



Implementing Social Media Management Against Sustainability Business on the Micro, Small and Medium Enterprises

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ABSTRACT

The goal of a sustainable business strategy is to create long-term value for the firm, its stakeholders, and society at large by integrating economic, environmental, and social objectives into corporate goals, actions, and planning. It has long been believed that developing value outside of these parameters is illegitimate. Among the emerging nations that continues to protect micro, small, and medium-sized businesses is Indonesia. MSMEs, or micro, small, and medium-sized enterprises, are the foundation of the economy. The government has worked very hard to maintain and grow MSMEs in the community. MSMEs are divided into a number of sectors by the regional administration, including trade, home industry, agriculture, food, fisheries, handicrafts, and other industries. Today's MSMEs face several obstacles, including disorganized data and a dearth of industrial facilities capable of producing commodities with significant added value. The government's financial and aid initiatives are frequently off course due to irregularities and disorganized data. Additionally, the government is currently concentrating on enhancements to facilitate better organization of MSMEs data. One significant initiative that will be carried out in the nation is the strengthening and transformation of the digital ecosystem. The secret to accelerating recovery and boosting the competitiveness of the national economy, particularly raising MSMEs' productivity and performance, is to digitize rural areas faster than cities

INTRODUCTION

In order to provide long-term value for the firm, its stakeholders, and society at large, the sustainability business strategy integrates economic, environmental, and social objectives with corporate goals, actions, and planning. This means that the plan must be developed and put into action in a way that will allow the organization and its stakeholders' demands to be met in a correct manner while safeguarding, preserving, and improving the natural resources that will be required in the future.

Fundamental adjustments to the way businesses are run are necessary to build a sustainable economy that is just and equitable. Many of the social and environmental issues that currently plague society, such as habitat destruction and abusive working conditions, will fall equally on the shoulders of business. The primary goals of a traditional company strategy are to create economic value, usually in the form of short- and medium-term profit. These tactics seek to generate profit, mostly for the owners and shareholders, for a limited set of stakeholders. It has long been believed that developing value outside of these parameters is illegitimate.

Therefore, it is the duty of not just the individual but also of the organization's shareholders, for instance through charity donations, or the government, which may utilize tax income, to avoid or solve social or environmental problems. The narrow pursuit of profit is inextricably linked to the myriad issues and concerns confronting modern civilization, including deplorable environmental circumstances, a lack of control over ecologically beneficial circumstances, and environmental destruction.

Among the emerging nations that continues to protect micro, small, and medium-sized businesses is Indonesia. MSMEs, or micro, small, and medium-sized enterprises, are the foundation of the economy. To strengthen and preserve MSMEs as a local industry, the government has worked very hard. MSMEs are divided into a number of sectors by the regional administration, including trade, home industry, agriculture, food, fisheries, handicrafts, and other industries.

The expansion of Indonesia's micro, small, and medium-sized business sector is thought to be crucial to sustaining the country's economic recovery following the Covid-19 outbreak. A lot of obstacles still need to be overcome for the development to proceed, including the lack of production facilities and governance data. The government has concentrated on enhancing these two areas in order to enable this primary labor-absorbing sector to thrive at its best in 2023.

MSME Development

The disorganized data and dearth of production facilities for high-value items are two obstacles facing MSMEs today. To make the MSME development program's goals more focused, the government is cleaning up the data. The government's financial and aid initiatives are frequently off course due to irregularities and disorganized data. Additionally, the government is currently concentrating on enhancements to facilitate better organization of MSMEs data.

In order for MSME businesses to use digital media to market their products, digitization is still encouraged. Only 8–9 million MSME participants had entered the digital ecosystem prior to the Covid-19 epidemic, according to data from the Ministry of Cooperatives and MSMEs. However, the number has increased to 21 million when the epidemic started to spread over the globe. Up until it hits the 2024 goal of 30 million MSME company players joining the digital ecosystem, this number will keep rising.

One significant policy that will be put into practice in the nation is the transformation and strengthening of the digital ecosystem. One of the most important initiatives to quicken the nation's economic recovery and boost its competitiveness is to speed up the digitalization of villages and suburbs. This includes improving the sector's performance and productivity among MSMEs.

Utilizing digital technology is anticipated to optimize business operations for MSMEs. These benefits include expanded consumer reach, increased revenue, simplified oversight of business operations, and cost savings, particularly in the areas of marketing, logistics, and shipping.

The government has prioritized the digital transformation agenda for MSMEs as one of the key areas for future MSME development, working with all pertinent stakeholders to support and reinforce the fundamentals of the national economy. Strengthening the Digital Ecosystem, Digital Transformation of Cooperatives and MSMEs, and Acceleration of Entrepreneurial Development are a few of the initiatives that will be put into action.

The government encourages all stakeholders, including campuses, to consistently offer guidance in the use of digitalization, such as optimizing social media, branding, expanding marketing with e-commerce, using applications to record financial reports, improving quality products, and many other programs that can improve the treatment of the digital ecosystem in the MSME sector. This will help to develop digitalization and strengthen the MSME digital ecosystem.

Identification of Problems

1. MSME having trouble selling their goods throughout the country
2. MSME still unfamiliar with using social media to market their products nowadays
3. MSME do not understand what sustainable business is

Solutions

The output of the targets to be achieved in the implementation of community service are as follows:

1. To broaden their understanding of product marketing
2. To educate the MSME owner of the social media management
3. To inform micro, small, and medium-sized businesses about sustainable business practices.

Target Outcomes

1. Give MSME business owners information and understanding about the significance of product marketing for sustainable business operations.
2. Give MSME entrepreneurs information and understanding about social media management in relation to initiatives that will boost their ability to compete.

3. To boost MSME productivity, impart the wisdom and expertise of MSME businesses on preserving environmental sustainability.

IMPLEMENTATION AND METHODS

Table 1. Method of Activities

No.	Activity	Outcomes
1.	Setting up the instruction and coordinating the	The capacity to prepare work programs for counseling and training so that tasks are carried out in an organized and focused manner. Every
2.	Putting training modules together.	The modules include of handling, ongoing counseling, and technical support.
3.	Setting up the infrastructure and	The infrastructure and facilities that are available for the training and counseling program.
4.	Coordination of fields.	Confirming that the target audience is in agreement with the desired outcome.
5.	Socialization programs.	To attain a shared perspective and comprehension of the activity's goal.
6.	Assistance and Application.	Capable of identifying, analyzing, and offering solutions for issues that might develop when the
7.	Reporting and Publication	<ul style="list-style-type: none"> • Activity Report • Print/electronic/online media publications • Activity Video
8.	Monitoring the program	Maintaining the consistency of applying the character-building education program.

Target Audience

The participants in the training and socializing program are the Micro, Small, and Medium Enterprise (MSME) members in the province of Banten.

RESULT

The following outcomes of the February 28, 2024, function hall activities titled "Implementing Social Media Management in the Sustainability Business of Micro, Small, and Medium Enterprises" are listed below:

1. Participants from all throughout Indonesia made up the number of people that attended the gathering. The audience's interest in incorporating social media management into their MSME firm has sparked the topic of debate.
2. Discussions with the participants revealed that, thus far, the audience is curious to learn more about how to comprehend and get ready for social media management in their organization.

DISCUSSION

The selection of this workshop or training is thought to be beneficial and is incorporated into the community services activity since it may offer the following advantages:

Learning facilities

In order to enhance their social media marketing process, participants in the Micro, Small, and Medium Enterprises (MSMEs) Implementing Social Media Management activities may look for different information on social media platforms like Instagram and Tik Tok.

Inspirational Tools

The training program participants could gain ideas for enhancing their marketing tools to better promote their products through the usage of social media management.

Activity Realization

The Banten Province function hall serves as the offline location for the community services. "Training to increase the capacity of the MSME to implement the value added products, supply chains, trademarks, and environmentally friendly packaging as an effort to sustain MSMEs" is the theme of the Community Services activities.



Figure 1. Master of Management Study Program



Figure 2. Training for MSME Actors

CONCLUSION AND RECOMENDATION

Conclusion

1. Drawing from the aforementioned discourse, it can be inferred that MSME attendees who took part in the training course might gain motivation to enhance their comprehension of leveraging social media marketing to advertise their enterprises across the country.

2. The community program also teaches participants how to market their MSME firm in an environmentally friendly manner.

Suggestions

The suggestions after going through the evaluation results of the community service program are as follows:

1. To ensure that the mentorship program operates as efficiently and effectively as possible, training activities related to the community service program must be ongoing.
2. To help the participants better understand the material delivered, the materials for the community service program should be provided simultaneously with simulations or examples of using the empirical data.
3. For the participants to benefit from the regular schedule of community activities in the Sustainability Business on the Micro, Small, and Medium Enterprises, program activities must provide help.

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