
A Review of Social Media Advertising and the Impact of Digital Marketing on MSME Growth: SLR

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ABSTRACT

The main objective of this study is to analyze existing literature on the impact of digital marketing on Micro, Small, and Medium Enterprises (MSMEs). Novelty: The findings show that digital marketing began to be noticed by large companies during the emergence of Web 2.0. Research Method: The method used a systematic literature review approach using the Scopus database with the keywords digital marketing and MSMEs. This study provides insight into the development of digital marketing and the impact of digital marketing on MSMEs. The practical implications of this research are that this study provides a theoretical analysis of the benefits received by MSMEs if they adopt digital marketing and that this study also provides further scope for digital marketers to approach their targets. The results of this study can be a valuable guide for companies in optimizing their marketing strategies in this digital era. Conclusion: This study is highly relevant considering the important role of social media in driving current marketing strategies. By examining social media advertising reviews and their impact on growth, this study can provide a deeper understanding of the effectiveness of digital marketing campaigns. Through careful analysis, this study can identify the factors that influence the success of social media advertising and how it impacts business growth.

Keywords: Social Media Advertising, MSMEs, Impact of Digital Marketing

INTRODUCTION

It should be noted that entrepreneurship and Micro, Small, and Medium Enterprises (MSMEs) have been widely recognized as an important solution in various contexts, including in overcoming various economic and social challenges. There are several reasons why entrepreneurship and MSMEs are considered a solution, namely they are believed to be able to create jobs, MSMEs are often the main providers of employment in many countries, which helps reduce unemployment rates and provides economic opportunities for individuals who want to be independent. Local economic empowerment exists where MSMEs often operate at the local or regional level, and they can help strengthen the local economy by creating added value, reducing dependence on imports, and supporting environmental sustainability, innovation, and creativity. This is because entrepreneurship encourages innovation and creativity as entrepreneurs

often look for solutions to existing problems or create new products and services that meet market needs. The role of MSMEs in reducing unemployment and poverty in developing countries is crucial. However, to achieve success in entrepreneurship or MSMEs, managers need to understand their business environment well and take advantage of existing opportunities, especially in the context of digitalization. One of them is by accessing a wider market through digitalization, MSMEs can access a wider market, including national and international markets, through e-commerce platforms and social networks. Through lower operational costs, digitalization can help MSMEs reduce operational costs by using technology for process automation, inventory management and efficient online marketing. Increasing operational efficiency with digital technology can increase the operational efficiency of MSMEs by introducing a more structured management system and



utilizing data analytics for better decision-making processes.

Rapid technological changes bring continuous changes in the economic world, one of which is in the marketing sphere. Existing literature shows that all forms of digitalization always produce something positive for the sustainability, growth and performance and competitiveness of MSMEs. Digital marketing has changed the concept and characteristics of marketing strategies which are currently the media most widely used by people in various sales activities. Marketing is one way for companies to find new customers and retain old customers through the products or services they offer, as well as part of product or service promotion efforts using online channels, such as digital advertising, to communicate with consumers. The digital marketing environment is dynamic, moves very quickly, and cannot be stable, therefore marketers must have adaptive capabilities. Capabilities in the scope of digital marketing are different from capabilities in the scope of traditional marketing; this difference is due to the adoption of the latest technology in carrying out digital marketing activities. The reality on the ground is that marketing in MSMEs is still far from that in large companies, and MSME managers consider digital marketing a threat and challenge, not an opportunity for their business. This is proven by previous research showing that social media is a highly recommended tool for companies or MSMEs to find customers and introduce their company with a good reputation. Even so, many MSMEs do not know the capabilities and potential of social media in influencing MSME performance and developing business. On the other hand, MSMEs that apply social media in their marketing have succeeded in increasing their sales. At the same time, there are other MSMEs who are struggling to implement and utilize social media in their marketing practices (Wibawa et al., 2022).

Research question:

RQ 1: How is digital marketing developing in MSMEs?

RQ 2: How does digital marketing influence MSMEs?

With the research questions above, this study contributes to providing readers with an understanding of digital marketing and its influence on MSMEs. Apart from that, for practitioners, this study is able to provide a mind map regarding the relationship between digital marketing and MSMEs.

LITERATURE REVIEW

1. Social Media Advertising Theory

According to Chinchanchokchai and De Gregorio, (2020) advertising is the use of media to tell consumers about something and invite them to do something. From the eyes of a consumer, advertising is a source of information or simply a form of entertainment. Meanwhile, the social view of advertising is a form of service for a community group. In general, advertising helps explain a product, while, for the company itself, advertising is an essential marketing tool for the company. The opinions of several experts regarding advertising (advertising) have described it in detail. According to Li et al., (2022) , advertising is any form of non-personal presentation and promotion of ideas, goods, or services by certain sponsors that must be paid. On the other hand, Zhang, (2021) stated that advertising is a promotional tool, usually used to direct persuasive communication to target buyers and the public where this form of advertising presentation is non-personal. From the experts' definitions above, it can be concluded that there are characteristics of advertising, namely: a) The message is verbal, audible, or visual; b) The sponsor can be identified; c) It is launched through one or several media; d) The sponsor pays for the media that displays the advertisement.

According to S et al., (2020) , social media is a marketing channel that has the potential to be used as a promotional medium by MSMEs, where affective responses to the use of social media can provide added value to products and increase consumers' desire to buy the product. Business actors also consider that social media is the most appropriate way to increase the sales volume of MSME products.

However, according to previous research, namely one by Luzon et al., (2022) , it was found that companies/business actors have not maximized the use of social media in marketing strategies and do not understand the existing social media features. The previous study mentioned that the use of social media caused varying increases in the performance of MSMEs, but it did not show data on MSMEs in Indonesia. As a result, further research is needed on this matter. Facebook, YouTube, WhatsApp, Instagram, Weixin/WeChat, and TikTok are popular social media with monthly active users of more than 1 billion. With a percentage of 84.8%, Instagram is the second most widely used social media among Indonesians after YouTube, which has a percentage of 88.7%. Instagram is a platform that allows users to share photos and videos. Easy use makes this platform very popular with various groups, both for sharing daily life and for business. Now, Instagram is recorded as having 90 million active users and 40 million photos uploaded every day (Kundu, 2020) . In other words, Instagram is a social media that can be used to increase MSME profits. The profits of an organization are not only based on profits, so it is necessary to add another discussion that can provide an objective discussion to assess whether Instagram can increase the profits of MSMEs. One topic that can be used is the Balanced Score Card (BSC). The balanced score card is a tool for monitoring strategic decisions taken by a company based on predetermined indicators and which must penetrate at least through four aspects-financial, customer, internal processes, and learning & growth. One of the key points of the balanced score card is to expand the evaluation of prospect performance, which has always been very focused on financial aspects.

2. Digital Marketing Theory

According to Alabdali et al., (2024), the definition of digital marketing through social media is an internet platform that allows users to present themselves, interact, collaborate, share information with other users, and form virtual social bonds. Social media provides

opportunities for users to interact and present themselves, either immediately or delayed, to a wide or limited audience, by increasing the value of content created by users themselves (*user-generated content*). Pangandaheng et al., (2022) stated that social media marketing is the use of technology, platforms, and software from social networks with the aim of creating communication and conveying information, interactions, and offers that have value for stakeholders in an organizational entity. Digital marketing is a marketing strategy that uses various digital platforms and channels to reach and interact with target audiences. This includes the use of the internet, social media, email, websites, mobile applications, and various other digital technologies to promote products or services, build brands, and increase consumer engagement (Elia et al., 2024).

The main goals of digital marketing are to increase brand visibility, generate new leads and customers, retain existing customers, and increase sales (Apostolopoulos et al., 2021). In this digital era, digital marketing is essential as more people spend time online, and it offers a more efficient and effective way to reach target audiences. Digital marketing strategies can include tactics such as search engine optimization (SEO), paid advertising (e.g., Google Ads, social media ads), content marketing (blogs, videos, infographics), email marketing, social media marketing, and more (Eller et al., 2020). Regardless of the tactics used, digital marketing allows better measurement and analysis of campaign performance, helping companies optimize and adapt their strategies according to the data obtained. There are four elements that are implemented in the marketing variable via social media as a benchmark for planning and marketing results. According to Bican and Brem, (2020) these are:

- a. Content Creation, interesting content is the basis of strategy in carrying out social media marketing. The content created must be interesting and must represent the personality of a business so that it can be trusted by target consumers.

- b. Content Sharing, sharing content with social communities can help expand a business network and expand the online audience. Sharing content can lead to both indirect and direct sales depending on the type of content shared.
- c. Connecting, social networking allows someone to meet more people who have the same interests. An extensive network can build relationships that can generate more business. Honest and careful communication must be considered when doing social networking.
- d. Community Building, social web is a large online community of individuals where interaction occurs between people living all over the world using technology. Building communities on the internet that have similar interests can occur with social networks. From the opinions of several experts above, it can be said that digital marketing via social media is a very important internet platform in the current digital era. Social media allows users to present themselves, interact, collaborate and share information with others virtually. Apart from that, social media also provides opportunities for users to interact with a wide or unlimited audience, and the value of content created by users themselves can increase through social media.

According to Bouncken and Kraus, (2022), digital marketing has various functions and benefits that are important for achieving business goals. Some of the main functions of digital marketing include:

- a. Expanding Reach: Through digital marketing, businesses can reach a wider audience globally or locally. Online platforms allow businesses to reach people in various locations at a more affordable cost compared to traditional marketing methods.
- b. More Precise Targeting: Digital marketing allows businesses to target audiences in a more specific and targeted way. This can be done through the use of demographic data, online behavior and consumer

- preferences to deliver relevant messages to potential customers.
- c. Direct Interaction with Customers: Digital platforms enable direct interaction between businesses and customers. This can be done through social media, email, or other communication platforms, allowing businesses to interact in real-time with their customers, answer questions, provide support, and strengthen relationships.
- d. Performance Analysis and Measurement: One of the great advantages of digital marketing is the ability to analyze and measure campaign performance in great detail. Businesses can track metrics such as the number of impressions, clicks, conversions and customer retention to evaluate the effectiveness of their marketing strategies.
- e. Increase Brand Awareness: By having an active presence on various online platforms, businesses can build stronger brand awareness among their audience. Creative and valuable content can help strengthen a brand image and make it more memorable for consumers.
- f. Cost Optimization: Digital marketing is often more affordable than traditional marketing such as print or television advertising. This allows businesses with smaller budgets to remain competitive in the market and achieve significant results.

METHOD

This study adopts a Systematic Literature Review (SLR) as it guarantees the most efficient and high-quality approach to explore and evaluate the vast literature. A Systematic Literature Review (SLR) is used to assess and interpret all existing research in a particular field of research or phenomenon of interest where a literature review can strengthen the basis of studies in an area of interest. SLR is a more authentic and verifiable source that incorporates a more comprehensive and unbiased search. According to Rodrigues and Franco, 2021, SLR provides appropriate mechanisms and strict review protocols that are carried out to minimize researcher bias and maintain the independence of the research

process, but allow exploration and discovery that contribute to the development of understanding. The fundamental difference between a traditional narrative review and a systematic literature review is a comprehensive and unbiased search. An extensive literature survey shows that articles based on Systematic literature reviews can be in different forms, such as structured review articles with a discussion of methods, theories discussed, and constructs that previous researchers used in their research. Conceptual framework-based paper with further research directions, theoretical review paper, and bibliometric review. Following the criteria and several frequently referenced review publications, this study used the systematic literature review method, which includes data collection, data analysis, and theme exploration using cluster analysis.

Data Collection for SLR

Data collection for this study was carried out following a protocol as a management review protocol that is widely used to explore, discover, and develop any research area by providing flexibility to the researcher to modify throughout the course of the study. The data collection protocol used in this study included a rigorous search strategy with several specific criteria for the inclusion and exclusion of articles to meet the objectives of the systematic literature review. The search strategy incorporated appropriate steps such as

identifying and selecting relevant keywords and search terms, selecting a database for the article, further modification of the keywords, and implementing the search strategy.

Data Analysis

SLR data analysis was carried out through descriptive analysis and thematic analysis after collecting data through different assessment mechanisms. In the first part of the data analysis, descriptive analysis was presented. Descriptive research is used in SLR to describe the profile of selected articles using several categories and classification schemes. The classification scheme will be carried out based on articles published and will categorize the total articles into different segments, such as distribution of articles published in other countries, journals, contexts, and periods; report various policies and strategies during the crisis proposed by previous studies; presents a series of theoretical perspectives through which these studies have been explored. The second part of the analysis surfaced several relevant themes.

RESULT and DISCUSSION

The results of this study were taken from several articles or international journals that have been analyzed systematically by inclusion and exclusion. The results of the analysis in the form of a literature review can be seen in detail in Table 1:

Table 1. Concept Themes, Authors, Objectives, Methodology and Conclusions

1	Concept Theme	Advertise on social media.
	Writer	S. Goyal, et al. (2013)
	Objective	The aim in S. Goyal (2013) is to report on the latest trends and importance of advertising on social media, including its impact on consumer behavior, financial investment, and job creation in the industry.
	Key Findings	Social media advertising influences consumer behavior and is expected to generate huge investments in 2013, creating many job opportunities globally.
	Conclusion	Abstract discusses Social media advertising means getting traffic or attention of online users through social media sites.
2	Concept Theme	Social Media Marketing as a Tool for Promotion of Services and Products Online.
	Writer	T. Chebanova, S. Lysa, A. Kulik. (2023)



Objective	The purpose of this article is to examine Social Media Marketing (SMM) as a tool for promoting services and products on the Internet, including attracting the attention of target audiences, interacting with them, creating a positive business image, generating potential clients and establishing interactions with consumers.	
Key Findings	Social Media Marketing is effective for promoting services and products online. Future research areas include studying the impact on sales and profitability, analyzing advertising formats, evaluating audience engagement, and assessing the effectiveness of influencer marketing.	
Conclusion	Social media advertising is a tool for promoting services and products online.	
3	Concept Theme	Making Social Media Ads Viral on WWW.
	Writer	Kumararatnam Kabilesh, S. Sumathipala. (2021)
	Objective	The aim of this research is to propose a model to increase the popularity of advertisements placed on social media, specifically focusing on Twitter, by identifying features that impact the virality of advertisements and suggesting improvements to reach a wider audience.
	Key Findings	This study proposes a model to increase the popularity of social media ads, identifies features that impact the virality of Twitter ads, and suggests improvements to reach a larger audience.
	Conclusion	Social media marketing is a form of internet marketing that utilizes social networking sites as a marketing tool.
4	Concept Theme	Advertising on Social Media: The Reality Behind the "Free Access" Ideology: The Case of Chinese Social Media Platforms.
	Writer	Yuqi Na, et al. (2015)
	Objective	The aim of Yuqi Na (2015) is to discuss the prevalence of advertising on social media platforms and the impact of targeted advertising on internet users.
	Key Findings	The ubiquity of media is due to the internet; significant changes in daily life due to the internet and social media; users are exposed to many targeted advertisements online.
	Conclusion	Social media advertising is almost ubiquitous due to the mediatization of society and, in particular, the development of the internet.
5	Concept Theme	A Study on the Effectiveness of Social Advertising in Nagercoil City.
	Writer	R. Latha, AF Ragila. (2020)
	Objective	The aim of this research is to examine the effectiveness of social media advertising on the general public and its impact on people's social awareness.
	Key Findings	The main findings of this research show that social media advertising has a major impact on society, helping businesses target new potential clients effectively, and highlighting the importance of social awareness in influencing individuals.
	Conclusion	Social media advertising helps businesses find new potential clients by using user-shared information to identify interests.
6	Concept Theme	Social media advertising: An investigation of consumer perceptions, attitudes, and preferences for engagement.

	Writer	C. Bond, C. Ferraro, S. Luxton, S. Sands. (2010)
	Objective	The aim of this research is to investigate the role of social media in advertising and communications, aiming to improve understanding and effectively manage marketing communications.
	Key Findings	The main finding of this research is that the use of social media advertising in a multichannel communication approach can have a strong impact on brand loyalty and engagement.
	Conclusion	Social media advertising in a multichannel communication approach can have a powerful impact on brand loyalty and engagement.
7	Concept Theme	Corporate Advertising in the Age of Social Media.
	Writer	E. Aktan, MN Ozupek. (2017)
	Objective	The aim in E. Aktan, MN Ozupek (2017) is to explore the importance of corporate advertising in maintaining positive communication with customers, the role of social media in increasing the effectiveness of corporate advertising, and the benefits of advertising on social media for corporations.
	Key Findings	Social media increases the effectiveness of a company's advertising messages and makes a positive contribution to the goodwill of the institution. This chapter discusses the importance of corporate advertising in public relations and the benefits of advertising on social media for corporations.
	Conclusion	Social media may be useful for increasing the effectiveness of a company's advertising messages.
8	Concept Theme	The Influence of Social Media Advertising on Consumer Behavior.
	Writer	International Journal For Multidisciplinary Research, (2023)
	Objective	The aim of the research in (2023) is to examine the influence of advertising, especially social media advertising, on consumer behavior and purchasing decisions.
	Key Findings	The main finding of this research is that Social media is changing traditional marketing methods, showing a strong impact on consumer behavior and decision-making processes.
	Conclusion	Social media is changing the traditional way of marketing and advertising products and services. There has been a huge improvement in the operation of social media from one time to another. Social media helps guests to search and compare any information and therefore social media eliminates traditional forms of media like radio, magazines, TV and reviews. Therefore, there is a need to create an effective online announcement strategy to increase the current demand script capital by introducing more effective features in social media advertising. The study also shows how the impact of social media advertising changes depending on where the consumer is in the decision-making process for a particular good or service.
9	Concept Theme	Advertising in Online Social Networks: A Comprehensive Overview.
	Writer	S. Stockman (2010)

	Objective	The objectives in S. Stockman (2010) are to examine the characteristics of online social networking sites and their implications for advertising, apply communication theory, explore interactivity to attract consumers, analyze targeting and word-of-mouth referrals, and evaluate return on investment.
	Key Findings	This paper examines types of targeting, word-of-mouth referrals, barriers to online social network advertising, and concludes with an analysis of return on investment.
	Conclusion	The inherent interactivity of sites like Facebook, MySpace, YouTube and other forums encourages advertisers to capitalize on their consumer engagement.
10	Concept Theme	Engaging the audience: analysis of the use of social media in advertising.
	Writer	Emily Mabry, (2010)
	Objective	The goal of this research is that customers should allow agencies to be experts. Since companies cannot devote the necessary resources to analyzing social media as thoroughly as agencies, they must be more open to agency suggestions because agencies have more experience interacting on social media platforms. Additionally, almost all respondents agreed that social media is not for all brands.
	Key Findings	Advertisers use social media differently than traditional forms of advertising media, and understanding consumer interactions on social media is critical to an effective marketing strategy. Social media provides valuable research opportunities to understand consumer opinions and preferences, and leveraging the value of social media to meet consumer needs is critical to the success of advertising campaigns.
	Conclusion	Social media platforms are a long-term investment for advertisers.
11	Concept Theme	Bridging ICTD research and policy making: notes from a systematic review of MSMEs in low- and middle-income countries.
	Writer	P. Ilavarasan, (2017)
	Objective	The aim of the research is a systematic review of the impact of information and communication technologies on the growth of urban micro, small, and medium enterprises in low- and middle-income countries, showing little impact and a lack of rigorous causal studies in this area of focus.
	Key Findings	The main findings of this research include: 1) The use of network devices, especially cellular telephones, has a positive impact on internal efficiency and business growth of MSMEs. 2) There is variability in results between studies, with factors such as ownership (women-owned companies), education level, and type of ICT having different impacts on business growth.
	Conclusion	A systematic review of the impact of information and communications technologies on the growth of urban micro, small, and medium enterprises in low- and middle-income countries shows little impact and a lack of rigorous causal studies in this area of focus.
12	Concept Theme	The Impact of SMEs on Economic Development: A Systematic Literature Review.
	Writer	Mohammed Abdulrazzaq Alaghbari, (2022)

Objective	The aim of the study by Mohammed Abdulrazzaq Alaghbari (2022) is to investigate the impact of SMEs in developing countries and highlight their important role in economic development.
Key Findings	This study investigates the impact of SMEs in developing countries, highlighting their important role in economic development through various means.
Conclusion	SMEs play an important role in economic development through capacity development, technological innovation, job creation and competitive orientation.

DISCUSSION

The rapid development of information technology has brought major changes in various aspects of life. The use of social media in the global era as a form of progress in digital technology towards the vision of information modernization is increasingly widespread, especially in terms of meeting the needs of the information society in the socio-economic, political, cultural, and other fields. Viewed from a business perspective, the use of online media, which is usually called social media or social media is significant for market players, investors, or industry players (*business players*). One of them is that it is useful in supporting access to marketing communications in the process of product promotion, imaging, business expansion, and advertising development for companies. According to Hayes et al., (2021), the following are some of the latest digital life phenomena in several fields: a) Communication: Information technology has changed the way we communicate. Today, we can easily connect with anyone around the world through platforms such as email, instant messaging, and social media. Video conferencing has also become popular, making it possible to meet remotely without having to meet physically. b) Education: Education is also experiencing digital transformation. Many educational institutions offer online courses and distance learning. Online learning platforms such as Coursera, Udemy, and Khan Academy allow anyone to access study materials from anywhere. c) Work: The concept of working from home (WFH) or working remotely is increasingly common, especially with the COVID-19 pandemic. Many companies rely on information technology to facilitate the productivity of employees who work remotely.

d) Shopping: Online shopping is becoming increasingly popular due to its ease and convenience. E-commerce platforms such as Amazon, Alibaba, and Lazada provide access to a variety of products from around the world, which can be purchased and delivered directly to your home. e) Entertainment: Digital entertainment such as music and video streaming is the main choice for many people. Services such as Netflix, Spotify, and YouTube allow users to access a variety of entertainment content anytime and anywhere. f) Health: Information technology also plays an important role in the health industry. Telemedicine or online medical consultations are increasingly common, allowing patients to consult with doctors without having to come to a hospital or clinic.

Positive developments in online social media advertising have indeed brought about major changes in the world of advertising. The following are several factors that have caused increased public interest, especially MSMEs, in communicative marketing strategies:

a) Accessibility: Online platforms allow companies to reach audiences globally at a relatively low cost compared to traditional advertising. This opens up opportunities for small and medium companies to market their products or services to a wider market. b) More Effective Targeting: Through algorithms and data analysis, companies can identify and target potential audiences more precisely. This allows them to deliver relevant messages to their target groups, increasing the effectiveness of marketing campaigns. c) Interaction and Engagement: Online marketing communications enable two-way interaction between companies and consumers. Through social media, for example, consumers can provide direct feedback or participate in

contests and discussions, which can increase consumer engagement and loyalty. d) Creativity in Presentation: Digital media provides more flexibility in the way products or services are presented to consumers. With videos, graphics, and interactive content, companies can create engaging and engaging campaigns to capture consumers' attention. e) Performance Monitoring and Measurement: One of the main advantages of online marketing is the ability to monitor and measure campaign performance in real time. Through analytical tools, companies can track how well their campaigns are performing and make adjustments if necessary to increase ROI (*Return on Investment*) (Zimmermann et al., 2024).

The global social media advertising trend is indeed an interesting topic to research in international journal articles. The following are some of the findings from the international journal articles that have been analyzed, namely, First, Globalization of Advertising where journal articles have highlighted how social media advertising has become a global phenomenon that is evenly distributed throughout the world. In the digital era, geographical boundaries are increasingly being erased, allowing companies to reach potential consumers in various countries through the same social media platforms. Second, Technology Adoption, where journal articles also discuss technology adoption in various countries and how this influences social media advertising trends. Countries with high internet penetration tend to have more intensive advertising activity on social media, while developing countries are also starting to explore the potential of digital advertising. Third, Global Strategy, where research shows that large companies tend to adopt a global social media advertising strategy by adapting messages and content for local markets. This reflects the company's need to build a consistent brand throughout the world while paying attention to unique local cultures and preferences. Fourth, collaboration between countries. Journal articles also note the trend of cross-country collaboration in social media

advertising. Companies often collaborate with influencers or other brands from other countries to expand the reach of their campaigns and reach a larger global audience. Fifth, the influence of local culture. Even though social media advertising is becoming a global phenomenon, research also highlights the importance of understanding and taking into account local culture in advertising campaigns. Strategies that work in one country may not always work in another country because of differences in culture, values, and norms. The trend of globalization of social media advertising has attracted the attention of many researchers in recent years, as this phenomenon has a significant impact on the way companies market their products and services in the global market.

CONCLUSION

From the previous explanation, it can be concluded that social media advertising is currently developing across the globe. Several articles have stated that social media is changing the traditional way of marketing and advertising products and services. There has been a huge improvement in the operation of social media many times over. Social media advertising helps its customers to search for and compare any information, and, therefore, social media eliminates traditional forms of media like radio, magazines, TV, and reviews. As a result, there is a need to create effective online announcement strategies to increase the capital of current demand scripts by introducing more effective features in social media advertising (Blake et al., 2022). This study also shows how the impact of social media advertising changes depending on the consumer's position in the decision-making process for a particular good or service. Social media advertising has become one of the most effective tools for entrepreneurs to grow their businesses. There are several reasons why social media advertising encourages entrepreneurs to continue developing their businesses, one of which is wide reach. Social media has a wide reach, with millions of active users every day on various platforms such as Facebook, Instagram, Twitter, and LinkedIn. By

using social media advertising, entrepreneurs can reach a larger audience and reach potential audiences worldwide. Precise targeting makes social media platforms provide sophisticated targeting tools that allow entrepreneurs to target their ads to the right audience based on demographics, interests, behavior, and geographic location. This helps them reach the people who are most likely to be interested in the products or services they offer. Affordable costs make social media advertising generally more affordable compared to traditional advertising methods, such as television or print advertising. With a smaller budget, entrepreneurs can create effective advertising campaigns and achieve significant results in terms of increasing brand awareness and sales. Accurate performance measurement offers social media platforms powerful analytical tools that enable entrepreneurs to track the performance of their advertising campaigns in real time. They can measure the number of impressions, clicks, conversions, etc., allowing them to optimize their advertising strategies and get better ROI. Direct interaction with consumers make it possible for entrepreneurs to interact directly with their consumers in social media. They can respond to questions, provide customer support, and collect feedback in real time, all of which can help them improve their products or services and build stronger relationships with consumers.

The impact of digital marketing for MSMEs is enormous. Digital marketing allows MSMEs to reach a wider market globally in the form of accessibility consisting of digital marketing platforms such as websites, social media and online markets that can be accessed by anyone with an internet connection, regardless of geographical location. This allows MSMEs to reach potential customers in various parts of the world without having to open a physical store in each location. Scalability in digital marketing allows MSMEs to easily expand their reach according to their needs and capabilities. They can start with a smaller target market and slowly expand it as their business grows. The ability to adapt

is very important in digital marketing, allowing MSMEs to more easily adapt to changing market trends and consumer preferences. They can quickly change their marketing strategies based on feedback and data obtained from digital platforms, allowing them to remain relevant and competitive in a dynamic global market. By taking advantage of these advantages, MSMEs can significantly expand their geographic coverage and compete effectively in the global market through digital marketing.

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