

## Implementing Social Media as Product Marketing Tools for SMEs in Society 5.0 Era (Case: Regency of Gowa)

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### ABSTRACT

This research aims to explore the potential of social media marketing (SMM) in boosting the performance of small and medium-sized enterprises (SMEs) in various food court areas. The study utilizes qualitative research methodology, collecting data through interviews with SME owners who operate in different locations. The findings indicate that while social media offers numerous benefits for marketing, many SME owners face challenges in utilizing it effectively. The respondents emphasize the need for training and development programs to enhance their digital literacy skills and enable them to leverage modern marketing platforms. The study highlights the importance of government support, educational institutions, and training centers in providing digital literacy education to SME owners.

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## INTRODUCTION

"Society 5.0" proposes a society where everyone has access to fundamental essentials regardless of geography, age, gender, or language. It aims to improve the economy, people's lives, and the globe. "Society 5.0" promotes cutting-edge technology and goods to create new social and corporate networks and share previously unshared knowledge. Society 5.0 uses digital technologies and data to empower creative, smart people to succeed. It prioritizes problem-solving, value creation, and individual needs over productivity. "Society 5.0" is a place where no one is excluded or mistreated according to their background. It aims to reduce concerns about terrorism, natural catastrophes, cyberattacks, and inequalities caused by a focus on wealth and knowledge. The strategy includes automatic machines, robots, and other labor and workplace perspectives, as well as strong protections against unemployment and poverty. Society 5.0 supports the UN's Sustainable Development Goals (SDGs). AI, IoT, robotics, and big data will create a human-centered civilization that blends the virtual and physical worlds. The Japanese government has suggested a "super-smart society" and created STI-based SDG programs (Hysa et al., 2021). Society 5.0 encourages the promotion and sale of goods through the use of digital marketing tools, such as social media platforms. Over 45% of respondents use social media sites like Instagram, Whatsapp, and Facebook to promote their business. As a novel method, marketing using social media has the potential to boost sales results (Fattah & Salman, 2021).

Businesses advertise on social media. It involves publishing on social media to promote brand awareness, website traffic, and sales. Businesses need social media marketing. Businesses may reach many customers and create relationships. SMM promotes products and services cheaper than traditional marketing, making it ideal for SMEs. SMM helps organizations use social media to understand customer sentiment. This feedback can enhance products, make customers happier, and boost marketing initiatives. SMM promotes brands. Useful and entertaining content helps brands stand out. Social media advertising allows businesses to target specific audiences. Social media marketing connects, collaborates, and engages customers. It lowers costs and simplifies client engagement (Chatterjee & Kumar Kar, 2020). Benefits by the existence of SSM including (1) Social media marketing improves client interaction and efficiency. Buyers and sellers can communicate directly on social media, speeding up consumer contact; (2) Global reach and advertising opportunities: Social media platforms can be utilized to advertise globally, especially to millennials; (3) Social media advertising tools boost customer purchasing and financial performance; (4) Creative marketing: Social media analytics give marketing strategy opportunities; (5) Customer involvement and co-creation: Social media lets companies interact with customers, learn from them, and co-create products and services. Company knowledge and consumer engagement result; (6) Better customer relationship management: Social media data can improve customer connections, marketing, and decision-making (Li et al., 2021).

Today's world relies on SMM. Social media marketing strengthens relationships with customers, friends, family, and enterprises. It lets marketers build mutually beneficial relationships. Second, opinion mining on social media allows marketers to discover knowledge, insights, and patterns. This aids marketers' decision-making and competitiveness. Thirdly, social media marketing lets advertisers target specific audiences with individualized messaging and offers. Individualized marketing boosts sales and ROI. Finally, client interactions depend on social media marketing. User-generated content, online interactions, and member relationships attract, engage, and retain customers. Businesses can customize consumer experiences by using social media data to understand client demands and needs. In conclusion, society needs social media marketing because it builds relationships, gives insights, enables targeted advertising, and improves consumer relations (Jacobson et al., 2020). Social media marketing (SMM) is advantageous for luxury fashion firms targeting Millennials. Luxury marketers may personalize interactions, deliver real-time information, and boost brand value through SMM. Millennials, the first "tech-savvy" digital natives, interact with brands on social media and create brand loyalty. Luxury fashion firms are using social media to market and engage with customers. Thus, luxury fashion firms must apply SMM to engage their target audience and boost brand value (Zollo et al., 2020). However, the bigger the innovation, the more difficult it will be to implement; in the case of social media marketing, this can be seen in the difficulty of directing customers to positive content that is relevant to their decision-making criteria through social media marketing methods. Negative social media experiences can result in consumers switching services; thus businesses must be careful not to employ platforms that produce user regrets or dissonance. Consumers being exhausted from being inundated with too much social media content is another possible pitfall. Finally, while planning social media campaigns across countries, it's important to take into account cultural differences, as people in some regions may have a stronger affinity for certain social media platforms (Mason et al., 2021).

This highlights the importance, the challenges, and why social media marketing is important as businesses component, especially in society 5.0 era, which in this era, human and artificial intelligence are supposed to collaborate to ensure higher productivity, however, due to change in generations, and shift in paradigms, and the strong correlation on culture, some area, namely regions, have faces difficulty in implementing electronic based method in their business, namely SMM, this paper serves the purpose to investigate, how does people accept the SMM, and how it has impacted the business process, does it lead to better performance, or remains a potential without willingness to applicate.

## LITERATURE REVIEW

### Social Media Marketing

The term "social media marketing" refers to the practice of utilizing social media technologies, channels, and software to create, deliver, and exchange a variety of offers that provide value or benefits to both parties involved. This is done in order to generate business for the company that is doing the marketing. It entails communicating with customers using social media platforms that are used as marketing tools, promoting and selling items or services, and building a reputation for a company (Novianti & Alamsyah, 2023). The process of employing social media platforms to advertise products or services, communicate with customers, and increase brand awareness and loyalty is referred to as social media marketing (SMM). In order to reach and interact with a certain audience, it entails developing material for social media sites like Facebook, Instagram, Twitter, LinkedIn, and YouTube, and then sharing that content with other users. As a result of the proliferation of social media platforms in our modern digital age, social media marketing has taken on an increasingly significant role. It gives companies the chance to connect with a big number of individuals, to interact with those people directly, and to forge relationships with the people who make up their target audience. Listed below are several essential components of marketing using social media (Oktavianty & Alamsyah, 2023):

1. **Content Creation:** To keep their audience interested and involved, businesses produce and distribute a wide variety of content kinds, including as text, photos, videos, and infographics. The information must be pertinent, helpful, and specifically geared toward the interests and inclinations of the audience that is being targeted.
2. **Brand Awareness:** Platforms for social media are a powerful instrument for enhancing both the visibility and awareness of a business. Businesses may improve the image of their brand and reach more people by regularly posting material and interacting with the people who follow them on social media.
3. **Customer Engagement:** The use of social media gives companies the opportunity to have direct interactions with their customers, allowing them to answer their questions and solve their issues. This engagement contributes to the development of trust, loyalty, and a favourable perception of the brand.
4. **Influencer Marketing:** Businesses that work with social media influencers that have a large following and a significant amount of clout can increase both their reach and their credibility by collaborating with these individuals. The exposure that a brand gets from the public at large and the amount of money it makes is directly correlated to the number of sales that are made.

5. Targeted Advertising: The enhanced targeting capabilities provided by social media platforms make it possible for organizations to communicate with individuals who fit particular demographic profiles and exhibit particular interests and behaviours. This makes it possible for companies to communicate with their potential customers using customised content as well as adverts.
6. Analytics and Insights: The platforms of social media offer analytics tools that enable businesses to monitor the success of their campaigns, assess the level of engagement with their audience, and obtain insights into the tastes and habits of their target demographic. This data allows for the optimization of marketing tactics and the making of decisions based on facts.

E-marketing is made possible thanks in large part by social media platforms since these sites give companies a venue through which they can engage with their target demographic, raise awareness of their brands, and advertise the goods and services they offer. The importance of social media in electronic marketing may largely be attributed to the following fundamental reasons (Oktavianty et al., 2022):

**Increased Reach and Visibility:** Due to the billions of active users on social media platforms, companies may contact a wide range of customers. Businesses can improve their visibility and draw in new clients by producing interesting content and using social media advertising.

1. Targeted Advertising: Social networking sites include sophisticated targeting capabilities that let companies target particular demographics, interests, and behaviours. As a result, firms may better target the correct demographic with their marketing messaging, making their campaigns more effective.
2. Customer Engagement and Relationship Building: Direct communication between businesses and customers is made possible by social media. Businesses may interact with their customers on social media, answer questions, deal with issues, and develop partnerships. As a result, customers become more loyal and have a better overall shopping experience.
3. Brand Building and Reputation Management: Businesses can exhibit their brand personality, beliefs, and differentiators on social media channels. Businesses may become thought leaders in their fields and establish a solid reputation for their brands by continuously offering pertinent and useful content. Social media also gives you the chance to handle any unfavourable comments or evaluations.
4. User-Generated Content and Influencer Marketing: User-generated content, where consumers share their thoughts and experiences with a company, is encouraged by social media. This kind of content can have a significant impact on bringing in new clients and fostering trust. Businesses can also work with social media influencers that have a sizable following to advertise their goods or services, further extending their reach.

### **Relevant Empirical Research**

People are significantly impacted in a variety of ways as a result of marketing done via social media. The following are some of the consequences that marketing through social media has on individuals (Oktaviany & Agit, 2023):

1. **Increased Awareness and Exposure:** Social media marketing exposes individuals to a wide range of products, services, and brands that they may not have been aware of otherwise. Through targeted advertisements and sponsored content, social media platforms introduce users to new offerings, creating awareness and expanding their knowledge about different options available in the market.
2. **Influencing Purchase Decisions:** Social media marketing has the power to influence people's purchase decisions. Through persuasive content, customer testimonials, and influencer endorsements, social media campaigns can sway individuals towards buying a particular product or service. The ability to see real-time reviews and recommendations from peers on social media platforms also plays a role in shaping consumer choices.
3. **Personalized Recommendations:** Social media platforms collect user data and employ algorithms to provide personalized recommendations based on individual preferences and behaviour. This personalized approach to marketing helps individuals discover products or services that align with their interests and needs, enhancing their overall shopping experience.
4. **Engagement and Interaction:** Social media marketing encourages individuals to engage with brands and businesses directly. Users can comment, like, share, and provide feedback on social media posts, creating a sense of interaction and involvement. This engagement fosters a sense of community and connection between individuals and brands, leading to increased loyalty and customer satisfaction.
5. **Access to Information and Education:** Social media marketing provides individuals with valuable information and educational content. Brands often share informative articles, tutorials, and how-to guides on social media platforms, helping users learn new skills, stay updated on industry trends, and make informed decisions. This access to educational content enhances individuals' knowledge and empowers them to make better choices.
6. **Social Influence and Trends:** Social media marketing has a significant impact on shaping social influence and trends. Influencers and celebrities on social media platforms can introduce new products, styles, or behaviours that quickly gain popularity and become trends. Individuals often look to social media for inspiration and guidance, leading to the adoption of new trends and influencing their purchasing decisions.

Social media marketing has several effects. First, social media gives users a forum to share and discuss ideas, which builds a community through ongoing communication. This helps users make lasting friends. Social media followers affect how much a user posts. Social media marketing boosts self-esteem and self-worth. Social media fosters participation. Content engagement, multimedia, and information affect users. Employees and the environment can create an atmosphere that encourages people reflect on their own experiences. This helps individuals understand and appreciate the company. Brand communities on social media can boost business. Companies that make customers feel like part of their brand's community can boost brand loyalty and reduce rival purchases. Managing and defining an online brand community can help a brand succeed and make community members less interested in competitor brands. Social media marketing also delights customers. Customers are happier and more loyal when community members interact and establish loyalty. Fun online purchases make customers happier with a website (Chen & Lin, 2019). Social media marketing is needed for several reasons (Ebrahim, 2020):

1. Creating word-of-mouth: The use of social media marketing gives businesses the opportunity to interact with their consumers and motivate them to talk positively about their experiences and provide recommendations to their other social networks.
2. Positively affecting customer equity: The term "customer equity" refers to the overall value that consumers provide to a company by their loyalty, repeat purchases, and positive word-of-mouth. Businesses are able to increase their customer equity by utilizing the platforms that social media provides.
3. Enhancing customer loyalty: The use of social media marketing allows businesses to create and maintain relationships with their clients, which ultimately results in increased consumer loyalty and subsequent business.

Increasing purchase intention: Companies have the ability to influence the purchase intentions of customers and persuade them to acquire their products or services when they use social media marketing in an efficient manner.

## **METHODOLOGY**

This paper is a qualitative research using the approach of case study, in which this paper conduct observation, and chose suitable sample, as the sample criteria is SMEs owner which has implement social media marketing methods, as for the number there are seven sample, combining from namely three food court areas in Regency of Gowa, the number of samples taken are not too many, due to the large number of population, and this paper will discuss the results of this research. In addition, the study makes use of deductive reasoning in order to connect the empirical evidence with the real-time research result in the field. This reasoning serves the objective of emphasizing how important social media marketing is in the context of economic activities.

## RESEARCH RESULT

Following the completion of this study, a number of responses were given by the respondent who was selected to serve as a sample in this study. Every member of this sample is the proprietor of a small or medium-sized enterprise (SME), and they all run their businesses in a variety of food court areas. Some of the food courts were situated in highly populated areas, while others were in university areas and many other places. The statements that were provided by the sample reveal the tendency that points out the various potentials of social media marketing, particularly in our current period, where about half of the population used social media. "Social media is a very useful application, I have acquired much information from social media, but even so, I have the difficulty in making it one of my marketing platforms, therefore, it would be nice if this form of change can be supported by a development training, and other support in any form, namely training and workshop".

This statement suggests that owners of SMEs have difficulty utilizing social media as a platform for marketing, and along with this note, they emphasize that the role of government, educational institutions, and training centres have a very important role in realizing this potential. This potential requires a driving factor in the form of digital literacy education, which will enhance owners of SMEs' ability to operate more modern marketing platforms. Another statement from the respondents supports the first statement, however, point few other things related to social media marketing challenges. "Social media brings many advantages, especially in term of marketing, but as a part of this food court I have to say that, some of the SMEs owner here, operate the old ways, which they can promote online, and accept direct payments, these becomes our worries, cause sometimes people prefer more modern methods of payment, moreover, less promotion, making the product they sell, have less customer than the others, by this statement, I highly requested for a development program to help our fellows to understand more about modern day marketing tools, namely social media".

This statement suggests that respondents are aware that some people aren't able to fully understand electronic-based activities such as implementing social media marketing, which brought them to the conclusion that in order to utilize the internet to achieve productivity and high business performance, there is a need for a training, or workshop, which serves as a form of human resource development program, specifically in the trade and business sectors. This statement indicates that respondents are aware that some people aren't able to fully understand electronic-based activities such as implementing social. Further, this research asks about the overall impact of SMM toward SMEs. "Some of us have use social media as marketing platforms, many benefit comes from this, one of them is the expansion of our market reach, moreover, the frequent use of this tools, and media, makes us more fluent in term of digital literacy, thus, making us implement more electronic based marketing and economic activities. As of today, I can say that social media, and many other electronic based tools, are very useful in boosting SMEs performance, namely our business".

Some people have benefited from the existence of social media marketing as a tool. These benefits can be seen in a variety of forms, including an increase in the total number of buyers, an expansion of the market area, efficient costs, long-term knowledge retention, and an improvement in the overall performance of SMEs. One final question is presented, and it inquires about how small and medium-sized enterprises (SMEs) envision their own futures in the presence of artificial intelligence and a great deal of other electronic-based business instruments that have not yet been developed. "Looking at the advanced of technology, I have the feeling that one day, there will be time where human have very little role, but, as a working individual, I personally will always strive to learn, which making possible alternative outcomes yet in the future, other than that, I personally feel the need for self-development, especially if im going to compete in the national market"

The statement brought us back to the concept of society 5.0, which emphasize the co-existence of human and artificial intelligence and machine, which in this era, it illustrate the role of machine to help human achieve high potential, high productivity, and maximize every aspect there to life, therefore, according to this statements, it indicates that social media marketing is important tools, moreover the SMEs feels the need for self-development in order to ensure the capability of competitiveness in the future.

## **DISCUSSION**

### **The Importance of Social Media Marketing**

A crucial component of digital business is social media. It improves customer interactions and enables firms to expand the amount of prospective relationship opportunities. Both business-to-business (B2B) and business-to-consumer (B2C) contexts use social media for a variety of activities, such as sharing visual content on websites like Instagram and video content on YouTube. In contrast to B2B companies, which frequently find it difficult to discover and incorporate social media platforms into their digital marketing mix, B2C businesses have been fast to accept social media as a strategic tool. However, B2B businesses use social media for lead creation, customer service, customer interaction, and professional networking and see it as a helpful tool for enhancing customer connections (Iankova et al., 2019).

SMEs need social media for several reasons. First, social media helps SMEs connect with their target audience at low cost. It lets SMEs advertise, promote, and communicate with clients in real time. This can help SMEs gain awareness and consumers. Second, social media helps SMEs gain customer insights and feedback. SMEs may better understand their consumers' preferences, wants, and habits by monitoring social media and analyzing customer interactions. This data can improve marketing, products, and customer service. Thirdly, social media helps SMEs maintain client relationships. SMEs can build client loyalty with regular updates, compelling content, and tailored interactions. Repeat business, favorable word-of-mouth, and customer retention can result. Finally, social media lets SMEs work together. SMEs can reach new markets via networking with other businesses, influencers, and industry experts. Joint promotions and

influencer relationships can help SMEs expand their audience and credibility (Jin et al., 2019).

Another empirical study emphasizes social media marketing. Social media marketing has several benefits. First, social media platforms like Facebook have a big and growing user base, making them efficient marketing channels. Marketers may reach active consumers on social media and possibly change their product perceptions. Second, social media marketing provides viral marketing, where users may simply share and pass on material to thousands of active consumers. Social media's viral nature spreads ads quickly and can boost brand exposure and engagement. Third, marketers can use social media to leverage credibility and trustworthiness. Consumers are more emotionally attached and persuaded by peer-generated content. Marketers can use social media influencers to improve product imagery and persuade consumers. Social media marketing allows marketers and consumers to communicate more casually. In social media marketing, consumers trust peer-generated content and desire multi-interaction. Informal and interactive communication provides more tailored and engaging marketing techniques (Shareef et al., 2019).

### **The Challenges of Social Media Marketing**

The implementation of marketing strategies using social media can provide firms with a number of obstacles. The difficulties are outlined in the following (Liu et al., 2021):

1. **Managing uniqueness and exclusivity:** Luxury brands must balance their exclusivity and uniqueness with social media engagement. Luxury brands must balance expanding their audience with maintaining their exclusivity.
2. **Developing one-to-one relationships:** Social networking allows tailored customer relationships. However, maintaining one-on-one connections with selected customers can be difficult, especially for luxury firms that value personalization. Luxury brands must adapt social media communication and interaction to match client expectations.
3. **Maintaining brand integrity:** Brands cannot always manage user-generated content on social media. Luxury brands must guard against user-generated content that damages their image. Social media brand management is vital.
4. **Balancing customization and platform limitations:** Luxury brands regularly modify customer experiences. Social networking sites may limit customization. Twitter's customizing options may be limited. Luxury businesses must work within platform boundaries to create tailored experiences.
5. **Keeping up with trends and disseminating up-to-date information:** Social media trends and information change quickly. To satisfy customers, luxury firms must follow trends and share current information. Constant monitoring, content generation, and client feedback response are needed.

6. Navigating different social media platforms: Luxury brands must comprehend social media platforms' intricacies and personalize their engagement tactics. Users, features, and communication styles vary for each platform. Luxury brands must spend time and money learning each platform's dynamics and adapting their marketing.

Some firms find social media marketing difficult. Business owners may choose to market on Facebook and Instagram to improve performance. Before training, some respondents struggled with social networking. This suggests that social media marketing techniques may require some early adjustment. To promote promotional and marketing initiatives, academics and the government provide social media and digital marketing training. If training sessions are too far apart, participants may forget how to use the equipment. This implies that continual efforts are needed to overcome hurdles and adopt social media marketing tactics. Thus, social media marketing can enhance income, job possibilities, innovation potential, and competitiveness for micro, small, and medium enterprises (MSMEs), but it may require initial obstacles and ongoing help and training to fully realize its potential (Agit et al., 2023).

Explaining the difficulties, another empirical research explains that implementing social media marketing can be challenging due to several factors (Cheung et al., 2020):

1. Rapidly changing platforms and algorithms: Social media sites are always adding new features and making changes to their algorithms. This makes it hard for marketers to keep up with the latest trends and best practices.
2. Managing multiple platforms: There are a lot of different social media platforms, and each has its own audience and content needs. Marketers need to make plans for each platform and make sure that their messages are the same on all of them.
3. Building and engaging a brand community: Getting people to follow you and interact with you on social media takes time and work. Marketers need to create high-quality content on a regular basis, respond to comments and messages, and help their audience interact with them in meaningful ways.
4. Measuring ROI and effectiveness: It can be hard to figure out the return on investment (ROI) of social media marketing. To figure out how well their campaigns are doing, marketers need to keep track of things like engagement, reach, and conversions. But it can be hard to link specific results to social media efforts.
5. Dealing with negative feedback and online reputation management social media gives customers a place to say what they think, whether it's good or bad. Marketers need to be ready to deal with negative feedback and quickly and effectively address customer concerns.

6. Balancing organic and paid reach: Organic reach has gone down because there is more competition for attention on social media. Most of the time, marketers need to spend money on advertising to reach their target audience. But it can be hard to manage budgets and get the most out of advertising campaigns.

### **The Co-Existing of Social Media Marketing and SMEs**

SME social media marketing is promising. First, social media data transparency will drive ethical business practices. SME data transparency may build consumer trust. Second, social media allows SMEs to contact clients cheaply. Social media's growth and competency help SMEs reach more people and build brand awareness. Thirdly, social media marketing lets SMEs communicate with customers and communities. This can help SMEs meet client needs and build loyalty. Digital and social media technologies empower consumers to create dynamic and engaging brand experiences. Customer engagement drives SME value and customer interactions (CEBs). Social media marketing boosts customer loyalty, brand equity, purchase intention, and sustainability. Results help SMEs grow. SMEs face social media challenges. Create a consistent theoretical body of knowledge, decrease the digital gap with large enterprises, and improve data analysis. Researching customer paths and digital marketing adoption environments will help overcome these obstacles (Dwivedi et al., 2021).

Social media and SMEs coexist. Social media allows SMEs to reach and engage with their target audience, increase brand awareness, and acquire customers at low cost. SMEs can benefit from social media's popularity. Vertical video can help SMEs efficiently promote their brand message on social media. Consumers utilize social media to research, interact with brands, and make purchases. It recommended studying social media's function in need recognition, awareness, consideration, and appraisal. SME brand communication on social media allows interactive advertising and marketing. It shows social media's constant innovation. SME brand communication strategy can adapt to social media changes (Voorveld, 2019).

Social media influencers (SMIs) who have strong relationships with their followers or are seen as experts in the subject of the campaign are a key part of how SMEs and social media marketing can work together. Small and medium-sized businesses (SMEs) can use these SMIs to reach their target audience and get them interested. Also, for the endorsement of a product by an influencer to be effective and genuine, it should fit with the influencer's lifestyle choices and normal ways of using the product. It's important for the marketing campaign to work that the influencer and the brand or product go well together. Also, effective partnerships with influencers require careful planning, recognition of relevant SMIs, alignment with the products or services being promoted, motivation of influencers, and coordination of their influence. SMEs can use social media marketing to increase brand awareness and connect with their target audience if they take a strategic approach and use the power of SMIs (Vrontis et al., 2021).

Based on the research results and what was said about them, we can say that social media marketing (SMM) has the potential to help small and medium-sized businesses a lot (SMEs). The study found that SME owners were aware of the benefits of SMM, such as growing the size of the market, increasing the number of buyers, and making the business run better overall. But SMEs ran into problems when they tried to use SMM, like not knowing how to use technology and using old marketing methods. So, training and development programs are needed to help SME owners better understand and use modern marketing tools, especially social media. The research also showed how important it is for the government, educational institutions, and training centers to help people learn how to use technology and give SMEs the tools they need to adapt to the changing technology landscape. The results also show that SME owners are aware of the possible effects of future technological advances, like artificial intelligence, and say that they need to keep improving themselves to stay competitive in the national market.

## CONCLUSIONS AND RECOMMENDATIONS

This article explains why, in the age of Society 5.0, SMEs can't afford to ignore social media marketing. It highlights the potential advantages of social media marketing, such as increasing revenue, strengthening relationships with customers, and zeroing in on specific demographics. Small and medium-sized businesses (SMEs) can benefit greatly from social media marketing; nevertheless, there are obstacles they must overcome, such as helping customers find relevant material and understanding the various social media platforms. The study argues that in order for firms to effectively benefit from social media marketing, staff members need proper training and continuing assistance. In addition, the significance of social media influencers in the promotional efforts of SMEs is highlighted. The report suggests that SMEs can benefit from social media marketing by taking a systematic approach to reaching out to their target audience and raising brand recognition. The efficacy of social media marketing for small and medium-sized enterprises (SMEs) in the Society 5.0 era needs more investigation.

Several options are open for consideration based on the findings of this paper:

1. Develop complete training programs and workshops for SMEs that are geared toward social media marketing. The main goals of these programs should be to improve digital literacy and teach people how to use social media platforms effectively.
2. Work with government agencies, schools, and training centers to help small and medium-sized enterprises (SMEs) put their social media marketing plans into action. This can include programs that give money, mentors, and access to experts in digital marketing.
3. Encourage small and medium-sized businesses (SMBs) to use the power of social media influencers in their marketing. This can be done by forming partnerships and working together with influencers whose audiences and brand values are similar to the SME's.

4. Stress how important it is to do personalized marketing on social media sites. Small and medium-sized businesses (SMEs) should use data-driven insights to give their target audience tailored content and suggestions, which will improve customer satisfaction and engagement.

Keep up with new technologies and look into how they might help your social media marketing efforts. Small and medium-sized enterprises (SMEs) should actively look for new tools and technologies, like artificial intelligence, to improve their marketing strategies and stay competitive in the digital world. More research is needed to figure out how well these recommendations work and how they affect the performance of SMEs in Society 5.0.

### **ADVANCED RESEARCH**

It is important to realize that this work has a number of limitations, which may be found throughout the process of research which is:

1. The study's findings may be limited in their applicability because of the study's reliance on a very small sample size of SME owners in food court locations.
2. Limitations in drawing firm findings may result from the paper's reliance on qualitative data gleaned mostly from interviews and utterances rather than hard numbers.
3. This study does not dig deeply into other parts of marketing or company strategies because it is limited to the specific obstacles and possible benefits of social media marketing for SMEs.
4. However, the study's lack of longitudinal data makes it impossible to draw any firm conclusions on how social media marketing can affect the long-term success of small and medium-sized enterprises (SMEs).
5. Response bias is possible because people's opinions and experiences will likely color their answers and skew the results.
6. It is difficult to determine the precise effect of social media marketing on business performance because the study does not compare SMEs that use social media marketing with those who do not.

Based on the findings of this paper, there are several areas that could be explored in future research:

1. Comparing the effects of different social media platforms on the marketing and business outcomes of small and medium-sized enterprises (SMEs) could be the subject of future study. Examples of such platforms are Facebook, Instagram, Twitter, and LinkedIn.
2. Analyze how social media influencers help small and medium-sized businesses in their marketing efforts: Selecting influencers, gauging the effect on brand visibility and consumer engagement, and calculating the return on investment are all areas that might benefit from more study into the efficacy of influencer marketing techniques for SMEs.
3. The impacts of personalized marketing on customer happiness, loyalty, and spending habits could be investigated in future research. This includes the use of targeted adverts and tailored suggestions on social media platforms.

4. Examine the difficulties and roadblocks that small and medium-sized enterprises (SMEs) face when trying to adopt social media marketing. This investigation could center on pinpointing the unique difficulties that SMEs face when engaging in social media marketing, such as content creation, platform selection, and return on investment (ROI) measurement. This would be useful for creating targeted strategies and assistance programs to deal with these issues.

Future studies could investigate the role that cutting-edge innovations like AI, VR, and AR could play in boosting the social media marketing efforts and consumer interaction of small and medium-sized enterprises (SMEs).

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