Effectiveness and Challenges of Social Media Marketing

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Abstract:- The era of digitization has drastically changed the marketing patterns of entrepreneurs over the past few decades. One of the most widely used media today is social media, which is used to communicate and share with consumers. This research explores the effectiveness of marketing through social media that impact increasing income while looking at challenges that can reduce effectiveness. Data collection is done by distributing online questionnaires to students who do product marketing through social media platforms. The results showed that students often use social media for marketing their products but rarely get comments on their posts. The results also showed that most students said consumers often ask for information and buy products after seeing posts about products on social media. However, most consumers rarely purchase products in large quantities and rarely buy other variants of products sold by students. Also, most consumers again rarely re-post and disseminate information about product promotion through their social media. The advice from this study results is that students should take advantage of the polling, quiz, and questioning features on social media to attract comments from consumers. Students may also consider marketing their products to companies outside the end consumer to get orders in large quantities. Then, to encourage consumers to re-post products, students can run events such as giveaways, cashback, and free shipping, as well as challenges.

Keywords:- Social Media, Effectiveness, Challenges, Marketing.

I. INTRODUCTION

Social media is one of the most frequently used media by people in the world. Hootsuite noted that the world's active social media users are 3.80 billion people out of a total population of 7.75 billion people or about 49% as of January 2020. In Indonesia alone, active social media users data in January 2020 recorded as many as 160 million people out of a total population of 272.1 million people or about 58.8%, with an average time using social media through any device for 3 hours 26 minutes each day. The most used social media platforms are Youtube, Whatsapp, Facebook, and Instagram (Riyanto, 2020).

Hootsuite also noted that in Indonesia, for people aged over 16 to 64 years, in conducting e-commerce activities there are 93% searching online for information about products or services to buy, 90% visiting online retail stores available on the web, and 88% purchasing a product online (Riyanto, 2020). This condition shows that social media is a media that is considered to have great potential to be used by entrepreneurs to succeed in marketing their products to consumers.

Some research that has been done before also shows that marketing through social media is considered quite effective in helping the success of the company's marketing activities. By conducting marketing through social media, the company can influence consumer behavior in purchasing products, increase brand awareness, increase consumer loyalty, and improve consumer experience and engagement with the company (Al-Mohammadi & Gazzaz, 2020; Bashar et al., 2012; Leung et al., 2015; Rahman & Rashid, 2018). In the future, social media can also assist companies in running integrated consumer services and create their own "virtual influencers" through collaborations with leading social media actors (Appel et al., 2020).

Students are one of the businesses that use social media in marketing their products. Students primarily use social media to promote their products to prospective consumers who are generally their family, friends, and acquaintances. Social media is an option because it is considered easy to access anytime and anywhere. This is in line with the study results (Purbohastuti, 2017), which stated that social media is a very effective means of promotion among students because it is easily accessible anywhere and anytime.This research aims to explore the effectiveness of marketing carried out through social media and review what challenges will be faced in running it. Thus, it is expected that the right marketing strategy can be prepared to improve the effectiveness and efficiency of marketing activities through social media carried out and face the challenges that will be met when running it.

II. LITERATURE REVIEW

➢ *Social Media*
Nowadays, social media is a standard tool used in communication activities between one person and another. Without social media, various aspects of life seem to be very minimal in effectiveness and efficiency. One of them belongs to the business world. The use of social media has

the potential to increase engagement with consumers through communication and capacity building to promote programs, products, and services (Neiger et al., 2012)

Social media can be defined as a collection of software based on digital technology, usually presented as applications and websites;its users can utilize that to send and receive digital content or information through some online social network. Here, social media is described as the leading platform and its features, such as Facebook, Instagram, Twitter, etc. (Appel et al., 2020).

➢ *Social Media Marketing*

In today's digital age, entrepreneurs often use social media as one of the marketing tools to promote the products it sells. According to (Appel et al., 2020), social media can be seen as another type of digital marketing channel that marketers can use to communicate with consumers through advertising. Nowadays, social media is often seen as an information-sharing activity, which is often considered an online form of word of mouth in marketing. For many organizations, businesses, nonprofits, and governments, social media is often used in marketing, public communication, offices, or similar departments with direct connections to customers and stakeholders (Evans & McKee, 2010).

Simply put, social media marketing can be interpreted as a social media channel that can be used to promote the company and its products. Because it can easily reach targeted customers, social media marketing is proliferating and is a new marketing trend at this time (Nadaraja & Yazdanifard, 2014).

➢ *Effectiveness of Social Media Marketing*

Social media marketing's effectiveness contributes to SMEs' success and contributes to their future growth, although there are some problems in their application (Musa et al., 2016). According to (Shahid 2019), social media marketing's effectivenesspositively correlates with customer engagement and content quality. The user experience and frequency of visits have a positive influence on customer engagement.

Social media will only be useful as a marketing tool if organizations present on social media provide consumers factual and timely information (Bashar et al., 2012). The effectiveness of using social media also depends on the strategies used when doing social media marketing. Effective social media marketing will significantly help create and promote brand awareness, leading to improving the company's sales performance (Al-Mohammadi & Gazzaz, 2020).

➢ *Social Media Marketing Challenges*

Social media marketing has turned consumers into marketers, meaning consumers can comment on product and service brands, creating more significant pressure on companies. This is one of the most critical challenges that the company needs to consider (Gafni & Golan, 2016). Also, (Evans & McKee, 2010) argues that social media

allows consumers to give their opinions about consumer products' experience, which are considered more trustworthy than promotional ads that the company does, thus significantly impactingthe company's marketing activities. The next challenge is the untapped potential of social media, shown by a marked tendency for the acceptance and readiness of technology by Indonesians (Hyun & Zamrudi, 2018).

III. MATERIALS & METHODS

This research is based on a qualitative descriptive research design to describe social media marketing applications' effectiveness. Data collection is done by survey method by disseminating questionnaires online through WhatsApp group of students at one of the universities to get responses from students who run businesses using social media platforms. So, data retrieval techniques use the purposive sampling method, where only those who meet the criteria are used as research respondents. The first part of the questionnaire contained the characteristics of respondents who run businesses using social media platforms. The second part consists of a series of closed questions about social media marketing's effectiveness and its impact on the increase in revenue received.

IV. RESULT AND DISCUSSIONS

❖ *Result*

➢ *Characteristics of Respondents*

The survey was conducted at one of the universities in Pematangsiantar, where students who met the criteria as respondents as many as 99 students. The characteristics of students who are respondents can be seen in the table below:

Table 1. Characteristics of Respondents

Deskripsi Respondent		Prevention	Persentase
Gender	Male	21	21,2
	Fimale	78	78,8
StudyProgram	Accounting	20	20,2
	Management	79	79,8
Semester	II	26	26,3
	IV	18	18,2
	VI	31	31,3
	VIII	24	24,2
Types of Business	Kuliner	18	18,2
	Fashion	24	24,2
	Otomotif	1	1,0
	Hand made	5	5,1
	Elektonic	2	2,0
	Other	49	49,5
Long Running a Business	< 1 year	62	62,6
	1 - 2 year	12	12,1
	2 - 3 year	13	13,1
	3 - 4 year	2	2,0
	4 - 5 year	1	1,0
	> 5 year	9	9,1

Source: data processing (2020)

> *Effectiveness of Social Media Marketing*

The results of respondents' answers on the effectiveness of social media marketing can be seen in the table as follows:

Table 2. Recapitulation of Answers on The Effectiveness of Social Media Marketing

Variable	code	Measurement Indicators	Answer Criteria		
			Often	**Rarely**	**Never**
Attention (AT)	AT1	Product photo posting	63,6	24,2	12,1
	AT2	Delivery of information on how to purchase products	52,5	35,4	12,1
	AT3	Delivery of product promotion information	61,6	26,3	12,1
	AT4	Video story posting	51,5	36,4	12,1
	AT5	Delivery of product availability information	56,6	30,3	13,1
Interest (IN)	IN1	Attention to product information	60,6	26,3	13,1
	IN2	Commenting on product information	33,3	52,5	14,1
	IN3	"like" marking on product information	48,5	38,4	13,1
	IN4	Positive comments on product information	54,5	29,3	16,2
	IN5	Product liking statement	62,6	24,2	13,1
Search (SE)	SE1	Ask about product quality	58,6	28,3	13,1
	SE2	Ask about product variants	62,6	22,2	15,2
	SE3	Ask about product prices	68,7	17,2	14,1
	SE4	Ask about product promotions	46,5	38,4	15,2
	SE5	Ask about how to purchase a product	45,5	40,4	14,1
Action (AC)	AC1	Make a product purchase	55,6	31,3	13,1
	AC2	Comment praise after purchasing a product	53,5	33,3	13,1
	AC3	Repurchasing a product	61,6	24,2	14,1
	AC4	Make a large purchase of products	29,3	54,5	16,2
	AC5	Purchase another product	39,4	43,4	17,2
Share (SH)	SH1	Re-posting product information	28,3	51,5	20,2
	SH2	Disseminate product promotion information	33,3	49,5	17,2
	SH3	Pass on positive comments to others	52,5	33,3	14,1
	SH4	Recommend others buy products	47,5	37,4	15,2
	SH5	Convey other product variant information	40,4	39,4	20,2

Source: data processing (2020)

From the table above can be seen in the element of attention that students are classified as active in posting photos of their sales products on social media that reached 63.6%. Business in fashion and culinary is a type of business that is very active to be posted at any time on social media students. Students are also classified as routine in conveying information related to purchasing products on social media by 52.5%. This aims to facilitate and attract prospective buyers who are interested in their products. Students who often convey promotional information on social media also still dominate by 61.6%. Generally, the type of business that is often promoted is in the culinary and fashion fields because it is considered effective enough to increase consumer purchases. Students often post video stories on social media about products sold by 51.5%. As is known today, video stories tend to be more popular to watch than photos that are rigid because they have moving images and can also be accompanied by interesting music. The provision of information related to the availability of products on social media still dominates by 56.6%. This is especially important to businesses whose types of products are seasonal such as fashion businesses.

In the element of interest, it can be seen that the percentage of people who often pay attention to the information provided on social media is 60.6%. This is known from the "insights" of their posts on social media.

however, students stated that people rarely comment on product information shared through social media by 52.5%. This condition occurs because most people who pay attention to information are the younger generation who tend to dislike small talk and are less concerned about the surrounding conditions. Almost half of the students stated that people often like (give a "like" sign) related to social media's product information by 48.5%. Generally, some people will be willing to give a "like" to posts they find interesting, including product information, even if they are not interested in buying the product. The percentage of people who often give positive comments related to social media product information is 54.5%. This is because the products sold by students are good and useful to get positive comments. The majority of people are also classified as frequently expressing their love for products sold by students through social media by 62.6%. Students always pay attention to the quality of the products sold, and the products sold are also useful products at affordable prices.

The percentage of people often asking about product quality on social media is 58.6% in the search element. This is done to ensure consumers do not get the wrong products later, especially automotive and electronic business types; this is certainly very necessary. The majority of people also often ask for product variants on social media by 62.6%, because people want the best of the various options available. The percentage of people asking for product prices on social media still dominates at 68.7%. This is a natural thing because prospective consumers want to compare the suitability between their price and the quality of the product they want to buy. People are also classified as frequently asking for product promotion information on social media by 46.5%. The response is generally the correctness of the product promotion information and how to get the running promotion. Furthermore, the percentage of people who often ask how to buy products on social media is 45.5%. This is mainly done by prospective new consumers who want to know about the process to be done to buy the product they want, especially on how to make payment for the product and the delivery system of the product.

The action element shows that the percentage of people who often make purchases after getting information on social media dominates by 55.6%. Often prospective consumers or customers make purchases of products because most products sold by students are products classified as convenience goods and shopping goods such as fashion businesses that are very popular by the younger generation today. The majority of consumers also often commented on praise after purchasing social media by 53.5%. This shows that students' products are good and guaranteed quality to get praise comments such as good products, good, quality, tasty, and the desire to make purchases back in the future. The percentage of consumers who often repurchase products on social media is 61.6% because students always pay attention to the quality of the products they offer to consumers. Consumers do not feel disappointed after consuming the product and are interested in repurchasing it. However, most consumers rarely make

large purchases on social media by 54.5% because consumers are generally the end consumers who only buy products for consumption by themselves and their families. Also, consumers who rarely make purchases for other products on social media dominated by 43.4%. Generally, students are start-up entrepreneurs who still have a small capital, so they only sell one type of product.

Lastly, the shared element shows that most people still rarely re-post product information on social media by 51.5%, and the percentage of people who rarely disseminate information about product promotion on social media also dominates by 49.5%. As stated above, most prospective consumers or customers are the younger generation who tend not to like to talk and are less concerned about the surrounding conditions. However, students often convey positive comments to others after buying the product on social media by 52.5%. The majority of people often recommend others after buying the product through social media by 47.5%. New consumers who state that they areinterested in buying products because they often listen to their friends or family who are consumers giving positive comments as long as they use the purchased product even recommend them to use it. Lastly, the percentage of people who frequently and rarely relay information back to others when sold variants of other social media products is almost balanced by 40.4% and 39.4%.

Peningkatan Pendapatan
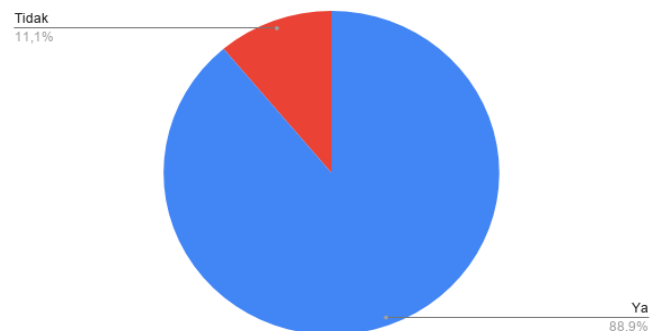
Increased Revenue After Running Efforts Through One of the Social Media Platforms

Figure 1 above shows that the majority of students who run a business through one of the social media platforms and experience an increase in income compared to when the business is run traditionally by 88.9%. After running a business through social media such as Instagram, Whatsapp, and Facebook, they can reach more consumers and spread throughout the region. Also, they can post photos of products and video stories that have moving images and can also be accompanied by interesting music to cause the interest of prospective consumers to find out about the products sold even to make purchases of products that impact increasing sales. This condition shows that students are quite useful in doing social media marketing. This is following the study results (Al-Mohammadi & Gazzaz, 2020; Baruah, 2012; Bashar et al., 2012; Musa et al., 2016; Rahman & Rashid, 2018; Shahid, 2019).

Social Media Marketing Challenges In-running social media marketing;students face challenges that can affect their effectiveness. Students often face the challenge of their lack of eloquence in using existing social media to promote their sales products. Most students only use social media to communicate with consumers. Theycannot apply interesting features on social media to increase consumer engagement with their products and businesses, such as polling features, quizzes, and questions. They are coupled with the ongoing technological changes that result in the emergence of many new applications and continuous updates to existing social media applications, which sometimes confuses its users. Also, social media opens the opportunity for consumers to give criticism and express their complaints that are accessible to the public, so students must be conscientious not to offend one consumer if they do not want his business to get a bad image in the eyes of other consumers. This is following the study results (Al-Mohammadi & Gazzaz, 2020; Hyun & Zamrudi, 2018).

❖ *Discussion*

From the results of the analysis above on the effectiveness of social media marketing, it can be known that students' utilization of social media is still not optimal, so it is necessary to make improvements in some aspects to improve the effectiveness of social media marketing in the future.

In posting photos and video stories, students can thus make posts more attractive to attract prospective consumers to visit business accounts. In addition to posting product photos, students can also collaborate with certain events organized by an institution that supports MSMEs. For example, Bank Indonesia regularly organizes MSME product exhibition activities.

To get comments from prospective consumers, students can take more initiative by utilizing social media features to encourage potential consumers to comment, such as polling features, quizzes, and questions. To make it easier for prospective consumers to find product information, students can also take advantage of available marketplaces such as Shopee, Lazada, Tokopedia, Blibli, Buka Lapak to reach a broader market. In this way, students can also increase the credibility of prospective consumers or customers to the businesses they run.

To obtain a larger number of product purchases, in addition to selling products to end consumers, students may also consider promoting products to organizations or companies that would typically purchase larger quantities of products. Students can also establish partnerships with other businesses to meet the needs of consumers who like various products. Then, online payment systems such as QRIS also need to be considered to serve prospective consumers who want to make non-cash payments.

To encourage consumers to re-post products on social media, students can consider the implementation of giveaway events, giving cashback and free shipping, as well as challenges. Then, students are also expected to establish

long-term relationships with consumers by creating members and chat groups for loyal customers. Thus, they will feel like part of the student's efforts so that they are willing to share information about students' products and businesses even without being lured with certain benefits.

To overcome the challenges, students should also keep and increase the value of the business run and always keep up to date with the latest features in their social media applications and take advantage of the latest booming applications such as Tik Tok that have a lot of fans to attract more people to follow their accounts.

V. CONCLUSION

From the explanation in the previous chapter on the effectiveness of social media marketing, it can be concluded that the social media marketing carried out is quite useful as seen from the increase in revenue received after running a business through one of the social media platforms compared to when the business is run traditionally. Nevertheless, some challenges can reduce its application's effectiveness, such as continuous technological changes and lack of eloquence of users in utilizing exciting features that exist on social media to promote their sales products. Also, the openness of opportunities for consumers to provide comments that sometimes in the form of negative comments is also a challenge for students.

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