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The Importance of Understanding the Application of Marketing Strategy for Household MSME Products on Social Media Networks

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Abstract---*This literature review aims to gain an in-depth understanding of many practical applications as a strategy to increase the marketing of small household business products, mainly social media networking applications. We think that in this era of increasingly networking, there is no mistaking that even small businesses are still integrated into the social networking system to increase marketing through various social media platforms. This study uses secondary data from scientific findings from some publications, both books, and scientific journals, especially in the marketing business. We have made research efforts to get the essence of understanding that can answer the problem of studying digital-based marketing literacy, especially this social media. Our strategy for getting the gist of the answer is through data analysis, which we believe is under a phenomenological approach, which starts with coding data analysis, then evaluates the data sharply, and we also interpret it so that we will be able to take the findings as conclusions that can answer the problem validly and impressive. After a series of marriage studies, the data and discussion conclude that understanding various social media applications is very important for mothers for home businesses, especially in social media, considering that today business and social media are mutually supportive.*

Keywords---*home business, marketing applications, marketing strategies, social networks.*

Introduction

The COVID-19 pandemic has fundamentally affected all viewpoints and areas of individuals' lives, particularly monetary ones. Finance Minister Sri Mulyani said three huge financial effects of the COVID-19 pandemic ([Katare et al., 2021](#)). In the first place, the impact on family utilization or individuals' it is tumbling to buy power. Second, speculation has additionally debilitated amid the vulnerability of the COVID-19 pandemic. What is more, thirdly, the debilitating of the world's economy has stopped Indonesia's commodities. The reduction in local area exercises

outside the home will consequently reduce the number of purchasers in a business (Afifah, 2021; Sudarmo et al., 2021) to decrease the pay acquired. Enormous ventures do not just feel this effect; the Coronavirus pandemic likewise influences Micro, Small, and Medium Enterprises, remembering family organizations for Indonesia. Residents of the world are additionally encountering the effect of COVID-19 on locally established organizations. Such impacts are endured by culinary entertainers, sewing administrations, and locally established food shops. As per the review, we have led, all locally situated business entertainers have had a sensibly critical effect from the COVID-19 pandemic, from spouses who lost their positions because of cutbacks to the decrease in buying power locally, both in urban areas and in towns (Belitski et al., 2022).

With the improvement of progressively complex innovation and correspondence in the present time, advertising through web-based entertainment is the main decision made by business entertainers; Now, virtual entertainment has turned into the focal point of support in the conveyance of data. One of the benefits of virtual entertainment is its potential for propelling a business (Lamberton & Stephen, 2016). Virtual entertainment can convey in business, assist with showcasing items and administrations, speak with clients and providers, supplement brands, lessen expenses and sell on the web. In the computerized time, web-based entertainment has turned into a pattern in promoting interchanges (Arianty & Julita, 2019). Web-based entertainment is online media, with its clients can undoubtedly take an interest, share, and make content, including web journals, informal organizations, wikis, discussions, and virtual universes. Websites, informal organizations, and wikis are the most widely recognized types of online entertainment utilized by individuals worldwide. A few web-based entertainments are blasting, including Whatsapp, Instagram, Twitter, Line, Telegram, Facebook, Youtube, etc. Somebody should have different inspirations for utilizing web-based entertainment. To speak with others, know the advancement of something, share data, or pursue one of the current directions, specifically involving virtual entertainment as self-presence (Jain, 2020).

For money managers, their reality is perceived by wide buyers who, for the most part, utilize open online entertainment like Instagram, Facebook, Line, or Twitter. Web-based entertainment allows many individuals to communicate unreservedly and straightforwardly (Blank & Lutz, 2017). So the quantity of announcements and posts they make is one structure if organizations have any desire to be well known. Virtual entertainment can likewise have seven expected capacities in business, in particular distinguishing clients, holding complimentary correspondence, sharing data to figure out objects that clients like, client presentations, client connections in light of area and cooperation designs, organization notoriety according to clients, and shaping gatherings between clients (Sook Kwon et al., 2014). Dissemination upheld by innovation can likewise expand the number of items that shoppers can reach. Online entertainment, which is a pattern for youngsters to communicate their thoughts, has turned into an extraordinary open door as a mode for publicizing and business advancement. Web-based entertainment like Facebook, Instagram, Twitter, and WhatsApp are generally utilized for business media, going from notable items to hand-crafted items (Brewer, 2000; Licoppe & Smoreda, 2005). With the web, business entertainers can give proficiency in promoting financial plans; The web has a broad reach, simple access, and minimal expense. It is demonstrated by the number of business entertainers who attempt to offer different web-based entertainment items (Van Dijck, 2013).

Web-based entertainment is delightful for a privately-owned company to foster their business. Online entertainment has an extensive impact; individuals are quicker to get data utilizing the web (Cross et al., 2004). With simple and quick access, this is utilized by little business people to be bolder in advancing their items because the web network is broad, and there are no time and region limitations to make it a compelling showcasing media (Ghosh, 2018). Whenever the COVID-19 pandemic happens and is as yet progressing, this number will keep on expanding alongside physical separating arrangements that make individuals complete their exercises on the web (Di Domenico et al., 2020). Along these lines, virtual entertainment can create and upgrade organizations, particularly miniature, little and medium ventures, and house businesses, particularly to advance their organizations. With the presentation of this advanced promoting framework, it is trusted that home business entertainers in their nation of origin can additionally upgrade and increment information about computerized advertising frameworks or web-based showcasing frameworks because, through advanced advertising frameworks or internet showcasing frameworks, items will be better known by the general population. It may be done online to simplify purchasers and entrepreneurs to meet and sell exchanges during the current COVID-19 pandemic (Mahendra & Sanica, 2020). The current time of globalization is otherwise called the New Economic Era, the Digital Economic Era (Li et al., 2020).

The new financial time is set apart by data innovation in completing its monetary exercises (Lobao et al., 2016). The utilization of data innovation required is an advertising model for family business items through virtual entertainment, Facebook, and Instagram for Micro, Small, and Medium Enterprises. The presentation and development of a computerized advertising framework or internet promoting framework are viewed as more practical, simple, and quick contrasted with a manual advanced showcasing framework; the advanced promoting

framework or web-based showcasing has positive and adverse consequences (Olson et al., 2003; Kolk & Van Tulder, 2010). Web-based entertainment can be sure to comfort the advancement of interaction—also trading directed by home business administrators to showcase their items and limit costs. In any case, numerous family financial entertainers do not comprehend the utilization of online entertainment to advertise their business; they do conventional showcasing by promoting items straightforwardly to shoppers with a tiny area of inclusion. Generally, business entertainers are guardians who do not know about internet promotion (Bara et al., 2021).

Method

This literature review aims to understand the importance for small household entrepreneurs to understand the importance of digital applications to market their household products, mainly social media (Felix et al., 2017). We get data electronically on several complications in the form of books, published articles, various sources of literature, and other information that we think is relevant for answering and discussing the study. As for the data, we collected as much as possible from 100 communications we selected into around 60 relevant ones to study to understand and answer the problems of this study in a comprehensive and high-quality manner (Tsimonis & Dimitriadis, 2014). The review process that we carried out was that first, we coded the data, then we evaluated the data from the coding results, then we also interpreted it to get a relevant understanding to answer the problem, and finally, we drew conclusions that we believe the data is invalid and the account.

This study fully uses secondary data; we data with a phenomenological approach system, collecting as much data as possible, then we try to understand what kind of phenomenal data is in the data (Onwuegbuzie et al., 2010). We report the data in the form of a final report that is descriptive qualitative data following our theme, namely understanding a phenomenon that occurs, the importance of digital applications, especially social media, to innovate marketing products for petite business homemakers. For example, our publications are Google scholar, communication, and several other well-known publications that actively discuss business and technology issues. Finally, we summarize the report as field findings in the form of a paper that we adapt to the latest discussion system arranged by various previous authors so that we get our study as a kind of literature review from various contexts (Dyba et al., 2007).

Result and Discussion

Home business opportunities

Opening a side business at home is the right step for those who need extra money. However, not a few underestimate this kind of business (Bort, 2020). Many people are successful in working on a home business. One of them is a housewife during the pandemic, a home worker who can earn IDR 300 million per month. Armed with experience working in a brittle peanut factory, Mrs. Kustinah established a culinary business at home and successfully opened ten branches with dozens of employees. This story can inspire those of a business who wants to open a home business. Well, no need to linger; let us see what profitable home businesses are right now! Home business opportunities that can make a Profit. There are so many home business opportunities that can make businesses are profitable. However, not all businesses will last long as the world changes (Roberts & Robinson, 2010).

Some timeless home-based business opportunities are selling Electric Credit and Internet Packages. Mobile phones have become a significant commodity that can hardly be separated from human needs (Kotler, 2012). Seeing this situation, selling electric pulses can be a business opportunity that they cannot miss. This home-based business does not require significant capital. All they need is a mobile phone to send electricity and internet packages. To start this business, they can register as an agent with well-known credit and internet package distributors that they can search online (Philip & Williams, 2019). Selling snacks/food can also be marketed through social media. Selling food or snacks is a business opportunity that never dies. With great potential, they also need a little research to make this home business run smoothly.

Here are some culinary business options that they can try at home. Like most people, Indonesian people like snacks (Soeroso & Susilo, 2014). Apart from the ones above, many other cakes are very popular with Indonesians. This business is perfect if the house is located in a busy area, close to campus, offices, or schools. They are opening a Food Stall. If they have good cooking skills, do not waste their talent. They can already open a restaurant business at home with small capital. They can redesign a room to make it more comfortable as a dining room for potential buyers. Usually, home cooking, such as omelet, fried chicken, is trendy for most people. However, if they have a delicious and unique family recipe, it never hurts to try their luck (Yang et al., 2020).

Digital marketing for selling online

If at this time, home-based businesses are still struggling with the old model marketing system, then it is time for them to try to keep up with the times, namely by using digital marketing applications that will significantly facilitate them in conducting promotions to increase sales (Akbar & Preston, 2020). Here are some of the best digital marketing apps they should use. The COVID-19 pandemic has given birth to new normal conditions and has changed many things, including how businesses and professionals market their products and services. Online marketing through the internet is the leading choice amid social restrictions, which also impact reducing conventional business activities and operating hours (Baumgartner & Homburg, 1996; Meiri & Zahavi, 2006; Alvarez & Galera, 2001). Founder of Marketing, who manages the PamerBio application, Coach Muqiet, said so many businesses and businesses, ranging from online merchants, MSMEs, creative industries to large companies, are starting to look for cost-effective and efficient digital marketing strategies to increase sales amid challenging conditions as a result of the global pandemic (Ledoux et al., 2021). "PamerBio, which is known as a virtual exhibition application in Indonesia, is the best answer for those who need a cost-effective and efficient marketing strategy in the new average era. A web-based application that provides convenient online marketing quickly, safely, and at an affordable price for all circles, ranging from students, entrepreneurs, artists, national figures to well-known brands (Fogg, 2020).

Homemakers businesses can also use a premium VIP link such as on social media profiles (Medsos) such as Instagram, Facebook, Twitter, and Tiktok, to benefit from the cost-effective online marketing strategies offered by PamerBio. PamerBio also provides an Artificial intelligence (AI)-based virtual assistant called BioBot, ready to help visitors and customers around the clock (Haenlein et al., 2020). Users can request free design services, buy subscription packages, request technical support, and report violations or abuse in real-time through BioBot. "We understand the importance of integrity and reputation for customers (De Pelsmacker et al., 2018). Therefore we are committed to building a good domain reputation through subscription packages to gradual user verification so that the premium domains that we provide are always protected from online criminals, such as fraud to hacking, who often use the free version of the service (Mason et al., 2021). Covid-19 Pandemic Drives Virtual Exhibition Innovation in Indonesia.

Sahni & Sharma (2020), added that misuse of applications by irresponsible users could, of course, lead to the blocking of the service domain or application by various social media platforms, search engines, and internet service providers, which also harms the integrity and reputation of other users who have already used and disseminated the application. The same domain is in their social media profiles (Syaifulah et al., 2021). If they care about business integrity, brand or professional reputation, and a good name in the online world, then a free service that criminals can easily use is certainly not the best option they can hope for. Please visit our page to start using effective and efficient strategies to market their business while securing the brand reputation.

Benefits of social media

The web is presently so evolved in different parts of life. One of them is virtual entertainment. Virtual entertainment is a mode of socialization and connection that everybody can get to and contains different data about items, etc. (Akram & Kumar, 2017). The presence of online entertainment is the least demanding and least expensive advertising media that anybody can get to. This is a fascination for homemakers who need to get extra pay for their family needs. Web-based entertainment results from the advancement of web-based innovation that makes it more straightforward for everybody to impart, share data, and structure online organizations—the absolute most recognizable kinds of web-based entertainment among homemakers: Instagram is an online entertainment that permits clients to take photographs and recordings and offer them with their client's Instagram accounts. Instagram is additionally furnished with different sorts of advanced channels that clients can use to change the presence of photographs and recordings to be more appealing (Eke & Odoh, 2014).

A beginning up innovation organization that spotlights creating applications for cell phones was essential. Instagram comes from getting the general capacity of this application. "Introduce" comes from "moment," like the polaroid camera, which around then was otherwise called "moment photograph." Instagram can likewise show photographs in a split second, similar to a polaroid on the screen. "Gram" comes from "wire," which rapidly sends data to others. Instagram is one online entertainment that can elevate the product to general society. Utilizing virtual entertainment, Instagram is generally simple since we want to open a record, transfer pictures joined with side-effect depictions with the goal that guests can see the items presented through these pictures (Andzulis et al., 2012).

Utilizing WhatsApp for the advancement

WhatsApp is a texting application for cell phones. When seen from the capacity of WhatsApp, it is practically equivalent to the SMS application that we generally use on regular cellphones, yet WhatsApp does not utilize credit or web information. As of now, there are two choices for WhatsApp, in particular, WhatsApp Messenger and WhatsApp Business. WhatsApp Messenger is a multi-practical informing application possessed by Facebook. Likewise, WhatsApp is one of the most famous purposes for living and talking applications today (Szurawitzki, 2022). The Chinese Messaging Application WeChat, as Used by German WhatsApp Messenger, has a few magnificent elements:

They are, for example, a. Sending instant messages, b and sending photographs from the exhibition or the camera, and sending recordings, d and sending reports, e and settling on voice decisions, including sending voice messages that the beneficiary can hear whenever. f. Sharing contact cards g. Area sharing utilizing WhatsApp Business GPS permits organizations to be more open with their purchasers, where the idea is practically equivalent to that conveyed by the Line application. Indonesia is the top Asian country to utilize WhatsApp Business on the Android stage. The distinctions between WhatsApp Business and WhatsApp Messenger are; 1) The distinction in the WhatsApp Business Logo utilizes the capital letter "B" with a green foundation for the run-of-the-mill Whatsapp. This logo is not the same as WhatsApp Messenger, the telephone picture logo, 2) Clients can add a home or work telephone number, even though individuals can utilize a cell number, 3) Can answer messages naturally, 4) Can see the insights of messages sent and got, 5) Can pick a business classification (Zarouali et al., 2021). WhatApps is a potential application to advance any independent company for that pragmatic function.

Reasons to use social media in-home business

They use these two applications to use them, which are more straightforward and can be operated on all types of android that meet all the rules that have been determined (Turan & Kara, 2018). In addition to being easy to use, the layout or layout of Instagram is also easy to understand and does not confuse its users. To use Instagram or WhatsApp Messenger, prospective users must register first by downloading the Instagram application through the Google Play Store. Use Instagram in online business by uploading photos or videos of the products to be promoted. The advantage of doing online business for homemakers is that homemakers do not have to leave the house to market their products, so they can still do daily household chores and supervise their children at home (Franco et al., 2020).

Especially during this pandemic, children also go to online schools, which need guidance and supervision from parents. Products marketed are generally following the hobbies of homemakers. The most marketed products are culinary products such as side dishes and various types of cakes. This is in line with their daily needs. This means that they market their wares at once for their consumption so that if the merchandise is not sold out, it can be consumed by their own families. From the results of this study, it was found that these housewives prefer social media Instagram and WhatsApp messenger. Homemakers favor both applications because they are easier to understand and can be used on all types of android (Melissa et al., 2015).

The advantages of marketing via social media

Building and attracting community interest can be done by using social media as a marketing medium is the right choice because of the ability of social media to build and attract public interest (Vukasovi, 2013). Business people will benefit from this because they can easily attract public interest in the products or services on social media. However, it will be easy if the content presented is interesting and on target. Help Find Customers and Expand Targeted Marketing. Social media such as Facebook and Instagram help small businesses to find potential customers (Vukasovič, 2015). If business owners want to expand the marketing target, using social media as a medium is very appropriate. They can find potential customers closest to the business location. They can also use the location feature to find potential customers. Then to find similar potential customers, they can use hashtags related to the business.

Make it simple to get input straightforwardly. Involving online entertainment as a promoting medium gives admittance to get positive and negative input from buyers where this data is valuable for future assessment (Kapoor et al., 2018). Whenever they discharge another item, potential clients can straightforwardly ponder the item they are selling. This is extremely helpful for finance managers. Foster Target Market and Can Compete Competitors. With online entertainment, they can get significant data about contenders to develop their showcasing methodology further. They can dissect what procedures the contenders utilize and show improvement over what they do. They can

likewise utilize this chance to see the qualities and shortcomings of contenders (Chu & Kim, 2011). Search for contenders or business ancestors and then focus on what methods they use, and they can formulate a preferable showcasing technique over them.

Increment Total Product Sales. The main advantage of promoting online entertainment is expanding deals on the item. Advertising through web-based entertainment makes tracking down buyers more straightforward and gives intriguing data to likely clients. Hence, potential clients will be keen on purchasing their item: benefits and Disadvantages of Social Media Marketing. The benefits and disservices of showcasing through virtual entertainment are as follows: (Nadaraja & Yazdanifard, 2013).

Advantages of Marketing Through Social Media. Can Be Used For Free. Marketing using social media, of course, can be done for free; they only need to post content that can attract targeted potential consumers. They can post content to groups relevant to their product to get better results. **Effective For Establishing Relationships with Consumers.** Social media as a promotional media has a plus value compared to other promotional media. By using social media, business actors can easily interact with consumers. Business actors can immediately find out what customers are complaining about and evaluate deficiencies to be fixed again.

Reach Many People. Social media as a promotional medium can reach many people; how can they not? Almost everyone in this world uses social media; this allows business people to reach potential consumers according to predetermined targets. **Disadvantages of Marketing Using Social Media. Lack of Trust from Customers.** Marketing using social media is very easy to reach potential consumers, but because business people and prospective consumers do not meet face-to-face, it causes a lack of trust from these potential customers. Not a few fraud cases through social media are a factor in the lack of trust of potential consumers to transact through social media (Taneja & Toombs, 2014).

Fairly Strict Competition. Most business actors use social media as a marketing medium because of its easy access and affordable costs. Thus, social media as a marketing medium is very much so that business actors have very tight competition. Marketing through social media looks easy, but do they have time to manage their social media while taking care of various other jobs. They do not need to worry that the brand is here with a professional team that is reliable in digital marketing who will be ready to help manage their social media (Garrido-Moreno & Lockett, 2016).

Promoting through virtual entertainment is a cycle helped out by an outsider, mainly a web-based site. At present, numerous virtual entertainment can be utilized for advertising or advancing an item or administration. Virtual entertainment frequently utilized for showcasing or advancement incorporates Facebook, Instagram, and Twitter (Constantinides & Stagno, 2012). Organizations or brands can bring out organized and designated advancements through this media. Advertising with virtual entertainment is not generally connected with trading straightforwardly. A finance manager can showcase content in posts on the web, pictures, or recordings in this advertising. Content promoting through online entertainment is connected with the item to be sold.

Aside from promoting content, these advanced advertising procedures are likewise used to showcase brands (Keller, 2013). The motivation behind showcasing the brand here is to acquaint the brand with the local area, which is regularly alluded to as brand mindfulness. By presenting the brand and giving a decent impression, the public's trust will endlessly build the transformation of advancements to deals. Likewise, virtual entertainment is additionally utilized for SEO business sites to advance endeavors. Web client infiltration in Indonesia was kept in a review by the Association of Indonesian Internet Service Providers in 2017, which came to 54.68% of the complete populace of Indonesia of around 262 million individuals. An extensive number and how there has been an increment of multiple times contrasted with eight years prior. Kept web clients in the business and monetary areas are between 37.82%-45.14% of clients searching for data on items and administrations and assisting with work.

This critical number demonstrates that money managers adopt a computerized strategy for their business, items, and administrations. This is also the justification for Indonesia's rising number of web specialist co-ops or site creation administrations. Web client entrance in Indonesia was kept in a study by the Association of Indonesian Internet Service Providers in 2017, which came to 54.68% of the all-out populace of Indonesia of around 262 million individuals. An extensive number, in addition to how there has been an increment of multiple times contrasted with eight years prior (Audrezet et al., 2020).

Kept web clients in the business and financial areas are between 37.82%-45.14% of clients searching for data on items and administrations and assisting with work. This considerable number should show that financial specialists adopt a computerized strategy for their business, items, and administrations. This is likewise the justification for Indonesia's rising number of web specialist co-ops or site creation administrations. While utilizing web-based entertainment, remember to cooperate with individuals. When somebody asks or submits a question, they should answer satisfactorily. Effectively communicating will make the brand more trusted.

They are utilizing Influencers. As well as introducing quality substance, utilizing powerhouses can likewise be utilized to draw in numerous purchasers. They can utilize a few famous people or VIP grams near the local area. Web-based entertainment showcasing requires persistence because the possibility of surrendering an advertiser is enormous. This is because deals transformations should not be visible straightforwardly. Individuals should be persuaded to need to purchase. In this manner, advancements should be completed routinely and alluringly (Lou & Yuan, 2019).

Although using social media is an appropriate business marketing strategy, small business people must understand the essence of using social media for modern society. Through shared perceptions with other social media users, they can determine what expectations are expected from the business products. So, business people need to learn strategies to become more creative and careful in using social media as a marketing tool. The following is a complete review of marketing strategies through social media (Crick & Crick, 2020; Mathur & Mathur, 2000). The primary procedure is to decide the objective market for the business items. For instance, the ideal interest group is web-based entertainment clients, understudies, undergrads, or youthful leaders with numerous schedules (Hassan et al., 2015).

Independent venture individuals need to learn first. As a rule, culinary items might arrive at a more extensive market, while innovation items with a sensibly high cost are better centered around youthful chiefs or monetarily satisfactory understudies. As well as concluding which gatherings to target, they likewise need to zero in on picking which online entertainment is reasonable for promoting their items. Utilize web-based entertainment that, as a matter of fact, as of now has numerous clients, like Facebook, Instagram, or Twitter. One of the fundamental things in deciding the objective is deciding the last objective. The accompanying video is about the site. However, the attitude can likewise be applied while overseeing virtual entertainment (Safko, 2010).

They are making fun and Creative Content. Fun and innovative substance are keys to fruitful promotion through virtual entertainment. Energizing substance will make web clients keen on continuously following the data they give. Pick content that individuals are keen on sharing. The valuable open doors acquired from these offers can cause other web clients to get to know the business data and items. Attempt to make short, however interesting substance, so web clients do not feel apathetic to understand it. After deciding the objective business, picking the right satisfied and sorts of web-based entertainment, this is the ideal opportunity to make the most of the assistance of individuals around them. Having loads of companions on Facebook, Twitter, or other web-based entertainment is positive to present business items (Edosomwan et al., 2011).

Try providing posts, tweets, or wall posts internally so they can get to know the business products better. This step may be practical if they are happy and want to share the information with other relatives. So, do not be bored to establish good relations with acquaintances on social media.

Thus, a marketing review through social media can be a digital marketing solution for the business. Of course, do not be careless in creating social media accounts to popularize the business. However, use a powerful strategy to create a compelling, unique, and widespread marketing system (Aaker, 2012).

Conclusion

So in this final part, we will take the essence or findings that we have found through a study that aims to get input ideas that can answer this royal question. In other words, we can get evidence from field studies on how digital applications can provide solutions. The best for household businesses is the use of marketing through social media. We believe this is a finding that has answered how the advantages and disadvantages of online applications, especially social media, in helping the marketing of household products in Indonesia and even in other world contexts. This study has produced a finding that we believe will be very useful for the development of further studies, especially in the academic field and also field practitioners, where the importance of an understanding in running a business, especially in marketing, because having a clear concept of Safe will make it easier to move the effort to realize the understanding of their business plans.

On the other hand, without an understanding of concepts and applications, it will be difficult for a province to run its business, so we think this study is critical to provide a deeper understanding that so far, it may have been the academic section, but this is more directly related to the frequency of the field where they have not received an award. Clarity or input means taking advantage of natural resources and existing applications even though they are business people who have to get various information and supervision. What they do in terms of business does not make a significant difference compared to big business. Plus, that business, especially those related to online marketing, is not solely owned by big businesses, but this social application media has become a part of everyday life which is not only used for friendship and fun but also to run a business, especially a housewife. It is not very well

known to people because, indeed, this operating system operates in the house, so with the existence of social media, it is impossible to reach layers of potential buyers, as happened in the marketing of large industrial products of the trading industry. As for what we have found, we see that digital marketing is indeed associated with marketing carried out online. Likewise, several applications are already familiar, but not all of them can be used for housewife business marketing purposes, including WhatsApp, Facebook, Instagram, and others.

Furthermore, we will also see that every application introduced to the public certainly has a relevant reason for applying in a business context. This is none other because the application has advantages in marketing online. Experts and field traditions continue to use social media to do efficient and free marketing. Furthermore, we also found that online marketing, especially social media, is not something very new, but it is a daily practice that has been widely applied in the business context, not only in developed countries but also in developing countries. This media application is often used to promote products that are not branded; they even network with friends and other friends.

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