
**Analysis Of The Benefits Of Social Media As A Medium Global Marketing In
Increasing Product Sales Revenue**

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Abstract

The use of the internet in Indonesia is very high, so that Youtube is able to occupy the highest position of being the most popular, then the ranking is for users of Facebook, Instagram, Twitter, WhatsApp and Google. With age categories from various groups who have active characters in social media and using the internet. The approach used in this study is to use a literature review approach. In collecting data, the authors collect data and information related to digital marketing and marketing systems through supporting data sourced from research journals, both national and international, supporting books, letters newspapers and magazines. This study aims to find out how social media is utilized as a global marketing medium. The results of this study are that the potential for marketing in the modern era is dominated by marketing through social media which is accessed through personal devices. In conclusion, there are many uses of social media today to boost business that have been discussed in this study. Social media connects people around the world where they can keep in touch and share their experiences. This is made possible by the digital ecosystem.

Keywords: *Global Marketing, Social Media, Benefits of Social Media*

INTRODUCTION

The development of information technology is growing rapidly, various small to large business activities take advantage of this development to run their business. The number of competitors is a consideration for entrepreneurs to enter into very tight competition. The right marketing and media strategies are used to be able to reach the intended market so that sales volume always increases and profits. In the context of digital marketing fads, the traditional retail industry is mostly facing a huge impact. This impact is felt to be unprecedented as the competitive advantage of traditional marketing disappears. This is often caused by a lack of understanding and literacy related to marketing strategies applied (Zhu & Gao, 2019). In the era of digital marketing 4.0 which entirely uses the internet, making business opportunities growing and faster that must be captured by entrepreneurs (Saura et al, 2019). Entrepreneurs at this time must follow the flow of change, changes or shifts in market desires will indirectly change a business model at this time (Wyatt et al, 2019). Companies or businesses that do not follow the changes will be left behind and abandoned by their consumers, because consumer desires and behavior also change in this era.

In increasing sales volume and achieving operating profit, it is necessary to have the right marketing strategy, media, facilities and infrastructure to be able to achieve the target market and the intended object. Online Media and marketplace is a form of online shopping marketing media that is the center of attention of various circles of society, which is where online media and marketplace have such a big influence on one's business. People are getting

used to using the latest marketing models rather than conventional marketing models. By using online media and marketplaces, it makes it easier for people to access communication and transactions effectively and efficiently, as well as a wide and global network. In a matter of days, the increasing number of users of online media and marketplace, thus helping entrepreneurs in opening opportunities for MSMEs and jobs, in developing the scope of the global market only in chat-based media available on mobile phones.

Facebook Instagrammer is a social media platform that allows users to connect to Facebook Instagrammer, Twitter Instagrammer, Instagram Instagrammer, Instagram Instagrammer, Instagram Instagrammer, Instagram Instagrammer, Instagram Instagrammer, and Google. With age categories from various groups that have an active character in social media and using the internet. Many entrepreneurs and ordinary people who use internet technology, as a container or digital platform used for means of marketing products so that consumers can recognize and analyze products sold only in the grip of smartphones and internet access available.

In marketing communications there is a marketing mix, one of which is promotion. The main reason someone does a promotion is so that the products marketed are increasingly known to many people. Once the product is known to many people, then the sales also increased. The main thing in promotion is to create a persuasive message that is effective to attract the attention of consumers. An effective messaging strategy is a message that can convey the purpose of promotion through social media.

RESEARCH METHODS

The approach used in this study is to use the literature review approach in collecting data the author collects data and information related to digital marketing and marketing systems through supporting data sourced from national and international research journals, supporting books, newspapers, and magazines.

Literature review as described by Cooper in Creswell (2010) has several purposes, namely to inform the reader of the results of other studies that are closely related to the research conducted at that time, linking research with existing literature, and fill in the gaps in previous studies, literature review contains reviews, summaries, and thoughts of the author about some library sources (articles, books, slides, information from the internet, image data and graphics and others) on the topic discussed.

RESULTS AND DISCUSSION

The use of social media is not only seen as a means for self-actualization but can develop towards the business world, one of which is social media can be a means of marketing and can also be used as a means to get a review or information about a product or service that will or is being marketed so that it can attract interest or response from customers in deciding to make a purchase transaction. As a networking site, social media has an important role in marketing. This is because social media can play a role in communication. Because communication according to Morris (2007) is an effort to make all marketing or promotional

activities of the company can produce an image or image that is one or consistent for the company. Meanwhile, according to Setiadi (2003), at the basic level, communication can inform and make potential consumers aware of the existence of the products offered. Communication can try to persuade current and potential customers to want to enter into an exchange relationship.

If the use of social media is done optimally by SMEs, of course this can increase the competitiveness of SMEs themselves. SMEs will be easier to communicate through social media about prices, products, distribution, and promotions. In line with De Lozier's opinion quoted by Kotler and Armstrong (2004), where integrated marketing communication (IMC) needs to be applied starting from the marketing mix level (4P), namely product communication, price communication, place communication (distribution), and promotional communication.

Social Media is a means of communication to be able to interact, share insights between users on a wide scale. Some examples of social networks that most people like include Facebook, Twitter, Line, and You tube. Promotion is an overall system of business activities indicated to plan, price, promote and distribute goods and services to satisfy the needs of both existing and potential buyers (Swastha and Irawan, 2008).

The use of promotional strategies through social media will make marketing performance will increase. Because with the delivery through social media, the message conveyed will be widely spread in a very short time, which indirectly affects the minds of consumers to see the product delivered/sold. The use of promotional strategies through social media is the essence of marketing a product, because with this merchant can capture the attention of consumers and make the product more memorable and widespread from one person to another.

CONCLUSION

The marketing potential of the modern era is dominated by marketing through social media accessed through personal devices. In conclusion, there are many uses of social media in the present to boost business that have been discussed in this study. Social Media connects people around the world where they can stay in touch and share their experiences. This is made possible by the digital ecosystem. Different social media platforms have different features available for customers to use. Social Media has also made it easier for people to do business this is mainly due to the fact that it opens up a global market and it is also cheaper to advertise. The government as well as the private sector have been at the forefront when it comes to the use of social media. This can be seen from the three government sectors that are the focus of the study. This allows these departments to offer government services more conveniently where they can inform the public about developments or news about the Department. It also provides them with factual information regarding its operations from the feedback given by people through social media. Maintaining a good online presence is one of the key aspects that determines the success of a company in the private sector. This is mainly due to the fact that most customers usually rely on customer reviews in determining the company's ability to meet client needs. This is the main reason why most organizations form a Customer Relations Department section that is primarily mandated with the responsibility

of responding to customer feedback across various online platforms. Therefore, it is important for companies to be able to understand some basic technologies that facilitate the use and operation of social media.

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