

The Role of Social Media Communication in Supporting Digital Entrepreneurship and MSME Development

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Abstract:

This article aims to examine Social Media. The development of digital technology has changed the way businesses conduct business activities, particularly in the areas of marketing and communication with consumers. Social media has become one of the most widely utilized tools because it can reach a wide market at a relatively low cost. Platforms such as Instagram, TikTok, Facebook, and WhatsApp Business are used not only as promotional media but also as a means to build brand image, increase interaction with customers, and expand marketing networks. This study aims to examine the use of social media as a means of entrepreneurship in the digital era through a literature study approach. The method used is a descriptive literature study by collecting and analyzing various journals, books, and relevant research results on social media, digital marketing, and entrepreneurship. The results of the study indicate that social media plays a significant role in increasing product visibility, expanding market reach, building consumer trust, and increasing the competitiveness of MSMEs. Furthermore, the successful use of social media is greatly influenced by the quality of content, consistency of account management, and the ability of entrepreneurs to understand the characteristics of each digital platform. However, various challenges remain, such as low digital literacy and high competition in the digital space. Therefore, entrepreneurs need to improve their digital capabilities and implement appropriate marketing strategies to optimally utilize social media. With good management, social media can be a strategic tool to support business growth and sustainability in the digital era.

Keywords: Social media, digital entrepreneurship, MSMEs, digitalmarketing, content strategy.

Introduction

The increasingly rapid development of information and communication technology has brought about major changes in various aspects of human life, including economics and entrepreneurship. The digital transformation that has

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occurred in several The past decade has transformed the way people interact, obtain information, and conduct business activities. The increasingly accessible internet has made marketing and business transactions less reliant on conventional methods. Businesses can now leverage various digital platforms to introduce products, reach consumers, and build closer relationships with them. This has made digital technology a crucial factor influencing the development of the modern business world. One of the most influential technological developments affecting entrepreneurial activity is social media. Social media is an internet-based platform that allows users to create, share, and exchange information in various forms, such as text, images, videos, and live broadcasts. Platforms like Instagram, TikTok, Facebook, WhatsApp Business, and YouTube have evolved into communication tools used not only for personal needs but also for marketing and business development.

Through social media, businesses can interact directly with consumers without the constraints of distance and time, making the promotion process more effective and efficient. In the context of entrepreneurship, social media offers significant opportunities for businesses, particularly Micro, Small, and Medium Enterprises (MSMEs). One of the main obstacles faced by MSMEs has been limited capital for extensive promotion. Advertising costs through print, radio, or television are often considered too high for most small businesses. The advent of social media offers a cheaper, even free, alternative way to introduce products to the public. With just a smartphone and internet access, businesses can create a business account, upload product content, and communicate directly with potential customers. The use of social media in business activities is also increasing along with changes in consumer behavior. Modern society tends to search for product information online before making a purchase. Consumers not only assess product quality but also pay attention to user reviews, product visuals, and interactions between sellers and customers. Therefore, social media presence is crucial as a means of building trust and brand image. Businesses that are able to present interesting and informative content have a greater chance of getting consumers' attention compared to businesses that are not active on social media. Social media functions not only as a promotional tool but also as a means to build brand identity or branding. Through consistent and engaging content, businesses can create a positive image for the products and services they offer. Instagram, for example, allows businesses to showcase high-quality product photos and videos

thus attracting consumer interest. Meanwhile, TikTok offers businesses the opportunity to create creative content in the form of short videos that can reach a wider audience.

The characteristics of each platform make social media a highly flexible marketing tool that can be tailored to business needs. Maharani's (2023) research shows that the use of Instagram as a marketing medium for the Kripik Bujangan MSME received an excellent rating with an average of 87.85% and increased content reach by 66.1%. These results demonstrate that highquality content can positively impact product visibility and audience engagement. Furthermore, Rahmatillah and Saefulloh's (2022) research found that marketing content on TikTok positively impacts consumer engagement, brand trust, and purchase intention. These findings demonstrate that social media plays a strategic role in influencing consumer behavior while increasing product sales opportunities.

In addition to supporting marketing activities, social media also provides benefits in the communication process between businesses and customers. Through comments, direct messages, and social media-based customer service, businesses can provide information quickly and responsively. Good communication with customers can increase consumer satisfaction and strengthen brand loyalty. In an increasingly competitive business world, the ability to maintain customer relationships is a critical factor in determining long-term business success. However, not all MSMEs are able to utilize social media optimally. Many businesses still face various obstacles, such as a lack of digital skills, limited knowledge of digital marketing strategies, and poor consistency in managing social media accounts.

Through comments, direct messages, and social media-based customer service, businesses can provide information quickly and responsively. Good communication with customers can increase consumer satisfaction and strengthen brand loyalty. In an increasingly competitive business world, the ability to maintain customer relationships is a critical factor in determining long-term business success. However, not all MSMEs are able to utilize social media optimally. Many businesses still face various obstacles, such as a lack of digital skills, limited knowledge of digital marketing strategies, and poor consistency in managing social

media accounts. Some businesses also still mix personal and business accounts, which diminishes the professionalism of their businesses. Furthermore, much promotional content is not designed attractively, making it less likely to attract audience attention.

This situation demonstrates that the success of social media utilization depends not only on the existence of digital platforms, but also on the ability of businesses to manage them effectively. thus attracting consumer interest. Meanwhile, TikTok offers businesses the opportunity to create creative content in the form of short videos that can reach a wider audience. The characteristics of each platform make social media a highly flexible marketing tool that can be tailored to business needs. Maharani's (2023) research shows that the use of Instagram as a marketing medium for the Kripik Bujangan MSME received an excellent rating with an average of 87.85% and increased content reach by 66.1%. These results demonstrate that highquality content can positively impact product visibility and audience engagement. Furthermore, Rahmatillah and Saefulloh's (2022) research found that marketing content on TikTok positively impacts consumer engagement, brand trust, and purchase intention. These findings demonstrate that social media plays a strategic role in influencing consumer behavior while increasing product sales opportunities.

Digital marketing mentoring for MSMEs shows that creating professional business accounts, creating structured content, and using persuasive promotional language can increase orders and expand market reach. Therefore, social media should be viewed as part of a business strategy that must be managed seriously and sustainably. Based on these various phenomena and research findings, it is clear that social media plays a crucial role in supporting entrepreneurial activities in the digital era. Social media serves not only as a promotional tool but also as a communication medium, building brand image, increasing customer trust, and developing business competitiveness. Therefore, studying the use of social media as an entrepreneurial tool is important to provide a more comprehensive understanding of the benefits, opportunities, and strategies for its use for business actors, especially MSMEs. This article aims to examine various forms of social media utilization in entrepreneurial activities based on the results of current research and literature to provide an overview. regarding the role of social media in supporting business development in the digital era.

Method

This article employs a library research method with a qualitative descriptive approach. This method was chosen because the research focuses on collecting, reviewing, and analyzing various scientific sources related to the use of social media as a means of entrepreneurship in the digital era. The data used in this study comes from various relevant literature, such as articles from accredited national journals, seminar proceedings, books, and previous research on social media, digital marketing, MSMEs, and digital entrepreneurship. Through this approach, researchers seek to gain a comprehensive understanding of the role of social media in supporting business activities and business development in the era of digital transformation. According to Sugiyono (2022), qualitative research is a research method used to understand social phenomena in depth through the analysis of various information obtained from relevant data sources. Meanwhile, Zed (2018) explains that a literature review is a series of activities related to library data collection methods, reading, recording, and processing research materials obtained from various written sources. Based on this opinion, the literature review method is considered appropriate because this research does not involve direct field data collection, but rather analyzes various previously Published research results to find patterns, concepts, and findings related to the research topic. The first stage in this research is problem identification and determining the focus of the study. The researcher determined the research focus on the use of social media as a means of entrepreneurship in the digital era, particularly in the context of developing micro, small, and medium enterprises (MSMEs). This focus was chosen because social media is currently an important instrument in marketing activities, business communications, and developing customer relationships. Furthermore, the development of digital technology has driven changes in consumer behavior and business patterns, requiring entrepreneurs to adapt to the digital environment. The next stage is data source collection. Research data was obtained by searching various scientific publications related to the research topic. A literature search was conducted using keywords such as social media, digital entrepreneurship, digital marketing, MSMEs, entrepreneurship, content marketing, and social media marketing. These sources were selected based on the relevance of the topic, publication quality, and research recency.

The literature used was primarily derived from research published within the last five years to ensure the information obtained is up-to-date with current technological developments and digital marketing trends. In the data selection process, researchers applied several criteria. First, the sources must directly discuss the use of social media in business or entrepreneurial activities. Second, the sources must come from highly credible scientific journals, proceedings, or academic books. Third, the selected research must contain empirical findings or conceptual studies relevant to the research focus. Through this selection process, a number of references were obtained, which were then analyzed in depth to find the information most relevant to the research objectives. The data analysis technique used was content analysis. Content analysis was conducted by reading all collected sources, identifying important information, and analyzing the data.

Grouping data based on specific themes, then drawing conclusions from the patterns found. According to Krippendorff (2018), content analysis is a research technique used to generate valid and replicable inferences from data based on the context of its use. In this study, content analysis was used to identify the various functions of social media in entrepreneurship, strategies for its utilization, the benefits obtained by business actors, and the challenges faced in its implementation. The collected data were then classified into several discussion categories, namely: (1) social media as a means of product promotion, (2) social media as a medium for communication with customers, (3) the role of digital content in increasing consumer engagement, (4) the influence of social media on increasing sales and business competitiveness, and (5) challenges in utilizing social media in business development. The purpose of grouping the data is to facilitate the interpretation process and assist researchers in compiling the discussion systematically and structured. To maintain data validity, this study uses source triangulation techniques by comparing the results of various studies discussing similar topics. The findings obtained from one study are compared with the results of other studies so that similarities and differences in emerging views can be identified. Through this process, researchers were able to obtain a more objective picture of the use of social media as an entrepreneurial tool. Furthermore, the use of various credible reference sources also helped improve the accuracy and reliability of the research results.

Next, the analysis results were presented descriptively, explaining various findings obtained from the reviewed literature. The presentation was carried out in the form of a narrative description supported by data and previous research results. The descriptive approach was chosen because it is able to provide a clear picture of the phenomenon being studied without manipulating the research variables. This approach allows readers to understand more deeply how social media is utilized by business actors in carrying out entrepreneurial activities in the digital era. Through a literature review method with a qualitative descriptive approach, this research is expected to provide a comprehensive picture of the role of social media in supporting the development of modern entrepreneurship. Furthermore, the research results are also expected to serve as a reference for MSMEs, academics, and other researchers interested in developing studies on digital entrepreneurship and social media-based marketing in the future. Thus, this research not only contributes to the development of science but also provides practical benefits for the business world that continues to evolve amidst advances in digital technology.

Results and discussion

Results

The Role of Social Media as a Means of Business Promotion

The study results show that social media plays a crucial role in supporting business promotion activities, especially for MSMEs with limited marketing capital. Platforms like Instagram, TikTok, and Facebook allow businesses to introduce their products to the public at a relatively low cost. Compared to conventional promotional media, businesses can reach a wider audience through photo and video uploads, live broadcasts, and digital advertising, without being limited by geographic location. Maharani's (2023) research shows that the use of Instagram by the Kripik Bujangan MSME received an excellent rating with an average of 87.85% and increased content reach by up to 66.1%. These findings demonstrate that social media can be an effective promotional tool when managed consistently and using the right content strategy. Besides increasing product visibility, social media also helps businesses build a stronger brand identity in the eyes of consumers.

The Influence of Social Media on Consumer Engagement

Besides being a promotional tool, social media also functions as a communication medium that can increase consumer engagement. Interactions that occur through comments, direct messages, live broadcast features, and responses to customer posts enable closer relationships between businesses and consumers. Research by Rahmatillah and Saefulloh (2022) found that marketing content on TikTok positively influences consumer engagement, brand trust, and purchase intention. Consumers tend to be more attracted to content that is informative, creative, and easy to understand. Short videos showcasing product usage, customer reviews, or product-related education have been shown to increase audience attention and encourage them to make a purchase. These findings indicate that the success of digital marketing is determined not only by the number of posts, but also by the quality of interactions built with consumers. The higher the level of consumer engagement, the greater the chance of a product becoming known and trusted by the public.

Content Strategy in Increasing Marketing Effectiveness

The study also shows that content strategy is a crucial factor in the successful use of social media. Content that is engaging, informative, and relevant to consumer needs has a greater chance of attracting attention and being shared by social media users. Research by Nurfitri, Munambar, and Sadiyah (2025) shows that the effectiveness of advertising through TikTok for the Jamu Mitra Sehat MSME achieved an EPIC Rate of 4.13, which is categorized as effective. These results demonstrate that creative messaging can increase promotional appeal and strengthen product image. In practice, business owners can utilize various forms of content, such as high-quality product photos, video tutorials, customer testimonials, and educational content that provides added value to the audience. This strategy helps build customer trust while increasing the chances of transactions occurring.

The Impact of Social Media on MSME Development

The use of social media also has a positive impact on the development of small and medium-sized businesses. Social media helps businesses expand their

market reach, increase sales, and strengthen their competitiveness amidst increasingly fierce competition. Suharyo (2024) explains that digital marketing assistance through the use of Instagram and Facebook can increase the number of orders and expand the marketing of MSME products. Furthermore, social media helps businesses understand market needs through direct consumer feedback and input. The easy access to information available on social media also allows businesses to more quickly follow market trends. Thus, social media functions not only as a promotional tool but also as a market research tool that helps businesses make more informed business decisions.

Opportunities and Challenges of Utilizing Social Media

Despite its numerous benefits, utilizing social media also faces a number of challenges. Not all business owners possess the digital skills to professionally manage their accounts. Furthermore, increasing competition forces businesses to continuously innovate in creating engaging content. On the other hand, social media offers significant opportunities for businesses to grow their businesses at relatively low cost. By utilizing the right digital marketing strategies, businesses can increase product visibility, expand their market, and build long-term relationships with customers. Therefore, the ability to manage social media effectively is a crucial competency for entrepreneurs in the digital age.

Table 1. Summary of Social Media Utilization in Digital Entrepreneurship

Platforms/media	The main function in business	Important findings
Instagram	Building brand image, product catalog and visual reach	The Instagram content of the Kripik Bujangan MSME was rated very well, with content reach increasing by 66.1% (Maharani 2023).
Tiktok	Fast promotion, product education, reviews, and soft-selling	TikTok marketing content has a positive impact on consumer engagement, brand trust, and purchase intent (Rahmatillah & Saefulloh 2022).

Facebook/Instagram	Expands Markets and Builds Communication with Customers:	The use of Facebook and Instagram by MSMEs can expand marketing reach and increase orders (Suharyo 2024).
Social media in general	Social media in general improves digital entrepreneurial competency.	Digital skills and IT understanding foster entrepreneurial competency (Achmad et al. 2025).

Discussion

Social Media as a Primary Instrument for Digital Entrepreneurship The research results show that social media has developed from being just a means of communication to an important instrument in entrepreneurial activities. The advancement of digital technology allows businesses to leverage various social media platforms to promote products, build brand identity, and connect with consumers. This aligns with Achmad et al.'s (2025) opinion, which states that digital competence is a crucial factor in supporting entrepreneurial success in the Society 5.0 era. Utilizing social media offers advantages not available with conventional marketing methods. While previously costly promotions through print, radio, or television media were necessary, businesses can now reach thousands, even millions, of users through a single content post. This ease of access provides MSMEs with an equal opportunity to compete with companies with larger capital. Therefore, social media can be seen as a tool capable of democratizing marketing, where every business owner has an equal opportunity to introduce their products to the public. Furthermore, social media also supports two-way communication between businesses and consumers. Interactions through comments, direct messages, and live broadcasts allow businesses to quickly obtain feedback. Thus, social media serves not only as a promotional tool but also as a means of building long-term relationships with customers, ultimately increasing consumer loyalty to a product or brand.

The Importance of Content Strategy in Attracting

Consumers Based on research, the success of social media marketing is greatly influenced by the quality and strategy of the content used. Content that is engaging, informative, and relevant to consumer needs has a greater chance of capturing audience attention. Maharani's (2023) findings show that high- quality Instagram content can significantly increase audience reach. This proves that promotional success is determined not only by the existence of a social media account, but also by the entrepreneur's ability to manage its content. In digital marketing, content serves as a means of conveying information as well as a persuasive tool that can influence decisions.

Therefore, business owners need to understand the characteristics of the platforms they use. Instagram is more effective for showcasing attractive product visuals, while TikTok is better suited for creative and interactive short video content. Selecting the right content format will help increase consumer engagement and increase the chances of a transaction. Research by Rahmatillah and Saefulloh (2022) also shows that engaging marketing content can increase brand trust and consumer purchase intention. In other words, a good content strategy not only serves to attract attention but also builds consumer confidence in the quality of the product being offered. Therefore, consistency in creating and uploading content is a crucial factor in social media-based marketing.

The Impact of Social Media on the Competitiveness of MSMEs

Social media makes a significant contribution to increasing the competitiveness of MSMEs in the digital era. The presence of digital platforms allows businesses to expand their market without having to open branches in various regions. Products marketed through social media can be recognized by consumers from various regions, even internationally. This situation provides greater opportunities for MSMEs to grow and increase business revenue. In addition to expanding market reach, social media also helps MSMEs understand consumer needs and preferences. Interaction data Social media can be optimally utilized as a means of business development and increasing competitiveness in the digital era. This article differs from the research conducted by Prihatma and

Nurhayani (2024), Maharani (2023), Rahmatillah and Saefulloh (2022), and Suharyo (2024), both in terms of the focus of the study and the scope of the discussion. Prihatma and Nurhayani's (2024) research focused on the influence of the digital era on entrepreneurial behavior through social media in MSMEs. Meanwhile, Maharani's (2023) research focused more on analyzing the effectiveness of Instagram marketing content on the Kripik Bujangan MSME.

Rahmatillah and Saefulloh's (2022) research examined the influence of TikTok marketing content on consumer engagement, brand trust, and purchase intention, while Suharyo (2024) focused more on the use of advertising language and digital marketing to improve MSME marketing. Unlike these studies, this article discusses the broader use of social media as a means of entrepreneurship in the digital era by integrating various social media platforms such as Instagram, TikTok, Facebook, and WhatsApp Business to support business development. This article shares similarities with previous research in that both place social media as a crucial factor in business development and increasing the competitiveness of MSMEs. Maharani's (2023) research shows that Instagram can increase marketing reach and strengthen brand image. These results align with this study, which found that social media serves as an effective promotional tool and can expand the market. Similarly, research by Rahmatillah and Saefulloh (2022) states that digital content influences consumer engagement and purchase intention. This study also shows that content quality is a key factor in digital marketing success. Furthermore, research by Suharyo (2024) and this study both emphasize the importance of professional business account management, the use of appropriate promotional language, and consistency in creating marketing content.

The novelty of this article lies in its discussion, which goes beyond focusing on a single social media platform and instead examines social media as a digital ecosystem that supports the entire entrepreneurial process. This article explores not only the function of social media as a promotional tool but also as a means of building relationships with customers, increasing consumer trust, strengthening brand identity, conducting simple market research, and enhancing business competitiveness. Thus, this article provides a more comprehensive overview of how social media can be strategically utilized by entrepreneurs to address business

challenges and opportunities in the digital era. These findings indicate that the success of digital entrepreneurship is not only determined by the use of technology, but also by the ability of business actors to manage marketing strategies, communications, and business innovation sustainably.

Conclusion

Based on the results of the literature review, it can be concluded that social media is a technological innovation that has had a significant impact on the development of entrepreneurship in the digital era. The presence of various social media platforms such as Instagram, TikTok, Facebook, and WhatsApp Business has changed the way entrepreneurs market their products, build relationships with customers, and expand their businesses.

Social media is no longer just a tool. Social media initially functions as a means of communication and entertainment, but has evolved into a crucial tool in marketing and business development, particularly for Micro, Small, and Medium Enterprises (MSMEs). Research shows that utilizing social media can help businesses increase product visibility, expand market reach, and create more effective communication with consumers. Through various available features, businesses can introduce products in a more engaging and interactive manner, thereby increasing the attention and interest of potential customers. Furthermore, social media allows businesses to obtain direct feedback from consumers, which can be used as evaluation material to improve the quality of products and services provided. This study also found that the success of social media use is greatly influenced by the content strategy implemented. Creative, informative, consistent, and audience-focused content has proven to be more effective in increasing consumer engagement, building brand trust, and driving purchasing decisions.

Therefore, the ability to create and manage digital content is a crucial competency for businesses facing increasingly competitive business environments. Despite its numerous benefits, utilizing social media also presents a number of challenges. Not all businesses possess adequate digital skills to manage business accounts professionally. Furthermore, intense competition in the digital space

requires businesses to continuously innovate and keep up with rapidly changing trends. Another equally important challenge is maintaining consumer trust through the delivery of honest information, responsive service, and product quality consistent with promotions. Overall, social media has become a crucial factor in supporting business growth and sustainability in the digital era. Proper use of social media can help businesses increase competitiveness, expand marketing networks, and build stronger relationships with customers. Therefore, MSMEs need to continuously improve their digital literacy, understand the characteristics of each social media platform, and implement innovative marketing strategies to optimally capitalize on available opportunities. With good and sustainable management, social media is not only a promotional tool, but also a strategic tool in building and developing a business that is able to survive and thrive amidst the ever-changing dynamics of the digital economy.

Suggestions

Based on the results of the study that has been conducted, there are several suggestions that can be given to various parties, especially business actors and MSMEs, so that the use of social media as a means of entrepreneurship can run more optimally. First, business owners need to improve their digital skills and literacy to effectively utilize various social media features. The ability to create engaging content, understand platform algorithms, and manage customer communications are essential skills that must be continuously developed to face increasingly fierce digital business competition.

Second, business owners are advised to develop a planned and sustainable digital marketing strategy. Using social media isn't just about uploading product photos or videos; it must also be accompanied by comprehensive content planning. Consistency, the use of engaging promotional language, and tailoring content types to the characteristics of the target market. Consistency in managing business accounts can help increase consumer trust and strengthen brand image amidst increasingly competitive markets. Third, MSMEs need to utilize various social media platforms according to their respective functions and strengths. Instagram can be used to showcase attractive product visuals, TikTok to create creative and interactive content that can reach a wider audience, while Facebook and WhatsApp Business can be leveraged to strengthen communication and customer service.

Selecting the right platform will help increase promotional effectiveness and maximize digital marketing results.

Fourth, the government, educational institutions, and various related agencies are expected to provide training, mentoring, and education on digital entrepreneurship to the public, especially MSMEs. Capacity-building programs in digital marketing, content creation, online business management, and information technology utilization will help businesses adapt to the digital era and increase their competitiveness. Fifth, future researchers are advised to conduct more in-depth research using quantitative, qualitative, or mixed methods methods to obtain more comprehensive data on the influence of social media on business development.

Future research could also discuss the comparative effectiveness of various social media platforms or examine other factors influencing the success of digital entrepreneurship in Indonesia. By implementing these recommendations, it is hoped that social media will not only be used as a promotional tool but also as a strategic tool capable of supporting business growth, increasing competitiveness, expanding market opportunities, and creating business sustainability in the ever-evolving digital era. Social media must be utilized professionally, creatively, and oriented toward consumer needs to provide maximum benefits for entrepreneurial development and the community's economy.

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