

# Recent Trends in Social Media Marketing Strategy

<sup>1</sup>Wayan Sri Maitri, <sup>2</sup>Suherlan Suherlan, <sup>3</sup>Riyan Dwi Yulian Prakosos, <sup>4</sup>Agus Dedi Subagja, <sup>5</sup>Abu Muna Almaududi Ausat

<sup>1</sup>Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Pendidikan Nasional, Indonesia

<sup>2</sup>Program Studi Administrasi Publik, Fakultas Ilmu Administrasi, Universitas Subang, Indonesia

<sup>3</sup>Program Studi Bisnis Digital, Fakultas Bisnis Digital, Institut Teknologi dan Bisnis Muhammadiyah Purbalingga, Indonesia

<sup>4,5</sup>Program Studi Administrasi Bisnis, Fakultas Ilmu Administrasi, Universitas Subang, Indonesia

<sup>1</sup>[irimaitri@undiknas.ac.id](mailto:irimaitri@undiknas.ac.id), <sup>2</sup>[suherlanfia@gmail.com](mailto:suherlanfia@gmail.com), <sup>3</sup>[riyandwwi@itbmp.ac.id](mailto:riyandwwi@itbmp.ac.id),  
<sup>4</sup>[adsubagja@unsub.ac.id](mailto:adsubagja@unsub.ac.id), <sup>5</sup>[abumuna742@gmail.com](mailto:abumuna742@gmail.com)

## ABSTRACT

The development of technology and the internet has changed the way companies interact with their consumers. Social media marketing has become one of the increasingly important aspects of a company's marketing strategy. This study aims to analyse the current trends in social media marketing strategies. The focus of this study is primarily qualitative. Methods for gathering data include paying close attention to detail while viewing and recording data, and then using analytical techniques such as data reduction, visualisation, and inference to draw conclusions. The study arrived at the conclusion that current trends in social media marketing strategies include the use of video content, collaboration with influencers, the use of stories, the use of AR and VR technologies, content personalisation, UGC, audience engagement and responsiveness, the use of data and analytics, data management and privacy, and the ability to adapt to changing trends and user behaviour. Effective social media marketing strategies capitalise on these trends to expand reach, increase brand awareness and build strong relationships with audiences.

**Keyword:** Marketing Strategy, Social Media, Qualitative

## INTRODUCTION

The advent of technology and the internet has brought about a transformation in the manner in which corporations engage with their clientele (Harahap, Kraugusteeliana, et al., 2023). The utilization of social media marketing has emerged as a crucial component of a firm's marketing tactics (Tarigan et al., 2023). The proliferation of social media platforms, including Facebook, Instagram, Twitter, and LinkedIn, has resulted in a surge in the number of active users. This presents companies with a vast pool of potential customers, spanning across the globe.

Contemporary marketing endeavors are increasingly shifting from conventional methods such as print, television, and radio advertising to promotional tactics utilizing social media platforms (Subagja et al., 2022). Social media marketing presents a distinctive prospect to engage in direct communication with customers, enhance brand recognition, augment customer loyalty, and elevate sales (Sutrisno, Ausat, et al., 2023). Similar to trends observed in other domains of marketing, social media marketing strategies are subject to continuous evolution. Contemporary

tendencies have an impact on the manner in which corporations utilize social media platforms to attain their marketing objectives (Ferine et al., 2023).

Influencer marketing has emerged as a noteworthy trend in recent times. The practice of influencer marketing entails partnering with prominent personalities on social media channels who possess a substantial and impactful audience (Harini et al., 2023). By engaging in partnerships with influencers, corporations can expand their reach and establish credibility for their brand (Ibáñez-Sánchez et al., 2022). Furthermore, alterations in social media platform algorithms have an impact on social media marketing tactics. It is imperative for companies to remain updated with the latest developments in order to optimize their content's discoverability by users and avoid being impacted by the dynamic algorithms.

Furthermore, the utilization of video content in the realm of social media marketing is experiencing an increase in prevalence (Dwivedi et al., 2021). Visual media possesses a significant allure and has the capacity to engross viewers' focus more efficiently than textual material. In the current social media marketing landscape, companies must possess the capability to generate compelling and pertinent video content to maintain their competitiveness.

In addition, it is imperative for corporations to comprehend user patterns and behaviors regarding the utilization of social media channels. The utilization of Instagram stories or live features on other platforms has been on the rise, enabling corporations to engage with their audience in real-time.

The objective of this study is to examine prevailing patterns in strategies for marketing on social media within the given context. Through comprehension of these patterns, corporations can enhance their marketing endeavors and leverage the complete capabilities of social media platforms to attain their commercial objectives.

## LITERATURE REVIEW

### Marketing Strategy

The term "marketing strategy" pertains to the strategic plan formulated by a business entity to advertise their merchandise or services, establish brand recognition, and attain predetermined marketing objectives (Ausat et al., 2023). The practice encompasses a range of strategies and methodologies employed to sway consumer actions, augment revenue, and broaden the organization's market presence. The development of a marketing strategy entails a meticulous evaluation of the market, a comprehensive comprehension of the intended audience, and the establishment of unambiguous objectives (Suriansyah & Aslamiah, 2015). When devising a marketing plan, organizations must take into account a range of factors, including but not limited to market trends, competitors, product benefits, and the demands and inclinations of consumers. Several crucial elements of a marketing strategy comprise:

1. **Market Segments:** Identify groups of consumers who have similar needs, preferences, and characteristics. By understanding market segments, companies can tailor marketing messages and tactics to reach target audiences more effectively.
2. **Brand Positioning:** Determining unique ways to differentiate the company's products or services from competitors in the market. A strong brand position helps create positive perceptions in the minds of consumers and builds customer loyalty.
3. **Goal Setting:** Set specific, measurable, achievable, relevant, and time-bound (SMART) objectives to be achieved through the marketing strategy. These objectives can range from increasing sales, market share growth, to increasing brand awareness.
4. **Marketing Tactics:** Determines the concrete actions that will be taken to achieve the marketing objectives. These include selection of distribution channels, use of traditional or digital advertising, pricing strategies, sales promotions, direct marketing activities, and social media marketing efforts.
5. **Evaluation and Measurement:** Conduct regular analyses of the results of the marketing strategy to evaluate its success. This involves collecting relevant data and information, including sales, brand awareness, customer satisfaction levels, and the influence of the marketing strategy on the company's business results.

A proficient marketing approach facilitates organizations in acquiring a competitive edge, fostering robust customer relationships, and attaining enduring business objectives. Sustained monitoring and adaptation of marketing strategies in response to evolving market trends and consumer demands is a crucial imperative for companies.

### Social Media

Social media pertains to digital platforms that enable individuals to engage, exchange information, and establish virtual connections with others (Ausat & Suherlan, 2021). Social media platforms facilitate global communication, information sharing, and networking among individuals, groups, and organizations (Liu & Guan, 2020). The realm of social media exhibits a wide range of variations in both structure and purpose (Ausat et al., 2022) and (Kraugusteeliana et al., 2022). Several widely used social media platforms include Facebook, Instagram, Twitter, LinkedIn, YouTube, Snapchat, and TikTok. Distinctive characteristics and varying usage emphasis are present across different platforms. The following are significant components that are linked with social media:

1. **User Profile:** Every social media user has a profile that contains personal information, such as name, photo, interests, and relationships with other users. This profile gives users an online identity and allows them to interact with others.
2. **Content Sharing:** Social media users can share various types of content such as text, photos, videos and links. They can post statuses, upload photos, or create short videos to share with their followers.
3. **Interaction and Networking:** Social media allows users to interact with other users through various means, such as liking, commenting, or sharing others' content. Users can also send direct messages or participate in discussion groups.
4. **News and Information:** Social media is often used as a source of current news and information. Users can follow accounts or pages that provide news content, updates, or specific topics of interest.
5. **Advertising and Marketing:** Many companies and organisations use social media as a platform to promote their products or services. Paid advertising and social media marketing campaigns are used to reach a wider target audience and build brand awareness.

The advent of social media has brought about a transformation in the manner in which individuals engage with one another, exchange ideas, and disseminate knowledge. Social networks afford individuals the chance to engage with individuals from diverse backgrounds, cultivate professional connections, advance personal or commercial objectives, and disseminate messages and content to a broader demographic. It is imperative to exercise prudence in the utilization of social media and comprehend the potential privacy and security ramifications that may arise from its usage.

### RESEARCH METHOD

The study did not involve primary data collection through extensive fieldwork. Rather, the researchers relied on secondary sources and conducted laboratory analysis. The investigators consulted multiple sources to effectively carry out the inquiry. A systematic search was conducted on digital media and scientific databases using relevant keywords pertaining to the presented topic. The subject matter discussed pertained to contemporary patterns in the realm of social media marketing tactics. The authors employed a flexible search strategy, which enabled them to access a broader spectrum of both print and digital resources in order to procure the necessary information. The resultant time savings proved advantageous to us. The arguments presented are substantiated by academic literature and databases, including but not limited to ResearchGate, Elsevier, and Emerald Insight. The primary focus of this study is to examine the prevailing patterns in social media marketing tactics. The utilization of keyword emphasis was employed by the authors in order to delimit the scope of the discourse and guarantee logical consistency in the presented arguments. In order to accomplish this objective, qualifying terms were employed. This study primarily centered on scholarly publications such as journal articles and essays that were released subsequent

to the year 2019. In the course of conducting the search, specific keywords were employed to peruse diverse online databases. It is important to acknowledge that the scope of this study is limited to articles, journals, and publications deemed relevant to the subject matter of contemporary trends in social media marketing tactics. Excluded from the analysis were papers, journals, and magazines that lacked direct relevance to the subject matter. In general, the article's inclusion of 33 cited works offers a comprehensive scope of this subject matter.

This study falls under the category of qualitative research. Active listening and thorough documentation of all pertinent data were just two of the approaches used during the data collection process. Data reduction, data presentation, and conclusion formulation were all performed using the aforementioned methods to guarantee a thorough investigation. The primary objective of this research was to deepen our understanding of the analyzed literature. In order to derive useful insights and provide notable outcomes, the collected data had to be systematically organized, classified, and refined as part of the data reduction phase. Analysis had to be done during the reduction process since the data was so complex and varied. At this stage, we were primarily concerned with streamlining the material by isolating its most relevant aspects in preparation for the final goal. At first, 50 separate resources were gathered. The initial technique produced a numerical variable with a variance of 33 units. In addition, visual aids like graphs and charts will be incorporated to help make sense of the data presented. The next step in the data reduction process involves systematically organizing the material in a structured layout to improve readability and speed up inference. Field notes, which can be viewed as a type of written communication, are currently widely used to convey information. Data organization and categorization inside relational frameworks may be improved through the use of this representation style. In the final stage of an investigation, investigators draw reasonable conclusions from the available evidence. A comprehensive approach to analyzing qualitative data has been achieved as a result of the aforementioned measures. After data reduction and presentation, a comprehensive analysis was performed to check for consistency with the study's aims. The collected data will be analyzed to identify trends, similarities, and differences that can be used to develop solutions to current problems. The results from these sources are generally believed to be quite trustworthy. The goal of this endeavor is to amass credible data that may be used to improve understanding.

## RESULTS AND DISCUSSION

Contemporary social media marketing strategies encompass the utilization of dynamic and progressive social media platforms to advertise and endorse a brand, commodity or amenity. Social media has emerged as a highly efficacious and extensively employed marketing instrument globally in contemporary times (Almaududi Ausat et al., 2021). In light of the fact that there are over 3.8 billion active social media users worldwide, it has become imperative for companies to employ effective marketing strategies on these platforms to attain their marketing objectives.

The utilization of video content is a prominent trend observed in contemporary social media marketing strategies (Sedej, 2019). The utilization of videos as a means of content dissemination has gained widespread popularity across various social media platforms, including but not limited to YouTube, Instagram, Facebook, and TikTok. The utilization of video content has the ability to captivate the interest of users, enabling brands to effectively communicate narratives, exhibit products or services, and directly interact with their target audience. The utilization of live streaming is increasingly gaining traction, affording prospects to engage with audiences in real-time, investigate particular events or locales, and upload captivating or enlightening material (Dewobroto & Enrica, 2021).

Furthermore, the utilization of social influencers is a prominent trend within social media marketing tactics. Influencers are individuals who possess considerable sway on social media platforms and are capable of impacting the conduct and viewpoints of their audience (Azhar et al., 2022). Numerous brands collaborate with influencers to enhance their brand's reach, augment brand awareness, and establish credibility. The proposed approach entails engaging in a collaborative effort with influencers who are pertinent to a specific industry or niche, with the aim of jointly

producing content, endorsing products, or narrating brand anecdotes.

Moreover, the employment of narratives or "Stories" has surfaced as a significant occurrence in the domain of social media marketing. The ephemeral nature of the stories feature, which is accessible on various social media platforms including Instagram, Facebook, and Snapchat, enables brands to disseminate transient content that automatically vanishes within a 24-hour timeframe. These narratives offer a means of communication with audiences that is more impromptu, genuine, and engaging. Companies have the ability to utilize narratives to offer exclusive glimpses into their operations, introduce novel merchandise, or implement temporary promotional campaigns (Rustiawan et al., 2023).

The use of augmented reality (AR) and virtual reality (VR) technologies is also a current trend in social media marketing strategies (Sudirjo et al., 2023). Augmented Reality (AR) and Virtual Reality (VR) technologies provide users with immersive and interactive experiences, which can be utilized by brands to enhance engagement and establish distinctive experiences. Several brands are utilizing augmented reality (AR) filters on various social media platforms to enable users to virtually test their merchandise prior to making a purchase.

Furthermore, there has been a surge in content personalisation, the implementation of chatbots for automated customer service, the adoption of marketing tactics via messaging platforms like WhatsApp and Messenger, and a heightened focus on data governance and user confidentiality (Ausat & Peirisal, 2021).

Additionally, there exist several noteworthy trends in social media marketing strategies. One strategy that has gained popularity is the implementation of marketing techniques that utilize user-generated content (UGC). User-generated content (UGC) refers to the involvement of users in the creation of content that is related to a specific brand or product. The enhancement of user engagement and the establishment of brand trust and credibility are both outcomes of this approach (Khan et al., 2019). Companies have the ability to encourage individuals to share their product experiences, generate innovative content pertaining to the brand, or orchestrate competitions that motivate users to produce brand-specific content.

It is noteworthy to acknowledge the significance of engaging and eliciting responses from the audience. The success of brands on social media is contingent upon their active engagement with their followers, prompt response to feedback, and provision of answers to inquiries or comments. The act of being responsive to the audience has been shown to enhance trust and foster a more robust relationship between the brand and the consumer.

Moreover, the utilization of data and analytics within social media marketing tactics is an increasingly prevalent phenomenon. Social media platforms offer a diverse range of data and analytics that can aid brands in comprehending user behavior, inclinations, and requirements (Aji et al., 2020). Through the analysis of this data, brands have the ability to optimize their marketing campaigns, discern consumer trends, and make informed decisions based on data to enhance their marketing outcomes.

Social media marketing strategies are increasingly focusing on data management and user privacy (Li et al., 2021). In light of apprehensions regarding the security of personal data, it is imperative for companies and brands to adhere to rigorous privacy policies and safeguard user data. The significance of upholding user trust is on the rise, with transparency in data collection and utilization, coupled with the provision of privacy control options to users, being crucial factors.

Furthermore, it is imperative to acknowledge that patterns in social media marketing tactics are subject to alteration in response to advancements in technology and modifications in user conduct (Sutrisno, Kuraesin, et al., 2023); (Ausat, 2023) and (Touriano et al., 2023). Hence, it is crucial for corporations and trademarks to remain updated with the most recent trends, carry out comprehensive market analysis, and persistently modify their marketing approaches to sustain relevance and efficacy in the constantly evolving social media epoch.

In contemporary times, prevalent patterns in social media marketing tactics encompass the utilization of video content, partnership with influencers, incorporation of stories, integration of AR and VR technology, customization of content, user-generated content, active audience engagement and responsiveness, utilization of data and analytics, management of data and privacy,



and the capacity to adjust to evolving trends and user conduct (Harahap, Ausat, et al., 2023); (Kamar et al., 2022) and (Harahap, Sutrisno, et al., 2023). Through the effective utilization of these trends, companies and brands can enhance their outreach, augment brand recognition, foster more robust user relationships, and yield superior marketing outcomes via innovative social media marketing tactics (Barera, 2023); (Hermansyah, 2023) and (Vionika, 2023).

It is imperative to bear in mind that not all trends may be pertinent or efficacious for each enterprise. It is imperative for any organization to carry out comprehensive market research and gain a thorough understanding of their target demographic prior to embracing a specific trend. It is crucial to comprehend the online whereabouts of one's intended audience, the prevalent social media platforms among them, and the type of content that garners high engagement and interest.

In addition, it is imperative to incorporate a social media marketing strategy into the broader marketing strategy. It is imperative that social media be integrated into a comprehensive and coordinated marketing strategy, rather than functioning in isolation. By implementing this approach, organizations can effectively attain their overarching marketing objectives, which may include augmenting revenue, procuring fresh clientele, or fortifying connections with current patrons.

Ultimately, it is imperative for companies to bear in mind the fundamental, established principles of marketing, despite the potential value and insights that may be gleaned from contemporary trends. Elements such as a comprehensive comprehension of the target audience, pertinent and captivating value propositions, proficient communication, and meticulous analysis of marketing outcomes continue to serve as fundamental pillars of any social media marketing plan and marketing in its entirety.

## CONCLUSION

Contemporary developments in social media marketing tactics encompass the utilization of video-based content, cooperation with influential individuals, incorporation of stories, integration of augmented and virtual reality technology, customization of content, user-generated content, active audience engagement and responsiveness, utilization of data and analytics, management of data and privacy, and the capacity to adjust to evolving trends and user conduct. A proficient social media marketing approach leverages these patterns to extend its scope, enhance brand recognition, and foster robust connections with its target audience. Looking at all the explanations above, the advice that can be given includes:

- a) Conduct market research and understand your audience well before adopting a particular trend. Make sure the trend you choose is relevant and suits the needs and preferences of your target market.
- b) Integrate your social media marketing strategy with your overall marketing strategy. Make sure there is coordination and consistency in your marketing messages and objectives across all channels.
- c) Set clear goals and measure the results. Use the data and analytics available on social media platforms to understand the performance of your campaigns and make the necessary changes to improve results.
- d) Maintain the quality and consistency of your content. Engaging, quality, and relevant content remains the key to attracting and retaining an audience.
- e) Interact with your audience actively and responsively. Answer questions, respond to comments, and provide positive feedback to users. This will build engagement and trust with your audience.
- f) Consider working with influencers relevant to your industry or niche. Collaborating with them can help expand your brand's reach and build credibility among their audience.
- g) Keep user data private and secure. Make sure you follow a strict privacy policy and give users control over their data.
- h) Keep yourself up-to-date with the latest trends and changes in user behaviour. Social media is constantly evolving, and it is important to constantly adapt to stay relevant and effective in your marketing strategy.

By following these suggestions, you can optimise your social media marketing strategy and leverage the latest trends to achieve successful results.

## REFERENCES

- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4, 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Almaududi Ausat, A. M., Suherlan, S., & Peirisal, T. (2021). Analisis Faktor Yang Mempengaruhi Adopsi Mobile Commerce. *CogITO Smart Journal*, 7(2), 265–277. <https://doi.org/10.31154/cogito.v7i2.321.265-277>
- Ausat, A. M. A. (2023). The Application of Technology in the Age of Covid-19 and Its Effects on Performance. *Apollo: Journal of Tourism and Business*, 1(1), 14–22. <https://doi.org/10.58905/apollo.v1i1.8>
- Ausat, A. M. A., & Peirisal, T. (2021). Determinants of E-commerce Adoption on Business Performance : A Study of MSMEs in Malang City , Indonesia. *Journal On Optimizations Of Systems At Industries*, 20(2), 104–114. <https://doi.org/10.25077/josi.v20.n2.p104-114.2021>
- Ausat, A. M. A., Permana, R. M., Angellia, F., Subagja, A. D., & Astutik, W. S. (2023). Utilisation of Social Media in Market Research and Business Decision Analysis. *Jurnal Minfo Polgan*, 12(2), 652–661. <https://doi.org/https://doi.org/10.33395/jmp.v12i2.12485>
- Ausat, A. M. A., Siti Astuti, E., & Wilopo. (2022). Analisis Faktor Yang Berpengaruh Pada Adopsi E-commerce Dan Dampaknya Bagi Kinerja UKM Di Kabupaten Subang. *Jurnal Teknologi Informasi Dan Ilmu Komputer (JTIK)*, 9(2), 333–346. <https://doi.org/10.25126/jtiik.202295422>
- Ausat, A. M. A., & Suherlan, S. (2021). Obstacles and Solutions of MSMEs in Electronic Commerce during Covid-19 Pandemic: Evidence from Indonesia. *BASKARA: Journal of Business and Entrepreneurship*, 4(1), 11–19. <https://doi.org/10.54268/BASKARA.4.1.11-19>
- Azhar, K. A., Ahmed, H., & Burney, S. (2022). Effect of Social Media Influencer Characteristics on Purchase Intentions – Evidence from Pakistan. *POSS*, 2(2), 298–315.
- Barera, B. E. E. (2023). Factors Affecting the Achievement of Company Goals by Maximising Company Profits through Internal and External Factors. *ADMAN: Journal of Contemporary Administration and Management*, 1(1), 17–21. <https://journal.literasisainsnusantara.com/index.php/adman/article/view/5>
- Dewobroto, W. S., & Enrica, S. (2021). The Utilization of Live Streaming Technology to Improve the Shopping Experience that Generates Engagement and Buyer Trustworthiness in Indonesia. *Journal of Modern Manufacturing Systems and Technology*, 5(2), 78–87. <https://doi.org/10.15282/jmmst.v5i2.6859>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Ferine, K. F., Ausat, A. M. A., Gadzali, S. S., Marleni, & Sari, D. M. (2023). The Impact of Social Media on Consumer Behavior. *Communnity Development Journal: Jurnal Pendidikan Masyarakat*, 4(1), 843–847. <https://doi.org/10.31004/cdj.v4i1.12567>
- Harahap, M. A. K., Ausat, A. M. A., Rachman, A., Riady, Y., & Azzaakiyyah, H. K. (2023). Overview of ChatGPT Technology and its Potential in Improving Tourism Information Services. *Jurnal Mininfo Polgan*, 12(2), 424–431. <https://doi.org/10.33395/jmp.v12i2.12416>
- Harahap, M. A. K., Kraugusteeliana, K., Pramono, S. A., Jian, O. Z., & Ausat, A. M. A. (2023). The Role of Information Technology in Improving Urban Governance. *Jurnal Minfo Polgan*, 12(2), 371–379. <https://doi.org/10.33395/jmp.v12i2.12405>

- Harahap, M. A. K., Sutrisno, S., Fauzi, F., Jusman, I. A., & Ausat, A. M. A. (2023). The Impact of Digital Technology on Employee Job Stress: A Business Psychology Review. *Jurnal Pendidikan Tambusai*, 7(1), 3635–3638. <https://jptam.org/index.php/jptam/article/view/5775>
- Harini, H., Wahyuningtyas, D. P., Sutrisno, S., Wanof, M. I., & Ausat, A. M. A. (2023). Marketing Strategy for Early Childhood Education (ECE) Schools in the Digital Age. *Jurnal Obsesi : Jurnal Pendidikan Anak Usia Dini*, 7(3), 2742–2758. <https://doi.org/10.31004/obsesi.v7i3.4454>
- Hermansyah, A. M. S. (2023). The Effect of Dividend Policy on Corporate Financial Performance. *ADMAN: Journal of Contemporary Administration and Management*, 1(1), 5–8. <https://journal.literasisainsnusantara.com/index.php/adman/article/view/2>
- Ibáñez-Sánchez, S., Flavián, M., Casaló, L. V., & Belanche, D. (2022). Influencers and brands successful collaborations: A mutual reinforcement to promote products and services on social media. *Journal of Marketing Communications*, 28(5), 469–486. <https://doi.org/10.1080/13527266.2021.1929410>
- Kamar, K., Lewaherilla, N. C., Ausat, A. M. A., Ukar, K., & Gadzali, S. S. (2022). The Influence of Information Technology and Human Resource Management Capabilities on SMEs Performance. *International Journal of Artificial Intelligence Research*, 6(1.2), 1. <https://doi.org/https://doi.org/10.29099/ijair.v6i1.2.676>
- Khan, I., Hollebeek, L. D., Fatma, M., Islam, J. U., & Rahman, Z. (2019). Brand engagement and experience in online services. *Journal of Services Marketing*, 34(2), 163–175. <https://doi.org/10.1108/JSM-03-2019-0106>
- Kraugusteeliana, Surjati, E., Ausat, A. M. A., Pramono, S. A., & Prabu, H. K. (2022). A Literature Review on the Application of Technology During Covid-19 and Its Relationship to Performance. *International Journal Of Artificial Intelligence Research*, 6(1.2), 1. <https://doi.org/https://doi.org/10.29099/ijair.v6i1.2.765>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Liu, S., & Guan, L. (2020). Issues of Utilizing Social Networking as an Informal Organizational Communication Channel: Evidence from China. *International Journal of Marketing Studies*, 12(4), 43. <https://doi.org/10.5539/ijms.v12n4p43>
- Rustiawan, I., Ausat, A. M. A., Gadzali, S. S., Suherlan, & Azzaakiyyah, H. K. (2023). Determinants of Employee Dedication to the Company as a Whole. *Community Development Journal: Jurnal Pengabdian Masyarakat*, 4(1), 708–712. <https://doi.org/10.31004/cdj.v4i1.12454>
- Sedej, T. (2019). The role of video marketing in the modern business environment: a view of top management of SMEs. *J. for International Business and Entrepreneurship Development*, 12(1), 37. <https://doi.org/10.1504/JIBED.2019.103388>
- Subagja, A. D., Ausat, A. M. A., & Suherlan. (2022). The Role of Social Media Utilization and Innovativeness on SMEs Performance. *Jurnal IPTEK-KOM (Jurnal Ilmu Pengetahuan Dan Teknologi Komunikasi)*, 24(2), 85–102. <https://doi.org/https://doi.org/10.17933/iptekkom.24.2.2022.85-102>
- Sudirjo, F., Ausat, A. M. A., Rijal, S., Riady, Y., & Suherlan, S. (2023). ChatGPT: Improving Communication Efficiency and Business Management of MSMEs in the Digital Age. *Innovative: Journal Of Social Science Research*, 3(2), 643–652. <https://doi.org/https://doi.org/10.31004/innovative.v3i2.347>
- Suriansyah, A., & Aslamiah. (2015). Strategi Kepemimpinan Kepala Sekolah, Guru, Orang Tua, dan Masyarakat dalam Membentuk Karakter Siswa. *Cakrawala Pendidikan*, XXXIV(2).
- Sutrisno, S., Ausat, A. M. A., Permana, R. M., & Santosa, S. (2023). Effective Marketing Strategies for MSMEs during Ramadan in Indonesia. *Community Development Journal: Jurnal Pengabdian Masyarakat*, 4(2), 1901–1906. <https://doi.org/10.31004/cdj.v4i2.13792>



- Sutrisno, S., Kuraesin, A. D., Siminto, S., Irawansyah, I., & Ausat, A. M. A. (2023). The Role of Information Technology in Driving Innovation and Entrepreneurial Business Growth. *Jurnal Minfo Polgan*, 12(2), 586–597. <https://doi.org/https://doi.org/10.33395/jmp.v12i2.12463>
- Tarigan, I. M., Harahap, M. A. K., Sari, D. M., Sakinah, R. D., & Ausat, A. M. A. (2023). Understanding Social Media: Benefits of Social Media for Individuals. *Jurnal Pendidikan Tambusai*, 7(1), 2317–2322. <https://jptam.org/index.php/jptam/article/view/5559>
- Touriano, D., Sutrisno, S., Kuraesin, A. D., Santosa, S., & Ausat, A. M. A. (2023). The Role of Information Technology in Improving the Efficiency and Effectiveness of Talent Management Processes. *Jurnal Minfo Polgan*, 12(2), 539–548. <https://doi.org/https://doi.org/10.33395/jmp.v12i2.12454>
- Vionika, C. (2023). Submission of Guna Bhakti Credit at PT Bank BJB KCP Jalan Cagak Subang. *ADMAN: Journal of Contemporary Administration and Management*, 1(1), 22–25. <https://journal.literasisainsnusantara.com/index.php/adman/article/view/6>