content tends to attract more consumer attention in a visually rich social media environment.

3. Interaction with Consumers

Active interaction with consumers indicates efforts to build closer and personal relationships. This can increase customer loyalty as well as provide opportunities to improve services based on customer feedback.

4. Increased Sales

Results indicating a 25% increase in sales after leveraging social media confirms that social media has a real impact on business performance. However, keep in mind that this effect may vary depending on various factors such as the type of product/service, target market, and quality of the campaign.

Implications and Recommendations

Based on the results of the research and discussion above, several implications and recommendations can be drawn:

- a. **Activity Consistency:** Business actors need to understand the importance of consistency in using social media. Regular activity helps build more loyal followers and increases brand awareness.
- b. **Content Variation:** Selection of various types of content, especially visually appealing ones, can increase the engagement and appeal of content on social media.
- c. **Active Interaction:** Interacting with consumers can help build stronger relationships and encourage consumers to remain loyal.
- d. **Monitoring and Evaluation:** It is important to continuously monitor and evaluate the impact of social media campaigns. This helps in adjusting the strategy implemented to get better results.
- e. **Skills Development:** Businesses need to develop an understanding of social media management or may consider getting help from a digital marketing expert.

CONCLUSION

The results of this study confirm that social media has a significant influence on business success, especially in terms of marketing and promotion. Utilizing social media with the right strategy can help small and medium businesses to increase sales, expand reach, and strengthen relationships with consumers. Social media is very effective and efficient and makes it easier to improve this network that is used by entrepreneurs to pursue their business

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