

The Role of Social Media as a Digital Business Tool in Improving Product Marketing and Sales

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Keywords	Abstract
social media; digital business; digital transformation; digital marketing; product sales.	The development of information technology has significantly changed the way business actors operate and manage their businesses. Currently, social media has become one of the most widely used digital platforms for marketing and selling various products. Social media no longer functions solely as a communication medium but has also become an effective tool for introducing products, building customer relationships, and expanding market reach. This study aims to examine the role of social media in supporting digital business development, particularly in improving product marketing activities and sales performance. The research employed a literature review method by collecting various references, including scientific journals, books, and relevant articles related to the research topic. The collected data were analyzed descriptively to provide an overview of social media utilization in business activities. The results indicate that social media utilization helps business actors implement marketing strategies more effectively. Product information can be disseminated rapidly, promotional costs are more affordable compared with conventional media, and market reach can be expanded. Furthermore, direct communication between sellers and customers through social media can strengthen consumer trust, which contributes to increased product sales. Therefore, the optimal utilization of social media can serve as a strategic approach to supporting business growth in the digital era.

INTRODUCTION

The development of digital technology has brought significant changes to various aspects of life, including the economic and business sectors. The advancement of internet technology and the increasing accessibility of digital platforms have transformed the way business actors promote and sell their products. Previously, marketing activities were primarily conducted through print media, television, or direct promotion; however, social media has now become one of the main marketing channels due to its practicality, speed, and ability to reach broader consumer segments (Fadhilah, 2025; Fatonah, 2024; Mufidda, 2026; Putri, 2025; Sapthiarsyah & Junita, 2024).

Social media platforms such as Instagram, TikTok, Facebook, and WhatsApp Business are widely utilized by various types of businesses, ranging from small enterprises to large corporations. These platforms are not only used to introduce products but also serve as tools for customer communication, brand image development, and consumer trust building. Various features, including photo and video sharing, live streaming, and comment sections, provide opportunities for business actors to interact directly with potential customers (Akbar et al.,

2022; Mahirah et al., 2022; Novitasari et al., 2025; Rifani et al., 2022; Waskithoaji & Darmawan, 2022).

In addition to offering extensive market reach, social media utilization is considered more cost-effective in promotional activities. Business actors do not need to allocate large budgets as required by conventional advertising media. Through appropriate marketing strategies and engaging content creation, products can gain wider public recognition within a relatively short period (Ashley & Tuten, 2015; Quesenberry, 2020). This advantage is particularly beneficial for Micro, Small, and Medium Enterprises (MSMEs), which often face limitations in marketing budgets and resources (Dwivedi et al., 2023; Kanth & Prasad, 2023; Supriyanto et al., 2022).

On the other hand, increasing business competition in the digital era requires business actors to optimize the use of technology. Social media functions not only as a promotional medium but also as a platform for understanding consumer needs through comments, reviews, and direct feedback. This information can be used as an evaluation tool to improve product quality and enhance the services provided to consumers (Daengs et al., 2020; Hilken et al., 2017; Kenyon & Sen, 2015; Nabella, 2021; Rosário & Raimundo, 2021).

The novelty of this research lies in its comprehensive synthesis of existing literature to develop a multidimensional framework regarding the role of social media in digital business development. Unlike previous studies that generally focus on specific aspects of social media marketing, this research integrates findings related to promotion, communication, brand development, and sales performance to provide a holistic understanding of social media's strategic value. This study contributes new insights by explicitly connecting social media utilization patterns with business outcomes and identifying mechanisms through which digital engagement contributes to measurable business performance improvements. Furthermore, this research emphasizes the Indonesian context by providing insights relevant to MSMEs in navigating the challenges and opportunities of the local digital ecosystem.

Based on these conditions, social media plays an important role in supporting digital business development. Therefore, this study was conducted to examine how social media utilization contributes to marketing effectiveness and influences product sales improvement in the era of digital transformation.

METHOD

This study employed a literature review method with a qualitative approach. The data were obtained from various relevant sources, including scientific journals, books, articles, and previous studies related to social media and digital business. The collected literature was analyzed to identify information regarding the role of social media in improving product marketing and sales. The findings were then presented descriptively to provide a clearer understanding of social media utilization in digital business activities.

RESULTS AND DISCUSSION

The Role of Social Media in Digital Business

In recent years, social media has developed very rapidly and has begun to be used by various business actors as a marketing medium. The presence of digital platforms such as Instagram, TikTok, and Facebook provides greater opportunities for business actors to

introduce products to the public. This shows that social media is no longer only used as a means of communication, but also an important part of business activities.

Through platforms such as Instagram, TikTok, Facebook, and WhatsApp Business, business actors can introduce products to potential consumers just by uploading photos, videos, and attractive promotional content. The information can be accessed by many people in a short period of time, so the chances of acquiring new customers become even greater.

In addition to being used as a promotional medium, social media also functions as a means of communication between sellers and consumers. Customers can provide questions, criticisms, or suggestions directly through the comment field or the private message feature. This interaction helps business actors understand consumer needs while improving the quality of services provided.

With more open communication, the relationship between business actors and customers becomes closer. This good relationship is able to increase consumer trust so that they are more confident to make purchases or recommend products to others.

Social Media as a Means of Digital Marketing

The development of social media has changed the way business actors do marketing. If previously promotion was mostly done through print media or conventional advertising, now social media is a more practical and economical option. With a wide reach and ease of disseminating information, social media is able to help business actors introduce products to potential consumers more effectively.

Through social media, business actors can determine target consumers based on age, location, interests, and user habits. Thus, the promotion carried out becomes more effective because information about the product is conveyed to potential customers who are interested in the product.

In addition, the various features available on social media also provide convenience in carrying out marketing activities. For example, the use of short videos, live broadcasts, daily stories (stories), and paid advertising can be used to increase the attractiveness of the product. Interesting and informative content is usually easier to get users' attention so that the chances of transactions are also greater.

Consistency in creating content is also one of the important factors in digital marketing. Business actors who regularly share information about products, provide education to consumers, and actively interact through social media tend to find it easier to build customer trust and loyalty.

The Influence of Social Media on Product Sales

In addition to functioning as a means of promotion, social media also has an influence on increasing product sales. Information conveyed through interesting content can increase consumer interest in finding out more about the products offered. The higher the consumer's interest in a product, the greater the chance of a purchase transaction.

Currently, social media is equipped with various features that facilitate the transaction process, such as product catalogs, links to marketplaces, purchase buttons, and instant messaging services. The presence of these features makes the purchase process faster and more practical because customers don't need to move to multiple platforms.

Another factor that also influences purchasing decisions is consumer confidence. Customer reviews, testimonials, the number of followers, and active interaction between sellers

and buyers can increase potential consumers' confidence in the quality of the products offered. The better the image of a business on social media, the greater the chance of an increase in sales.

Based on the results of various studies that have been studied, the optimal use of social media has a positive relationship with business development. This shows that social media not only functions as a communication medium, but is also one of the factors that supports sales growth and business competitiveness.

Challenges of Using Social Media in Business

Behind the various benefits it has, the use of social media in business also faces several challenges. Increasingly fierce competition makes business actors must be able to create content that is interesting and different from competitors. In addition, changes in trends and behavior of social media users also require business actors to continue to adapt so that their marketing strategies remain effective.

In addition to competition, algorithm changes on social media platforms can also affect the reach of promotions. Content that was previously easy to reach many users may not necessarily get the same results when there is an algorithm change. Therefore, business actors need to continue to keep up with digital trends and adjust the marketing strategies used.

Another challenge is maintaining customer trust. Negative comments, poor reviews, or slow service can affect a business's image in the eyes of the public. Therefore, business actors need to provide friendly, fast, and professional service so that customer satisfaction is maintained.

Despite the various challenges, social media remains one of the most effective marketing tools if used with the right strategy. Consistency in creating content, understanding consumer needs, and maintaining service quality are some of the steps that can be taken to increase business success in the digital era.

CONCLUSION

Based on the discussion conducted, it can be concluded that social media plays an important role in supporting digital business development. Social media not only assists business actors in promoting products but also facilitates communication with customers and expands market reach. This accessibility has a positive impact on marketing effectiveness and product sales growth. Therefore, the optimal utilization of social media can serve as a strategic approach to supporting business success in the digital era.

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