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Identification of MSME Product and Service Marketing Strategies Using Social Networking in Indonesia

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Abstract---*Marketing any business product is essential to do. In today's technological era, the most effective marketing is digital means, especially social networks, which are phenomenal in many circles. This study will try to identify the marketing strategy of MSME products through social networks. We searched electronically for data on literature sources, especially online marketing strategies. The data we found by searching digitally on much literature in the form of books, journal publications, and other sources. We analyzed the data with a phenomenological approach. Computational data analysis involves a comprehensive data coding system, in-depth evaluation, and interpretation to find comprehensive and valid answers. After discussing these findings, we conclude that social networks offer many marketing options through various social media platforms. MSME products can be promoted with very cheap or even free payment systems. The several strategies that we have summarized, among others, by creating a marketing blog, communicating merchandise, establishing relationships, and designing exciting content. Thus, this finding is beneficial for business, academics, and policymakers.*

Keywords---*identification, marketing, MSME products, social networks*

Introduction

What does it take to benefit from internet-based shopping? In general, today's culture uses mobile phones as a medium to carry out daily activities, including looking for daily needs by downloading applications from mobile phones (Darma & Noviana, 2020). The applications available on mobile phones are very diverse, depending on the needs of the area itself. Most individuals use online transportation applications, web-based shopping, and virtual entertainment. Instagram is one of the online entertainments that have a significant and significant impact on a business. Not so long ago, Instagram had 700 million clients, and consistently around 60 million photos were shared and could give 1.6 billion preferences. Instagram is the most famous application that helps share photos and recordings (Santos et al., 2022). Instagram web-based entertainment is known to have been around us. Without further ado, all walks of life can take advantage of this application the difference with informal exchange traders who do not use apps to find buyers only by the deal. Instagram has a distinct advantage for financial managers to fabricate and grow a business brand. According to the business consequences of the main time frame, it tends to be considered very significant, although still far from ordinary. MSMEs anticipate their small business turnover, such as production and other services with high turnover. Therefore, efforts to master strategies and methods of selling and marketing online technology must be understood and applied to the business driver (Eze et al., 2021).

A marketing procedure is essentially an extensive, coordinated, and bound together arrangement in promoting labor and products a coordinated arrangement in advertising to get an ideal outcome (Berthon et al., 2012). As indicated by Evans (2010), promoting procedure says that "Promoting procedure is showcasing rationale, and in light of that specialty, units are supposed to accomplish advertising objectives. The showcasing system comprises settling on conclusions about showcasing costs from the organization. In light of the above understanding, it tends to be reasoned that the Marketing procedure is a progression of exercises that are coordinated to accomplish objectives and, with imaginative and inventive reasoning examples, to manage patterns that happen inside the organization and outside the organization, which will influence the interests and fate of the actual organization. One of the promoting

systems that an organization often does is appropriating the showcasing itself, generally known as the advertising blend. The advertising blend itself is characterized as a technique completed by an organization that can incorporate deciding an end-all strategy and knowing and delivering palatable item benefits (show) in a specific market portion where the market section has been utilized as an objective market for items that have been sent off available to be purchased. Draw in customers to make buys (Sandoval-Almazan & Gil-Garcia, 2014).

Tiago & Veríssimo (2014), characterize web-based entertainment as collectively web-based applications that utilize the belief system and innovation of Web 2.0, where clients can make or trade data on the application. Facebook is probably the most famous web-based entertainment and has many clients in Indonesia. Twitter, Instagram, Youtube, and Blogs from there, the sky is the limit. Virtual entertainment permits clients to speak with many different clients: this enormous potential and unique chance for advertisers to be utilized as a specialized showcasing device. Web-based entertainment makes it simpler to divide data among clients. With extraordinary potential and has been generally utilized by enormous organizations, there will be questions that are the subject of this review, particularly the antecedents and results of advertisers involving virtual entertainment as a specialized promoting device (Esubalew & Raghurama, 2020; Vásquez et al., 2021; Mandasari & Pratama, 2020). Online entertainment has a few distinctions from other advertising correspondence media, particularly Always on and everywhere. Web-based entertainment clients can get to it whenever and anyplace; because separated from being gotten to through a PC, it very well may be gotten to using a versatile/advanced mobile phone. This opens the door to advertisers to have the option to do showcasing correspondences whenever and anyplace (Akar & Topçu, 2011).

Chung & Austria (2010), expresses that web-based social media has started to be utilized in advertising, public interchanges, workplaces, or divisions that manage shoppers or partners. In business, virtual entertainment is likewise a divert that upholds correspondence in promoting stock rapidly and beneficially contrasted with selling straightforwardly to the market. The reconciliation of virtual entertainment with advertising is to help promote execution alongside the improvement of innovation and data. Web-based entertainment showcasing is an interaction that engages people and organizations to advance their sites, items, or administrations on the web and through social channels to speak with a lot bigger local area that is unimaginable through conventional promoting channels. Cited from the diary Shawky et al. (2019), virtual entertainment promotion is one of the advertising techniques utilized by money managers to be essential for an organization with individuals utilizing the web or on the web.

Furthermore, as Zarella (2010), indicated, virtual entertainment promotion is a procedure of advertising exercises utilizing web-based entertainment destinations like Facebook, Twitter, Youtube, etc. Web-based entertainment is a powerful method for advancing labor and products through web advertising. The strategy is straightforward. However, it makes a remarkable difference. Likewise, virtual entertainment showcasing is an advertising method or strategy involving web-based entertainment to advance an item (connection to a web-based business site page) or help different items explicitly. Virtual entertainment showcasing is more about the turn of events and utilization of the web-based entertainment region as a method or spot to construct an objective market for online business (Shawky et al., 2019). In improving online entertainment promotion, finance managers should assemble gatherings or target markets with shared regard and consistently speak with the objective market. A few virtual entertainment advertisements are famous among the general population, for example, Facebook, Twitter, Pinterest, Reddit, Youtube, Myspace, Digg, Google Plus, LinkedIn, Instagram, and numerous others (Sam & Chatwin, 2015).

Each virtual entertainment has different utilization systems, like Instagram, which can share photographs and recordings loaded up with joins, portrayals, labels, and hashtags. It is different from Facebook, which has various elements that can be utilized, like making Fanpages, Groups, Video Status, Link Status, Photo Status, and others. Site proprietors and online organizations should use virtual showcasing methods since web-based entertainment advertising procedures are more straightforward, modest, and productive. Virtual entertainment showcasing works by building a market region and online business site interfaces circulated to different web-based entertainment is essential. The connections an effect draws in numerous new guests who are intrigued and may become ordinary guests of the web-based business site (Reyes-Menendez et al., 2020).

In this challenging time, different organizations are mushrooming because of the accessibility of supporting innovation. One of the purposes of innovation that individuals are beginning to do is involving virtual entertainment as a device to showcase their business through online entertainment promoting systems. Web-based Entertainment Marketing or Marketing on Social Media assumes a significant part in business improvement, particularly in this advanced time. The motivation behind not a couple of individuals utilizing online entertainment is that it is straightforward to utilize, and the expense is modest (Dumitriu et al., 2019). It is no big surprise that numerous money managers are beginning to fabricate promoting techniques via web-based entertainment. This procedure is essential to construct since money managers need to comprehend the attributes of web-based entertainment and their relationship to the business being addressed.

Computerized marketing can promote exercises, including marketing, utilizing different online media (Saura, 2021). E-Marketing or advanced advertising is characterized as computerized innovation to accomplish showcasing objectives and endeavors to create or adjust the promoting idea itself, impart on a worldwide scale, and fundamentally impact how organizations work with clients (Ali et al, 2013). Advanced showcasing promotes utilizing the use of computerized innovation. One type of advanced showcasing utilizing electronic media or the web is web promoting (e-advertising). E-Marketing is a showcasing cycle that utilizes electronic correspondence innovation, particularly on the web. The computerized advertising technique can be significant in staying aware of advanced innovation improvements and creating plans to draw in buyers and direct them to electronic correspondence and routine correspondence (Adam et al., 2020).

As indicated by Kumar et al. (2015), maintenance can be accomplished by expanding information about purchasers like profiles, conduct, values, and dedication levels, then, at that point, coordinating designated interchanges and online administrations as per the necessities of every person. Computerized promoting is an advertising movement including marketing that utilizes different online media, for example, web journals, sites, email, Adwords, or informal communities. Automated exhibiting is achieved by drives in inventive upgrades with Web 2.0 joined with compact development, referred to in the book *Cracking Zone*. With adaptable advancement, each person has a web association and can get factual information in only one hand. The focal point of cutting-edge exhibiting is simplifying the association to reach clients by being accessible in the media with direct permission to clients.

This is a level approach. Both can show up when promoters and clients are on a comparative line, and purchaser steadfastness with organizations can be fulfilled because clients ought to be served on a level plane (Derham et al., 2011). They portray that cutting-edge displaying has the going with credits; 1) Efforts to increase business insight with subordinate development clients. 2) An electronic talk (instinctive development) permits information to clients (organizations, individuals) and the reverse way around. 3) Attempts to coordinate all business practices through the web for assessment, examination, and orchestrating purposes to find, attract and hold clients. 4) Attempts to extend the speed increment of exchanging work and items (specific), information, and considerations through the web. High-level advancement has affected how individuals "talk," bestow, act, and choose. We are in touch with various advancements going from the web to phones. This exhibits that the electronic world has transformed into our existence. Next are thoughts, principles, or guidelines that need exceptional thought for sponsors in advancing, checking, and selling practices in the automated world (Pollák & Markovič, 2021).

Clients at this point center around the substance acquainted by promoters all together with outline illogical contemplations that mean to influence customers' purchasing decisions (Febriyanto, 2016). This even philosophy is considered feasible for current monetary circumstances, where the spot of sponsors and purchasers is something almost identical. Both are practically the same to get information and exchange information with anyone, wherever, and in a comparative field. During this time, customers can get boundless information about what they need and pick various propositions from wherever to get things at the best expense. In this new wave time, publicists continuously need to think about advancing with a low spending plan and high-impact strategy. The power of this period enables sponsors not solely to get new clients, yet notwithstanding improve to hold old clients, especially anticipated ones. With Web 2.0, it is easier for people to convey their considerations through internet-based diversion. Various sponsors began to examine the universe of electronic diversion to attract and hold their clients, considering how the advancing media is helpful for associations with low monetary plans (Malesev & Cherry, 2021).

However, the impact is incredibly high. Online diversion applications are open from messaging to casual correspondence objections that offer clients the to collaborate, interface and talk with each other. These applications are standard with the essential target of coming to (draw) locally. In the business setting, people's responsibility can provoke benefit creation. Wardhana (2015), found that best-in-class advancing strategies affect up to 78% of the high ground of MSEs in displaying their things. The usage of modernized displaying partakes in a couple of advantages. Results can be estimated, for instance, the number of web page guests and the number of shoppers who make online buys; seven missions can be customized; 8. Ready to connect with or arrive at purchasers since correspondence happens straightforwardly and in two bearings, business entertainers assemble connections and cultivate buyer trust. Then again, computerized showcasing likewise has shortcomings, including 1) Contenders handily imitating them; 2) Can be abused by reckless gatherings; 3) Notoriety is not great when there is an adverse reaction; 4. Not every person utilizes web/advanced innovation (Gregori et al., 2015).

The internet marketing framework using online diversion is crucial because it can give data to MSME performers regarding the ways and stages in developing client networks involving virtual amusement in advancing their things to augment high ground for MSMEs themselves. Web usage has changed most of the thoughts of publicizing, which relied on the exhibiting mix involving thing, connection, spot, and headway. However, the continuous improvement is a development to the reason for advancing, to be explicit, the 4C technique containing client, cost, solace, and

correspondence. Associations ought to consider the costs of enlarging benefits and including the web and making customers pleasing because buyers can buy things just from home. Associations must cultivate two-way correspondence to approach great relationships with clients (Ritz et al., 2019).

Method

This research aims to identify marketing strategies for sick children services and products by maximizing social media networks in Indonesia (Abbott & McKinney, 2013). As we have seen together, marketing activities are essential in business activities. So this study tries to get extensive data to be studied in depth in order to get the strategy in question from several existing literature, including books on scientific reports in the form of communication journals and other sources that are closely related to the issue of marketing strategy for small business products by relying on media networks social (Kim et al., 2017). After collecting the data, the next effort is to examine it to get a digest that can provide answers to the problem of the study of coding data to collect data carefully and interpret it to get a valid digest answer (Pich et al., 2011). Our search was carried out with a computer system on literature sources by typing keywords that matched the problem. This research report was conducted in a qualitative descriptive design following the previous qualitative research design sample. This salary entirely relies on secondary data in the form of field findings from various expert points of view so that it can strengthen the findings of our study. These are the steps and implementation of the study, starting from the search formulation, data, and analysis, to reporting the findings (Turale, 2020).

Result and Discussion

Based on our investigation, we can summarize the instructions for building a Marketing Strategy on Social Media is essential. Every virtual entertainment has qualities, essentially addressing the accompanying; crowd type, size, and what sort of happiness is addressed. For our variety of things to take care of flawlessly on informal communication destinations, we want to construct a promoting procedure first, including:

Focus on one social media

There is much virtual entertainment available today; however, do not let this stop us at a different stage. We suggest selecting one virtual entertainment stage that fits the objective market (Appel et al., 2020). This procedure makes us more centralized and helpful for organizations with a limited scope with limited assets. If we run it ourselves, we will most likely not be able to handle various virtual entertainment directly. An exciting method of running a promotion methodology through web-based entertainment is to target only one web-based entertainment to advertise a business. The most important benefit of marketing through social media is an increase in the number of sales of the product. Marketing through social media makes it easier for us to find consumers and provide interesting information for potential customers. Thus, potential customers will be interested in buying the promoted MSME products (Faulds & Mangold, 2014). The media in question include YouTube, WhatsApp, Facebook, Instagram, Twitter, Line, LinkedIn, and Tik-Tok.

Fabricate credibility

Building trust for a business via virtual entertainment is not generally so muddled as one would naturally suspect. We do not just have a lot of supporters or devotees; we have to interface the business with the ideal individuals. The progression to begin this showcasing system can be begun by building brand mindfulness. Try to outwardly portray the brand character, like planning the presence of sites, websites, and web-based entertainment to suit our kind of business. If we cannot do it without anyone else's help, we can ask proficient architects for help to configure sites and sites to make them alluring (Di Domenico et al., 2021).

Zero in on target to build a relationship

The most well-known botch that business visionaries who are simply beginning with a virtual entertainment showcasing make is focusing on everybody. This is the most significant misstep; why? Since we can pick individuals who are the concentration and can utilize our administrations or business, do not bother focusing on individuals who

are not keen on the business since it will just waste energy—zero in on the shoppers we need to target. In online entertainment, it is vital to fabricate associations (Hackworth & Kunz, 2010). This methodology is not just for advertising yet additionally for building brand mindfulness. It is confident that on the off chance that we are dynamic in utilizing interpersonal organizations, later we can speak with many individuals, both from outside the city or even globally. In augmenting the business with the goal that it can develop via online entertainment, then, at that point, add and extend the connections. Like that, we are bound to meet potential financial backers keen on the business.

Counting time and money

Time is cash like this, we must be engaged and proficient in completing showcasing systems via online networking. Simple methods for keeping steady over the online entertainment objectives include; Outline our objectives, Write our objective, Make an arrangement to characterize methodology, goals, and strategies and Set cutoff times for reasonably feasible objectives. Assuming we feel that we are becoming derailed, look again at the arrangement we have made and return to the first arrangement (Dollwet, 2020).

Attractive conversation space and content

In addition to the fact that it assists with canning clients to get valuable data, online entertainment also assists us with having the option to discuss straightforwardly with clients. We can keep documentation of exceedingly practical exercises via online entertainment and attempt to fabricate content that welcomes remarks from supporters. A web-based entertainment advertising procedure should be compelling if it can adjust between arranged content and self-produced content. Making the substance requires more exertion, yet on the off chance it tends to be gotten along nicely, we can expand traffic to the web-based entertainment. Ensure that each piece of content has an essential directive for perusers, so they will tap the follow button. The attributes of a fascinating substance are that it can address inquiries from its perusers, take care of issues, and give advantages to the people who read it (Scott, 2015).

Use good and attractive images

The utilization of sexy pictures will want rapidly draw the consideration of clients. Pictures can be utilized while making an outline of the business and who are the individuals behind it. Aside from that, we can likewise utilize it to teach clients and make data simple to process for clients. If we have done the means above routinely and have come by critical outcomes, right now is an ideal opportunity for us to utilize another virtual entertainment stage. Be it Facebook, Twitter, or even Instagram (Chang et al., 2015). We suggest that we use Instagram first for independent ventures. Next, we can utilize; 1) Facebook: If we sell different items. 2) LinkedIn: For clients in the labor force or chiefs and; 3) Twitter: To draw in light of a legitimate concern for the younger age. Assuming we have previously settled on a virtual entertainment that we will utilize, we can advance the substance between the online entertainment we have picked.

Developing a marketing strategy

Easy, is it? Building an advertising procedure via web-based entertainment is challenging; however, anybody can get it done if we realize the stunts well. By differentiating the web-based promotion, we will grow the span of the business beyond what we can envision (Soegoto & Utomo, 2019, November). Marketing system in long-range informal communication. Indonesia is one of the agricultural nations with the most clients of long-range informal communication locales. It is unquestionable that interpersonal interaction, particularly web-based entertainment, is anything but an untouchable subject in Indonesian culture. Along these lines, it is not expected that informal communities are now utilized as an option for each entrepreneur to showcase their items or present their business. Different organizations are being created in this refined time, and organizations are mushrooming because of the accessibility of supporting innovation. One of the purposes of innovation is online entertainment promotion, which is a pattern (Constantinides, 2014).

To be sure, virtual entertainment showcasing is vital for business advancement, particularly in this computerized period. The justification for why many individuals utilize online entertainment more is that it is straightforward to utilize and minimal expense is the explanation numerous financial specialists deal with their business through virtual entertainment advertising. Web client measurements that should be known in 2016 in Indonesia are 132.7 million web clients, and something like once per month, 79% of them are dynamic via online entertainment (Armstrong et

al., 2016). It is genuinely astounding information, yet numerous online entertainment advertisers have surrendered due to them for the principal month or somewhere in the vicinity in light of current realities. Most surrender since they feel there is no good criticism that affects their business (Lo & Campos, 2018; Weber et al., 2006; Sharma et al., 2022; Sintani et al., 2021).

If we desire to do web-based entertainment advertising, we also need to design a procedure ahead of time. Right now, online entertainment showcasing is powerful to help promote techniques for a business or organization. Web-based entertainment is genuinely productive for showcasing, provided that virtual entertainment advertisers comprehend the attributes of online entertainment utilized corresponding to the business being addressed. Every online entertainment has qualities, basically addressing the accompanying; crowd type, size, and what sort of satisfaction is successfully addressed (Nobre & Silva, 2014). For the variety of things to attend to flawlessly on informal communication destinations through virtual entertainment advertising, we ought to initially fabricate a system that will be carried out while carrying on with work through online entertainment promotion.

Virtual networking promotion

Focus on One Social Media. There is a great deal of online entertainment accessible today. However, for advertising, do not utilize every social medium. Pick the right web-based entertainment as indicated by the objective market since there are a few contemplations about why we should zero in on one web-based entertainment. The issue of the assets we have is adequate and comprehended to run web-based entertainment showcasing. Assuming that we run it, we, in all probability, will not have the option to deal with numerous virtual entertainments on the double. So, a compelling method for running an advertising technique using online entertainment, above all else, centers around just a single web-based entertainment utilized for the promotion (Tiago & Verissimo, 2014).

These are online entertainment that we can use for business, including Facebook: Make sure to arrange geo-focusing on; Instagram: Great for private companies; Twitter: Can help audit discussions on Twitter which will positively give a decent comprehension. Assuming we have previously settled on an online entertainment that we will utilize, we can advance the substance between the web-based entertainment we have picked. By enhancing our internet showcasing, we will grow the range of the business beyond what we could envision. Assuming we have decided on one online entertainment that we believe is viable as an item showcasing place. Now is the right time to construct item believability. The initial step that should be possible is to attempt to fabricate brand mindfulness. At this stage, we should make sense of the personality of the item we are selling. Both as far as items, item uses, and whom we offer the item (Castronovo & Huang, 2012).

Focus on target and relationship

The most widely recognized botch that business visionaries who are simply beginning with an online entertainment advertising make are focusing on everybody. This is the greatest mix-up; we can pick individuals who truly become the concentration. Do not bother focusing on individuals who are not inspired by the item since it will just make us squander energy—zero in on the buyers we need to target. In the realm of virtual entertainment, it is vital to fabricate associations. It is evident that on the off chance that we are dynamic in utilizing informal organizations, later we can speak with many great individuals who come from abroad and even globally. In amplifying the business to develop via online entertainment, add and grow our connections. Like that, we are bound to meet potential financial backers keen on the business (Kijkasiwat et al., 2021; Gupta & Barua, 2016; Khurana et al., 2019).

Calculating time, money, and objective

As an entrepreneur, we realize time is cash. Assuming we intend to involve a procedure in virtual entertainment advertising to maintain our business most productively, consistently FOCUS on dealing with the business is quite possibly the main thing (Uitz, 2012). Simple methods for keeping steady over the online entertainment objectives include; Outline the objectives; Writing the objective; Make an arrangement to characterize procedure, targets, and strategies. Assuming we feel that we have become derailed while arriving at our objectives, we can take a gander at the plans we have made and return to the first arrangement. We can utilize Facebook Ads by setting the spending plan whenever we begin to create again. We can keep on keeping the financial plan, and the promotions are as yet working. Utilizing the web-based entertainment showcasing system is highly compelling with the progress of the web-based business that we will construct. Since from one perspective, online entertainment for business is viewed

as extremely powerful. So, the thing would we say we are sitting tight for? Promptly carry on with work internet utilizing online entertainment by building the right system (Jobs & Gilfoil, 2014).

Augment social media marketing strategy

Many web-based entertainment clients give today's benefits to business entertainers. We can showcase our business items/benefits more proficiently, effectively, and inexpensively through the available virtual entertainment stages. As indicated by Hootsuite's examination report "Computerized Around the World 2019", out of 268.2 million Indonesians, it was uncovered that 150 million individuals had utilized web-based entertainment. Web-based entertainment clients in Indonesia are overwhelmed by recent college grads (Dwivedi et al., 2021). This information shows that showcasing exercises through web-based entertainment is among numerous business visionaries. Other than being functional, one more benefit of advertising via web-based entertainment is that item promoting can be sorted out effectively, so items/administrations are all the more immediately perceived/bought by arriving at expected customers as per targets. Obviously, in the computerized time, virtual entertainment promotion is utilized as a medium to make progress in expanding the web deals in different online businesses and disconnected deals. As a business person, along these lines, we should have the option to have a computerized advertising system and be great at picking the right web-based entertainment stage for our limited time stall (Heldman et al., 2013). To make our deals sell, Cermati.com surveys a down-to-earth and productive web-based entertainment showcasing procedure for us to attempt.

Make live video content

Live happy or live transmissions are becoming famous and perhaps the best advertising system and leaned toward by all online entertainment clients. For those who have never made live video content, right now is an ideal opportunity to begin attempting this strategy (Tuten & Solomon, 2017). The key is to put stock in ours, do not be modest; the substance we must make is pertinent to business. Begin straightforwardly; first, figure out what item we will use as a topic for live video content via virtual entertainment for the product. Then, at that point, make a sort of straightforward aide, for example, deciding how long the visit will require, whether there will be an item audit or some unpacking of the item, to other significant things that should be educated the supporters or expected clients. For amateurs with few business devotees, ensure we must be intellectually arranged. There is a compelling reason should be miserable if, by some stroke of good luck, a modest bunch of individuals is watching (He et al., 2013). Keep in mind, unwind, and decide while making limited-time content for live transmissions on online entertainment. Do it continuously, or we can likewise work with others who have many devotees to make live video content.

Influencer services and visual content

In computerized showcasing, powerhouse promoting is undoubtedly not another technique. Forces to be reckoned with are well-known figures or figures with numerous devotees via online entertainment (Sammis et al., 2015). This causes them to impact locally significantly or on individuals who utilize web-based entertainment. These forces to be reckoned with can emerge out of different fields, ages, and different skills. To spread the word about deals, something else for some individuals, utilize the administrations of forces to be reckoned with to showcase experts. The utilization of visual substance via web-based entertainment is compelling in showcasing item/business brands. Make satisfied with visual data handily perceived and recalled by expected clients and clients. To investigate what sort of visual substance is preferred by shoppers. Ensure all the visual substance posted via web-based entertainment is an excellent quality to collaborate and increase the number of adherents (Femenia-Serra & Gretzel, 2020).

Make personalized content

Customize the content in a business/business web-based entertainment promoting system. This technique is powerful in drawing in potential clients when they see notices and advancements until they, at last, choose to purchase the item. Make a substance plan that has been customized to item research (Kee & Yazdanifard, 2015). Then, at that point, foster an advertising procedure by applying the idea of content personalization. Utilize the aftereffects of examination to boost substance as per the ongoing piece of the pie. To improve work and smooth out business showcasing exercises, exploit menial helpers. Many advertising devices can simplify us to sell and serve potential clients rapidly and proficiently. First, do an examination to track down the right and proper remote helper

administrations to serve deals on web-based entertainment. Then do a survey as well, so we can see if the menial helper benefits that have been done have been compelling or not in serving different inquiries from likely clients (Ho et al., 2020).

Continue To make strategy improvements by doing internet marketing through web-based entertainment can be a possibility for those who need to increment marketing projections. We should initially figure out the essentials of selling via web-based entertainment. Keep working on methodology and attempt new things to track down promoting strategies that suit business. Gradually, when we have carried out all the advertising strategies via web-based entertainment, we offset it by working on the nature of items/benefits to accompany the most extreme benefit (Järvinen, & Taiminen, 2016).

Conclusion

They finally arrived after a series of studies of scientific research evidence to obtain answers to studies that aim to identify marketing strategies for small business products by relying on and using social media in Indonesia. By summarizing various sources and reviewing them with others, we have finally obtained scientific evidence that is a valid answer to this study. These findings include that when they were small, such as MSMEs, they had to market their products and services according to what we studied, and the use of social networking was high-speed. The reason is that the MSME movers can market or promote their products by focusing on social media. This is because social media has become the focus of many people, not only for friendship but also for finding the needs they want. Another reason is that social media is where people build a relationship, which they say is lost. People can be anywhere but are not connected to social media.

So to be connected properly, of course, those who order promotions on social media must be able to design their advertisements with lively and binding content with certain attractions and appeals. With such a strategy, it is believed that MSME drivers can market by developing their product marketing well. This virtual promotion can reach layers of potential consumers with a target market not limited to one marketing segment. So this reason is right where this MSME marketing strategy must have calculations. The targets to be achieved can be achieved by attracting as many buyers as possible, for example, by buying exciting video content and making it visually possible so that the content ordered is excellent and can reach the layers of prospective buyers so that the MKM drivers have no difficulty in getting their potential customers. This summarizes the results of identifying and identifying MSME product marketing strategies through social media networks in the country. we realize that this finding certainly has advantages and disadvantages, namely by giving and improvising strategies so that later we will be able to improve these findings so that the following presentation will be a handy thing.

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