



Mapping the Research Landscape of Social Media Strategies for Brand Awareness: A Bibliometric Analysis

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ARTICLE INFO

Keywords: Social Media,
Brand Awareness,
Influencer Marketing,
Purchase Intention,
Customer Engagement

Received : 30, April

Revised : 14, May

Accepted : 16, June

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ABSTRACT

This study examines the development of the global literature related to social media strategies in building brand awareness through bibliometric analysis of 122 Scopus articles (2009–2025). Using VOSviewer, this study maps publication trends, collaboration networks, geographic distribution, and thematic clusters by keyword. The results show a significant increase in publications since 2020, with the dominance of contributions from the United States, India, and the United Kingdom. Eight main clusters were identified, including purchase intent, influencer marketing, and e-WOM. This study makes a theoretical contribution to the mapping of the digital marketing literature and offers practical implications for MSME actors in utilizing social media to strengthen brand positions, as well as encouraging global research collaboration in the era of digital transformation.

INTRODUCTION

In today's digital era, social media has changed the way for brands to communicate, interact, and build relationships with consumers. With the proliferation of platforms such as Instagram, TikTok, Facebook, and Twitter, organizations are increasingly relying on social media strategies as a key tool to increase brand awareness, which is a key part of contemporary marketing because it influences consumer perception, loyalty, and purchasing decisions. In the past decade, various studies have highlighted the role of social media strategies in shaping brand awareness. Research by Bilgin (2018) shows that advertising on social media has a significant impact on brand awareness, while De Veirman et al. (2017) reveal how the role of influencers can increase brand visibility. In addition, Appel et al. (2020) emphasized that the social and interactive nature of digital media strengthens the relationship between consumers and brands. However, most previous studies were still partial, both in terms of geographical scope and topic focus. These studies are generally limited to the context of developed countries and tend to highlight one particular aspect, such as influencer marketing or e-WOM, without mapping the relationships between concepts thoroughly. Research by Verma & Gustafsson (2020) and Ahmad et al. (2022), although using a bibliometric approach, only focuses on specific subthemes such as customer engagement or digital endorsement, and has not linked them to the overall brand awareness framework in a global context.

In addition, there has not been much research that systematically evaluates intellectual structures, publication trends, collaboration between countries and institutions, and thematic mapping in this field through a comprehensive bibliometric approach. Contributions from developing countries, such as Indonesia, have also not received much attention in the international research landscape.

Therefore, this study aims to fill this gap by conducting a bibliometric analysis of 122 scientific articles indexed in the Scopus database during the period 2009 to 2025. With the help of the VOSviewer software, the study included visualization of author collaboration networks, keyword occurrence, citation patterns, and geographic distribution of publications. Preliminary findings show that the United States, the United Kingdom, and India are the most productive countries, with strong international collaboration networks—including contributions from Indonesia and Malaysia. Terms such as social media marketing, purchase intent, influencer marketing, and brand loyalty emerged as central in the identified thematic clusters.

Research Objectives This research aims to:

- a. Mapping the publication trends and geographical distribution of research related to social media strategies to build brand awareness.
- b. Identify the most influential authors, institutions, and countries based on citations and the strength of the collaborative network.
- c. Explore thematic clusters and emerging research themes through keyword emergence analysis.

- d. By providing a comprehensive overview of the existing literature, this study is expected to enrich the understanding of the direction and development of research in this field, as well as become a strategic reference for academics, practitioners, and policy makers in optimizing social media as a brand building tool in the era of digital transformation.

LITERATURE REVIEW

Social Media Strategies in Marketing

Social media strategy is one of the main methods in digital marketing because it is able to reach a wide audience in real-time. Kaplan and Haenlein (2010) revealed that social media creates a two-way environment that allows for direct interaction between brands and consumers. This strategy includes content planning, scheduling, proper use of the platform, and working with influencers to maximize the effectiveness of marketing campaigns. Chaffey and Ellis-Chadwick (2019) explain that a good strategy is not only about how often someone uploads, but also about the emotional engagement and added value that consumers feel. The utilization of features such as stories, live streams, and interactive content can increase consumer engagement and strengthen brand memory.

Brand Awareness: Definition and Importance

According to Keller (2009), brand awareness is the extent to which consumers recognize and remember a particular brand. This is the first phase in the process of forming brand preference and brand loyalty. According to Aaker (1996), brand awareness has an impact on purchasing decisions because consumers will choose a well-known brand among many alternatives. Some of the most commonly used brand awareness indicators are: brand recall (the ability of consumers to mention the brand without assistance), brand recognition (brand recognition when shown), and top-of-mind awareness (the brand that first appears in the consumer's mind).

The Relationship between Social Media Strategy and Brand Awareness

Empirical studies test that social media strategies make a significant contribution to the intensity of brand awareness. Bilgin (2018) stated that informative promotional content and attractive visuals are able to strengthen brand perception in consumers. De Veirman et al. (2017) noted the effectiveness of influencers in building trust and increasing brand exposure, especially for the younger generation. Furthermore, a study by Appel et al. (2020) emphasizes the importance of content credibility and communication authenticity in building an emotional connection with the audience. The higher the engagement rate in a social media campaign, the greater the impact on brand awareness.

Bibliometric Studies in the Context of Digital Marketing

Bibliometric analysis is a quantitative method used to evaluate the dynamics of scientific publications based on metadata such as authors, countries, affiliations, keywords, and citations. In the context of digital marketing, this

method has been used to map research trends and identify gaps in the literature. For example, research by Verma and Gustafsson (2020) mapped research related to e-WOM and found an increase in interest in the topic of customer engagement. Meanwhile, a bibliometric study by Ahmad et al. (2022) shows exponential growth in the theme of influencer marketing since 2017. Using tools such as VOSviewer, bibliometric studies enable the visualization of intellectual maps that help researchers understand the relationships between topics, the evolution of concepts, as well as cross-country and institutional collaborations.

METHODOLOGY

This study uses a quantitative bibliometric approach to map the research landscape regarding social media strategies in increasing brand awareness. This approach is descriptive-exploratory and aims to identify research trends, linkages between topics, and developing scientific collaborations in the field. The source of the research data came from the Scopus database, using the query: TITLE-ABS-KEY("Strategy" AND "Social media" AND "Brand" AND "Awareness"). The search is focused on articles published in English, scientific articles (articles), and are within the scope of Business (BUSI) and Economics (ECON). Based on these criteria, a total of 122 relevant documents were obtained, issued between 2009 and 2025.

Tabel 1. Data collection process

Component	Detailed Description
Research Methods	A quantitative bibliometric approach is used to evaluate the structure and development of the scientific literature through metadata analysis of indexed publications.
Types of Research	This study is descriptive-exploratory, aiming to describe the phenomenon systematically and uncover hidden patterns in academic publications
Data Source	The Scopus database was chosen because of its credibility and broad coverage of reputable international journals across disciplines.
Search Date	16 May 2025
Search Query	The search was conducted using the syntax: TITLE-ABS-KEY("Strategy" AND "Social media" AND "Brand" AND "Awareness"), which is designed to capture articles that explicitly discuss social media strategies related to brand awareness.
Subject Area	Articles are filtered by the fields of Business, Management and Accounting (BUSI) and Economics, Econometrics and Finance (ECON) to ensure that the

	research is relevant to the context of management and marketing.
Document Type	The type of document analyzed is a scientific journal article (article) because it has a strict peer-review process and high academic weight. Documents such as conference papers or review articles are not included.
Document Access	Both Open Access and paid documents (Non-Open Access) are included in order to obtain more comprehensive data coverage.
Additional Keywords	The analysis found the relevance of additional relevant keywords such as influencer, purchase intention, customer engagement, digital marketing, and consumer behavior, which enriched the mapping of concepts in the literature.
Publication Year Range	The time frame for publication of the articles analyzed covers 2009 to 2025, to see the evolution of research over more than a decade and the most up-to-date trends.
Number of Documents	The number of scientific articles that have been successfully collected and analyzed is 122 documents, which have gone through a selection process based on inclusion criteria.
Analysis Tools	The data that has been obtained is then exported and analyzed using the latest version of the VOSviewer software for bibliometric visualization.
Types of Visualizations	Bibliometric visualization consists of three main types: network visualization (showing the interconnectedness between elements such as keywords or authors), overlay visualization (mapping topic trends based on the year of publication), and density visualization (showing the intensity of the frequency with which a topic appears).

RESULTS AND DISCUSSION

Results of General Bibliometric Analysis

The results of the analysis of publication trends show a significant increase in the number of documents discussing social media strategies to build brand awareness. If in the period 2009–2014 there were only 1–3 publications per year, then after 2015 this trend continues to increase consistently. A sharp spike occurred in 2020 until it peaked in 2024 with 18 documents. This phenomenon

shows the urgency of the topic in the context of modern marketing, especially after the pandemic has driven the acceleration of digitalization. The decline in the number of publications in 2025 cannot be interpreted as a downward trend, considering that the year is still ongoing and the indexing process has not been completed.

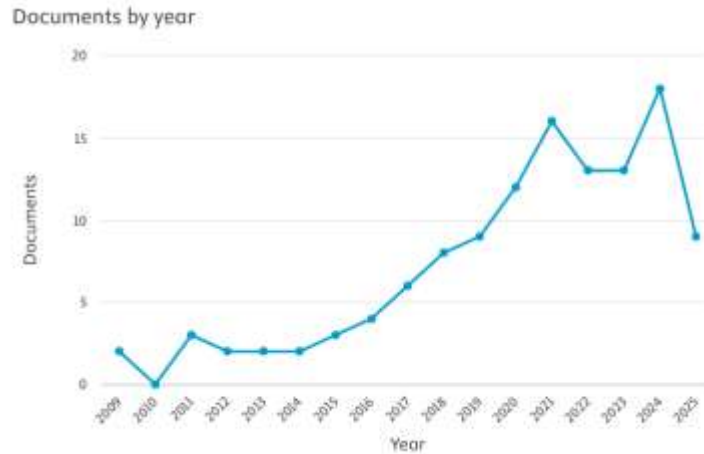


Figure 1. Publication Trends

Based on the analysis of publication sources, it can be seen that the contribution of scientific articles related to social media strategies for brand awareness is spread across various journals. None of the journals dominate significantly, with each contributing only 1 to 2 papers per year. This shows that research on this topic is multidisciplinary in nature and spread across publication outlets, including marketing, communication, and strategic management journals. This even distribution reflects the breadth of academic interest in brand awareness issues in the context of social media.

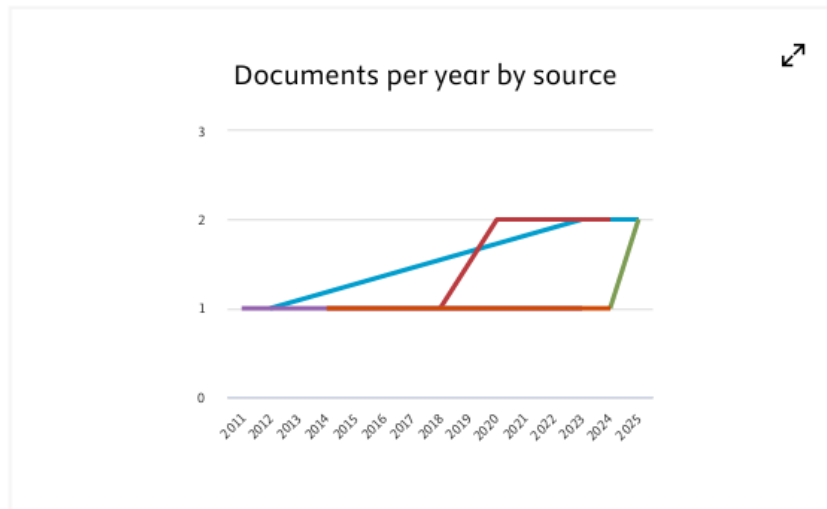


Figure 2. Journal Source Trends

Based on the graph of the number of documents per year according to journal sources, it can be seen that in the initial period, namely 2011 to 2018, the contribution of publications was relatively low and stable, with an average of about one article per journal per year. This condition reflects the early stages of developing research interest in this topic within the academic community.

Starting in 2019, there has been a more noticeable increase in the number of publications from various journals, with peak productivity reaching two papers per journal from 2022 to 2025. This increase marks the acceleration of research in line with the rapid development of digitalization and marketing transformation through social media, especially in the post-pandemic period which encourages the massive use of digital platforms.

In terms of journal contributions, the distribution of publications is relatively evenly distributed without the dominance of one particular journal. However, there are three prominent journals with the most consistent and significant contributions, namely the Journal of Business Research, the Journal of Marketing, and Computers in Human Behavior. These three journals routinely publish quality articles related to social media strategies and brand awareness, and have a strong influence on the development of academic literature in this field.

This distribution pattern indicates that research in the field of social media strategy and brand awareness has a multidisciplinary character, with articles spread across various scientific outlets, including marketing, communication, and strategic management journals.

The implication of this trend is that the topic of social media strategies to increase brand awareness has become an important focus in modern digital marketing research. The surge in the number of publications indicates that academics and practitioners are increasingly aware of the urgency and potential of social media as a strategic tool in building brand awareness and loyalty. This trend also emphasizes the need for further exploration of various aspects such as influencer marketing, purchase intention, and digital consumer engagement.

Thus, the study and development of research in this realm is very relevant and urgent to continue to be carried out to support effective marketing decision-making in the digital era. This research also opens up opportunities for cross-disciplinary and geographical collaboration to produce a more comprehensive understanding of the dynamics of social media strategies and their impact on consumer behavior and brand performance.

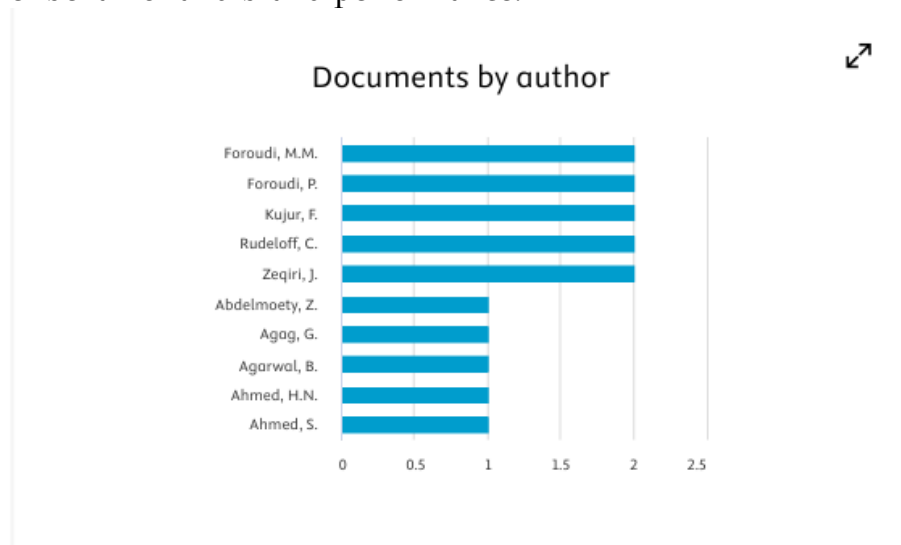


Figure 3. Documents by author

The image shows the results of the analysis of the productivity of the top ten authors who contribute to scientific publications related to the topic under study. The five authors Foroudi, M.M, Foroudi, P, Kujur, F, Rudeloff, C and Zeqiri, J. each have two documents, while the other five authors have only one document. This reflects that the concentration of publications is still relatively low to moderate, without strong dominance from one particular individual or group. The topic of this research is still open and collaborative, with relatively even contributions from various authors.

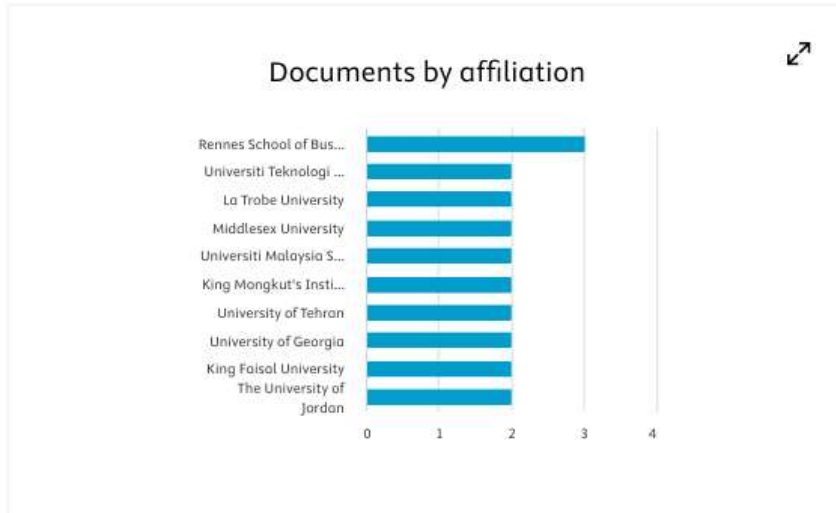


Figure 4. Top Institutions in Publication

The results of the analysis of documents by affiliation show the top ten institutions that contribute to scientific publications related to the topic under study. Rennes School of Business occupies the highest position with three documents, while nine other institutions such as Universiti Teknologi Malaysia, La Trobe University, Middlesex University, Universiti Malaysia Sarawak, King Mongkut's Institute of Technology, University of Tehran, University of Georgia, King Faisal University, and The University of Jordan contributed two documents each. This distribution shows that research contributions come from a variety of international institutions without a strong dominance of one particular institution, reflecting the collaborative and global nature of the study topic.

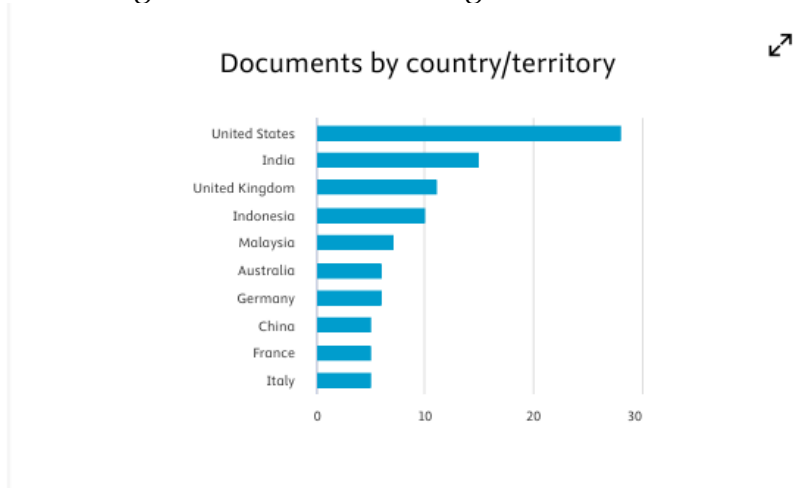


Figure 5. Distribution of Global Scientific Publications by Country

The results of the Documents by Country/Territory analysis show the distribution of publications based on the author's country of origin or affiliated institutions. The United States occupies the highest position with the most number of publications, which is almost 30 documents. Followed by India with a significant number, as well as England in third place. Countries such as Indonesia, Malaysia, Australia, Germany, China, France, and Italy are also listed as contributors, albeit with a smaller number of documents. These data show that the topic under study has broad attention globally, with a strong dominance of both developed and developing countries. The participation of Indonesia and several other Asian countries indicates that this issue is also relevant and developing in the Asian region.

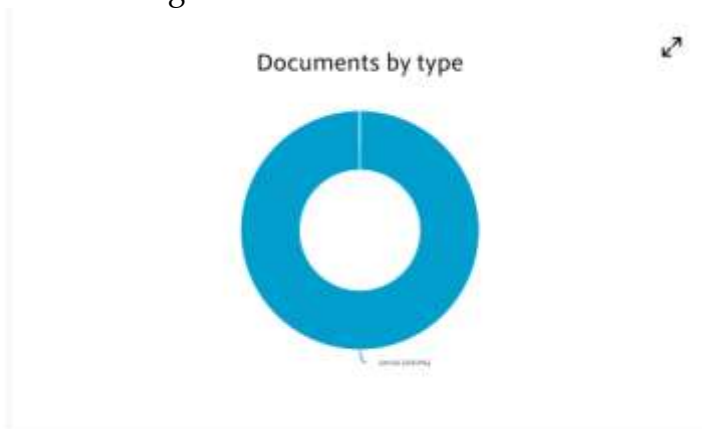


Figure 6. Distribution of Scientific Document Types

The results of the Documents by Type analysis illustrate that all documents analyzed in this study come from scientific article types, with a ratio of 100%. There is no other type of document such as conference papers, literature reviews, book chapters, or editorials in the research data used. This information shows that the sources analyzed are literature that has gone through a peer-review process and has a high level of academic standards. Thus, the results of this bibliometric analysis can be considered to have a strong level of validity and credibility because they are entirely reliant on scientific articles that have been academically recognized.

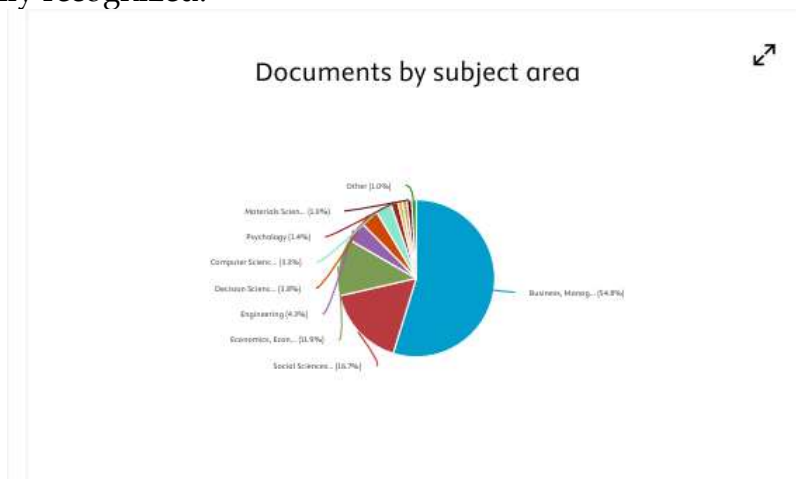


Figure 7. Distribution of Publications by Field of Science

The results of the analysis of Documents by Subject Area show that most of the documents in this study come from the fields of Business, Management, and Accounting with a percentage of 54.4%, indicating that the topics studied are closely related to the world of business and management. The Social Sciences field contains 16.7% of the documents, which shows that there is an interdisciplinary approach in understanding the phenomenon being studied. Discussed by the fields of Economics, Econometrics, and Finance (5.3%), Engineering (4.2%), Decision Science (3.9%), and Computer Science (2.7%), with a small contribution from the categories of Psychology, Materials Science, and others below 2% each. This distribution reflects that although the main focus is on business studies, the subjects discussed are multidisciplinary, utilizing the perspectives of the social, technological, economic and psychological sciences to provide a more comprehensive understanding of the problems being studied.

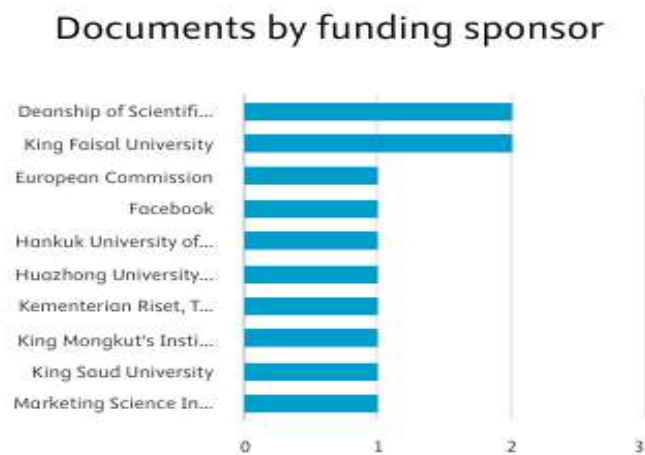


Figure 8. Highest Funding Institution in Research

The results of the Documents by Funding Sponsor analysis show the distribution of documents based on research funding institutions. From the graph, it can be seen that the Deanship of Scientific Research and King Faisal University are the two main sponsors who each fund two documents. Meanwhile, other institutions such as the European Commission, Facebook, Hankuk University of Foreign Studies, Huazhong University, Indonesia's Ministry of Research, Technology and Higher Education, King Mongkut's Institute of Technology, King Saud University, and the Marketing Science Institute, each funded one document. This distribution shows that funding in the research topics studied is still limited and scattered, with few institutions actively involved on a recurring basis. However, the involvement of institutions from various countries, including Indonesia, shows the global attention to this issue and the potential for broader research development in the future if supported by more funding sources.

Visualization of Conceptual Relationships

Selected	Country	Documents	Citations	Total link strength
<input checked="" type="checkbox"/>	united states	28	2107	1473
<input checked="" type="checkbox"/>	india	15	345	633
<input checked="" type="checkbox"/>	united kingdom	11	907	1136
<input checked="" type="checkbox"/>	indonesia	10	289	353
<input checked="" type="checkbox"/>	malaysia	7	342	359
<input checked="" type="checkbox"/>	germany	6	326	424
<input checked="" type="checkbox"/>	australia	6	133	205
<input checked="" type="checkbox"/>	france	5	520	906
<input checked="" type="checkbox"/>	china	5	134	494
<input checked="" type="checkbox"/>	italy	5	201	267
<input checked="" type="checkbox"/>	saudi arabia	5	15	144
<input checked="" type="checkbox"/>	greece	4	431	225
<input checked="" type="checkbox"/>	united arab emirates	3	94	117
<input checked="" type="checkbox"/>	iran	3	105	279
<input checked="" type="checkbox"/>	south korea	3	238	222
<input checked="" type="checkbox"/>	viet nam	3	25	211
<input checked="" type="checkbox"/>	iran	3	7	210
<input checked="" type="checkbox"/>	thailand	2	4	74

Figure 9. Table of bibliometric analysis results by country

The table shows the results of bibliometric analysis by country, which includes the number of documents, the number of citations, and the total link strength as an indicator of the strength of international collaboration. The United States dominates with 28 documents, 2,107 citations, and a total link strength of 1,473, making it a major center of collaboration and scientific impact in the study. It was followed by India with 15 documents, 345 citations, and a total link strength of 633, and the United Kingdom with 11 documents, 907 citations, and 1,136 total link strength. The UK shows the power of collaboration and high academic influence. Indonesia is recorded as having 10 documents and 289 citations with a total link strength of 353, which reflects active involvement but still has room for increased impact and global cooperation. Other countries such as Malaysia, Germany, and France also showed important contributions with a fairly good combination of citations and the strength of collaboration. Meanwhile, countries such as Saudi Arabia, Iran, Vietnam, and Thailand have smaller contributions, both in the number of publications and in collaborative connectivity. Overall, this table indicates that although this research is global, the dominance is still seen from countries with high research capacity, while developing countries are beginning to show an increasing role in international scientific collaboration networks.

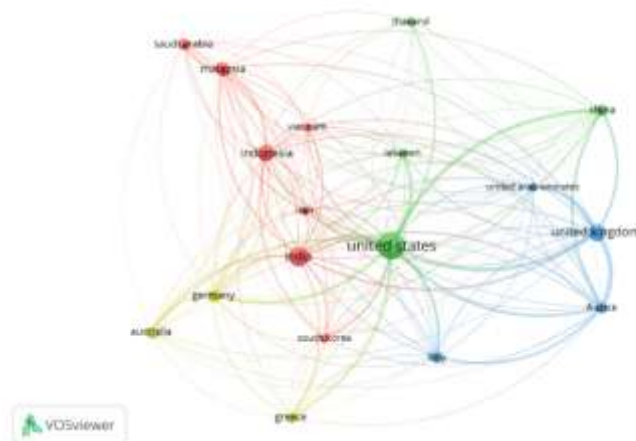


Figure 10. Collaboration Between Countries

The results of the analysis The visualization of collaboration between countries through VOSviewer is a visualization of the collaboration network between countries in scientific publications analyzed using the VOSviewer software. Each circle represents a single country, with a measure that reflects the intensity of that country's contribution to the publication, while the connecting lines show the collaborative relationship between countries. From this visualization, it can be seen that the United States is the largest center of collaboration, characterized by the largest node size and the most connections, indicating its dominant role in the global research network. Countries such as India, Indonesia, and Malaysia are members of the red cluster that shows the strength of regional collaboration in the Asia and Middle East regions. Other clusters such as green (involving the United States, China, Lebanon, and Thailand), blue (which includes the United Kingdom, France, Italy, and the United Arab Emirates), and yellow (including Germany, Australia, Greece, and South Korea), feature interconnected networks of collaboration between countries. Overall, this visualization reflects that the research topics studied are international and collaborative in nature, with active involvement from different countries in different regions of the world.

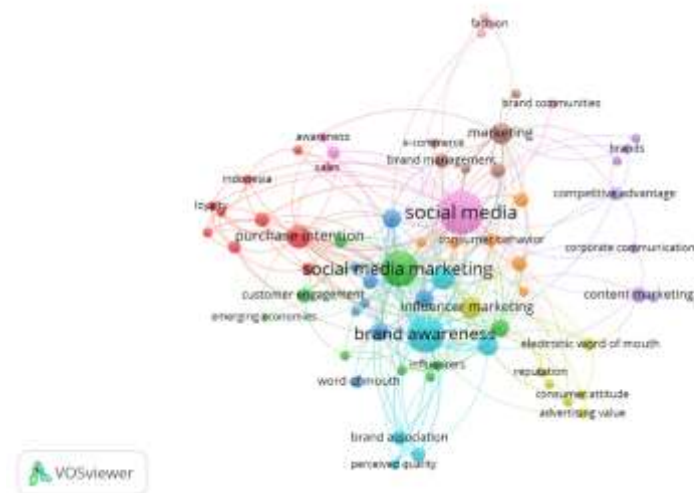


Figure 11. Network Visualization

This image is a visualization of keyword co-occurrence from the results of bibliometric analysis with VOSviewer. This visualization translates the relationship of keywords that occur together in the analyzed document showing the connection of concepts in the theme of the study. The color of each circle describes a cluster of themes, and the size of the circle indicates the frequency of its appearance. The wider the circle, the more frequency the viewer has.

Cluster 1: Purchase Intention & Consumers in Developing Countries

Keywords: :Purchase Intention, loyalty, brand engagement, Indonesia, sales, customer engagement and emerging economies

Focus: Highlighting purchase intent and loyalty as a result of consumer engagement, with many studies based on the context of developing countries such as Indonesia.

Cluster 2: Brand Communication and Competitive Advantage

Keywords: corporate communications, competitive advantage, brands, content marketing
Focus: Describe how communication and content marketing strategies shape brand image and competitive differentiation.

Cluster 3: Digital Marketing in the Fashion Industry

Keywords: marketing, fashion, brand communities, brand management, e-commerce
Focus: Focus on the application of digital marketing in the fashion industry and the role of brand communities in strengthening brand identity.

Cluster 4: Word of Mouth & Consumer Perception

Keywords: electronic word of mouth, reputation, consumer attitude, advertising value
Focus: Emphasizing the impact of consumer perception and e-WOM in shaping the reputation and effectiveness of digital promotions.

Cluster 5: Brand Association & Quality Perception

Keywords: brand association, brand loyalty, perceived quality, word of mouth
Focus: Shows the importance of quality perception and brand association in shaping consumer loyalty.

Cluster 6: Brand Awareness & Social Media

Kata Kunci: brand awareness, social media marketing, small businesses
Focus: Explain the role of social media in increasing brand awareness, especially for MSMEs.

Cluster 7 : Social Media Platform & Consumer Behavior

Kata Kunci : Social media, consumer behavior, social media platforms
Focus: Examine the relationship between social media platforms and consumer behavior in digital interactions.

Cluster 8 : Influencer Marketing & Digital Strategy

Keywords : Influencer marketing, influencer, marketing strategy
Focus: Elevate the role of influencers in shaping public opinion and the effectiveness of digital marketing strategies.

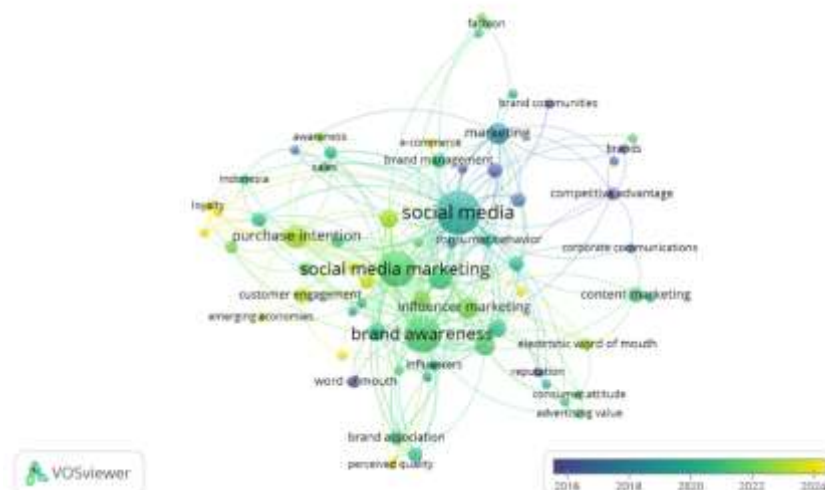


Figure 12. Research Updates

Based on the results of the overlay visualization image analysis from VOSviewer, it can be seen that the research focus in the field of digital marketing has shifted from classic topics to more up-to-date issues. The colors in the visualization represent the average year of the appearance of keywords in

scientific publications: dark blue indicates the dominant appearance in 2016–2018, green indicates the appearance around 2019–2021, while bright yellow indicates a growing and popular keyword in the 2022–2024 range. The latest topics that appear to be yellow are purchase intention, influencer marketing, brand awareness, customer engagement, electronic word of mouth, advertising value, and Indonesia and emerging economies indicates that current research trends are greatly influenced by the dynamics of digital marketing which is interactive and social media-based. This reflects the researcher's interest in understanding consumer behavior in the digital age, especially in the context of developing countries. On the other hand, keywords such as corporate communications, brands, competitive advantage, and fashion dominated by blue, show that these topics have been extensively researched and become the initial foundation in marketing research. Thus, this analysis confirms that the novelty of current research is in the realm of social media-based digital strategies oriented towards consumer engagement and social influence, making it a highly relevant and potential area for further research, especially if it is associated with local contexts such as Indonesia.

Implication

The results of this study provide a number of important implications both theoretically and practically. Theoretically, findings from bibliometric analysis and overlay visualization enrich the literature by identifying the latest directions and trends in social media strategy research to build brand awareness. Keywords such as influencer marketing, purchase intent, and customer engagement appear to be dominated by yellow in the visualization, indicating that these topics are the main focus in recent research. This confirms that digital marketing approaches based on social interaction and consumer engagement are increasingly relevant in academic contexts. The involvement of the context of developing countries such as Indonesia also shows that the application of marketing theory is now increasingly broad and relevant in local and global frameworks.

From a practical perspective, this study highlights the importance of integrating social media strategies with elements such as collaboration with influencers, increasing digital interaction with consumers, and utilizing electronic word of mouth (e-WOM). These findings provide valuable guidance for business and marketing people, especially small and medium enterprises (MSMEs) in designing digital campaigns that are not only attractive but also have an impact on increasing brand awareness and purchase intent.

In addition, in terms of policy and scientific development, the results of visualization of international collaboration show that countries such as the United States, India, and the United Kingdom dominate scientific cooperation networks in this field. Indonesia's active involvement in several clusters indicates the potential to expand global research collaboration. Therefore, research and higher education policy support in the form of funding, facilitation of cross-institutional collaboration, and strengthening academic capacity are urgently

needed to encourage the contribution of local researchers in the global digital marketing landscape.

CONCLUSIONS AND RECOMMENDATIONS

This research has succeeded in mapping the research landscape related to social media strategies to build brand awareness through a bibliometric approach to 122 scientific articles indexed in Scopus. The results of the analysis show that this topic has experienced significant development in the past decade, with a surge in publications especially after 2020, as the use of social media in digital marketing practices increases. Research contributions are globally distributed, with a dominance from countries such as the United States, India, and the United Kingdom, as well as active involvement from developing countries such as Indonesia and Malaysia. Visual analysis using VOSviewer identified eight main thematic clusters that reflect current research focuses, including: purchase intent, influencer marketing, customer engagement, brand awareness, and electronic word of mouth. Overlay visualization shows that themes such as consumer engagement and influencer-based marketing are the most up-to-date and evolving areas of study. This research also reveals that the approach to social media strategy in building brand awareness is multidisciplinary, involving the fields of business science, management, communication, and consumer behavior.

In addition, the results of the collaboration mapping show that this research is global and collaborative, opening up opportunities for synergy across countries and institutions. Overall, the study not only provides a comprehensive overview of the intellectual structure and direction of research development, but also offers a conceptual and strategic basis for academics, practitioners, and policymakers to understand and optimize the use of social media in building brand power in the digital age. More in-depth qualitative and quantitative follow-up research is needed to explore the linkages between concepts and the effectiveness of strategies in more specific industry and demographic contexts. As a follow-up, further research is needed qualitatively and quantitatively to explore the linkages between concepts such as influencer marketing, brand engagement, and purchase intention in a more specific industry and demographic context. Qualitative research based on case studies or in-depth interviews with MSME actors in Indonesia can provide a richer contextual understanding of the real practices of digital marketing. In addition, longitudinal and experimental approaches can be used to assess the effectiveness of social media strategies in the long term and under different market conditions. Comparative research between developing countries is also important to understand the influence of cultural and technological contexts on the acceptance of digital strategies.

ADVANCED RESEARCH

Further research can be conducted qualitatively through case studies or interviews with MSMEs in Indonesia to understand the real practices of social

media strategies. Experimental and longitudinal studies are also needed to measure the effectiveness of strategies in the long term. In addition, comparative research between developing countries is important to see the influence of culture and technology on the acceptance of digital strategies. A multidisciplinary approach needs to be developed by involving the fields of communication, management, and consumer behavior. New themes such as influencer marketing and consumer engagement also need to be explored further. Finally, the use of AI technology and big data in social media strategies is a relevant research opportunity in today's digital era.

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