



ROLE OF SOCIAL MEDIA IN DIGITAL MARKETING IN JAKARTA, INDONESIA

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ABSTRACT

Purpose of the study: The purpose of the study was to examine the role of social media in digital marketing in Jakarta, Indonesia

Statement of the Problem: In Jakarta, Indonesia, there is a lack of effective utilization of social media in digital marketing strategies. Businesses are not fully capitalizing on the power of social media platforms to reach and engage their target audience, resulting in missed opportunities for brand awareness, customer acquisition, and revenue growth. This hampers the overall effectiveness and competitiveness of digital marketing efforts in Jakarta.

Findings: Social media platforms play a significant role in digital marketing strategies in Jakarta, with a high percentage of businesses utilizing social media channels for brand promotion and customer engagement. Facebook, Instagram, and Twitter are the most popular social media platforms used by businesses in Jakarta for digital marketing purposes, offering extensive reach and targeting capabilities. Social media marketing in Jakarta has proven effective in increasing brand awareness, driving website traffic, and generating leads, with businesses experiencing positive ROI from their social media campaigns. Influencer marketing is a prominent trend in Jakarta's social media landscape, with businesses collaborating with local influencers to enhance

brand credibility and reach a wider audience, resulting in increased customer engagement and conversions.

Conclusion: The research concluded that social media plays a crucial role in digital marketing strategies in Jakarta, Indonesia. Businesses in Jakarta have recognized the power of social media platforms for brand promotion, customer engagement, and lead generation. The use of popular platforms like Facebook, Instagram, and Twitter has helped businesses reach a wider audience and achieve positive returns on their marketing investments. Leveraging influencer marketing has also proven to be an effective strategy for enhancing brand credibility and expanding the reach of digital marketing campaigns in Jakarta. As such, integrating social media into digital marketing strategies is vital for businesses seeking success in Jakarta's dynamic market.

Recommendations: The study recommended that businesses in Jakarta should invest in comprehensive social media marketing strategies, considering platforms such as Facebook, Instagram, and Twitter, to leverage their wide reach and targeting capabilities. To maximize the effectiveness of social media campaigns, businesses should conduct thorough research and identify the most relevant influencers in Jakarta who align with their brand values and target audience. Regular monitoring and analysis of social media metrics should be conducted to gain insights into the performance of campaigns, identify trends, and make data-driven adjustments to optimize results. Continuous learning and staying up-to-date with the latest social media trends and algorithms are crucial for businesses in Jakarta to adapt their digital marketing strategies and remain competitive in the dynamic social media landscape.

Keywords: *Social Media, Digital Marketing, Indonesia*

INTRODUCTION

Social media refers to online platforms and technologies that allow users to create, share, and exchange content in the form of text, images, videos, and other multimedia formats (Liao, Widowati & Hsieh, 2021). These platforms enable individuals, organizations, and communities to connect, communicate, and interact with each other in virtual spaces. Social media platforms typically provide features for users to create personal profiles, share updates, engage in discussions, follow and be followed by other users, and react or comment on posts. Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok are some of the popular social media

platforms. Social media has transformed communication and information-sharing, enabling individuals and businesses to connect, engage, and build relationships with a global audience in real-time. Digital marketing refers to the practice of promoting products, services, or brands using digital technologies and channels (Varadarajan, Welden, Arunachalam, Haenlein & Gupta, 2022). It encompasses a broad range of online marketing strategies and tactics aimed at reaching and engaging with a target audience through various digital platforms and devices. Digital marketing utilizes a combination of channels like websites, search engines, social media, email, mobile apps, and online advertising to connect with potential customers, build brand awareness, drive website traffic, generate leads, and drive conversions and sales. Bala and Verma (2018) noted that digital marketing offers many advantages compared to traditional marketing methods, including wider reach, better targeting capabilities, real-time tracking, higher interactivity, and the ability to personalize marketing messages. It continues to evolve with advancements in technology, providing businesses with innovative ways to connect with their audience and achieve their marketing goals.

The role of social media in digital marketing in Jakarta, Indonesia is highly influential and dynamic (Jermittiparsert, Sutduean & Sriyakul, 2019). As the capital city and economic hub of Indonesia, Jakarta offers a fertile ground for businesses to leverage social media platforms in their digital marketing strategies. Social media plays a crucial role in enhancing brand awareness, expanding reach, and engaging with the target audience in this vibrant market. Social media platforms have gained significant popularity among the Jakarta population. Platforms like Facebook, Instagram, Twitter, and YouTube are highly used by individuals across different age groups. This high social media penetration provides businesses with ample opportunities to connect with their target audience and establish a strong online presence. Social media acts as a powerful tool for building brand awareness in Jakarta. Businesses can leverage these platforms to showcase their products or services, share updates, and create meaningful interactions with their audience (Winarso, 2020). By consistently delivering engaging content and utilizing features like hashtags and trending topics, businesses can increase their visibility and reach out to more potential customers.

Social media enables businesses to engage directly with their target customers in Jakarta. Through comments, messages, and social media groups, businesses can actively listen to customer feedback, address queries, and provide personalized experiences (Sanny, Arina, Maulidya & Pertiwi, 2020). This two-way communication fosters a sense of trust and strengthens the

relationship between businesses and their customers. Moreover, influencer marketing has emerged as a popular strategy in Jakarta's social media landscape. Collaborating with influencers who have a significant following and influence allows businesses to tap into their established audiences and gain credibility. By partnering with influencers who resonate with their target market, businesses can effectively promote their products or services and generate brand awareness among the Jakarta audience. Furthermore, social media in Jakarta serves as a platform for user-generated content (UGC). Businesses encourage customers to share their experiences, reviews, and UGC related to their offerings. UGC helps build trust, authenticity, and social proof, as the Jakarta audience values peer recommendations and experiences (Ivana & La Are, 2020).

Social media platforms have become instrumental in facilitating e-commerce and social commerce in Jakarta. With integrated e-commerce features, businesses can showcase products, offer exclusive promotions, and provide a seamless shopping experience (Panchal, Shah & Kansara, 2021). Social media users can directly make purchases or inquire about products, streamlining the customer journey and driving conversions. Businesses in Jakarta understand the importance of tracking and measuring the performance of their social media marketing efforts. Utilizing social media analytics tools, businesses can monitor key metrics like reach, engagement, click-through rates, and conversions. This data-driven strategy enables businesses to evaluate the effectiveness of their digital marketing strategies and make informed decisions for optimization. The role of social media in digital marketing in Jakarta, Indonesia is vital for businesses aiming to establish a strong online presence, engage with the target audience, and drive business growth (Susanto, Fang Yie, Mohiddin, Rahman Setiawan, Haghi & Setiana, 2021). By leveraging the power of social media platforms, businesses can enhance brand awareness, build relationships, foster customer loyalty, and capitalize on the dynamic market opportunities offered by Jakarta.

LITERATURE REVIEW

According to Akter and Sultana (2020), digital marketing is a method of reaching out to potential customers or consumers with products or services using digital devices and platforms. The growing trend of mobile phone and internet usage in Bangladesh over the last decade has created a larger outlet for marketers to advertise their products on various social platforms at a lower cost than conventional media, which is actually highly expensive. According to this report, 22% of people in Bangladesh, which is on the rise, now use social media platforms like Facebook,

YouTube, Twitter, Instagram, and others for entertainment, and businesses view this as a chance to go more digital with their products and services. Digital marketing allows marketers to easily collect information on buyers' purchasing habits, brand loyalty insights, and preferences to make business decisions based on shoppers' demands. This study will assist in comprehending the relevance of digital marketing in drawing customers' attention to a company's products or services. The study found that those conducting digital marketing on social media platforms are getting more customers compared to those who are not using these social media platform. It was suggested that businesses should adopt digital marketing on social media platforms since many people are on these platforms in most of their time.

Harvey, Smith, Goulding and Illodo (2020) noted that in recent years, social media has become ubiquitous, mostly via its most well-known uses, which include social networking, content sharing, and internet access. Organizations may take use of a plethora of new possibilities, from online marketing to customer service surveys, thanks to the dependable, stable, and rapid nature of social media. Marketing done via social media channels is known as "social media marketing." Thanks to social media marketing, businesses may instantly, easily, and cheaply communicate with specific customers. Social media marketing has several challenges beyond those already mentioned. The essay delves into the pros and cons of current social media advertising.

Appel, Grewal, Hadi and Stephen (2020) reported that today, one of the best tools at a company's disposal for reaching out to potential clients is social networking. As a communication tool, social media is indispensable. These novel channels win consumers' confidence by engaging them on a more personal level. Using social media to promote one's business is the new catchphrase for hundreds of companies. Many new social media projects are being launched at record speeds as marketers capitalize on the many possibilities presented by social media. The companies that engage in social media marketing are always developing and adapting. If a rival is trying to make a name for themselves in the market, they can't afford to ignore social media while they do it. The phenomenal growth of the social media phenomenon and its rapid evolution baffle the imagination. Companies on a global scale have realized the potential of social media marketing and are incorporating it into their advertising strategies alongside other advancements. This research delves deep into the concepts of social media and social media marketing, covering everything from the rise and benefits of these platforms to their function and importance in modern marketing strategies. It also gives a summary of the state of social media advertising in India.

Dolega, Rowe and Branagan (2021) discovered that internet technologies and social media are becoming very common among businesses. Social media has quickly become the most widely used digital channel because of its widespread availability and low entry barrier. Social media is used by a variety of businesses not just as a marketing tool, but also as a resource for learning more about their customers, competitors, and the industry as a whole. When it comes to interactions with customers, social media acts as a window to the outside world. The purpose of this research is to better understand the motivations of business owners that embrace social media and the potential benefits from doing so. The benefits and risks of using social media for business are also examined in this study. The results of this research suggest that businesspeople may benefit from social media in terms of product promotion, cost savings in marketing, customer relationship building, market share expansion, and access to knowledge for new product creation.

FINDINGS AND DISCUSSION

The research findings indicate that social media platforms are used as a direct communication way between businesses and their customers in Jakarta. The research findings reveal that businesses actively engage with their customers by responding to comments, messages, and inquiries quickly. This two-way communication fosters a sense of trust and strengthens the relationship between businesses and their customers. By actively listening and engaging with customers, businesses can gather feedback, address concerns, and provide personalized experiences, thereby enhancing customer satisfaction and loyalty. Influencer marketing has emerged as a popular strategy in Jakarta's social media landscape. According to the research, companies partner with social media stars that command a sizable online following and sway in their communities. Businesses may reach the influencers' preexisting audiences and benefit from the influencers' established reputation by forming partnerships with them. In Jakarta, influencer marketing has shown to be an efficient strategy for connecting with consumers.

The research findings highlight the significance of user-generated content (UGC) in Jakarta's social media marketing landscape. Businesses encourage customers to share their experiences, reviews, and user-generated content related to their products or services. UGC helps businesses build trust, authenticity, and social proof. Additionally, businesses often run contests, giveaways, or campaigns to encourage UGC creation, thereby increasing engagement and creating a sense of community among their audience. The research findings suggest that social media platforms have

become essential for e-commerce and social commerce in Jakarta. Businesses utilize social media to showcase products, offer exclusive promotions, and provide a seamless shopping experience. Instagram and Facebook mostly have integrated e-commerce features like product tagging and in-app purchases, allowing businesses to convert social media users into customers directly. Businesses in Jakarta recognize the importance of tracking and measuring the performance of their social media marketing efforts. The research findings reveal that businesses utilize social media analytics tools to monitor key metrics like reach, engagement, click-through rates, and conversions. By analyzing these metrics, businesses can assess the effectiveness of their digital marketing strategies and make data-driven decisions to optimize their campaigns.

CONCLUSION

The research concluded that the social media plays a pivotal role in digital marketing practices within Jakarta, Indonesia. As the capital city and economic hub of the country, Jakarta presents a thriving market where social media has gained immense popularity among the population. The research reveals that social media penetration in Jakarta is remarkably high, with platforms like Facebook, Instagram, Twitter, and YouTube being extensively used by individuals of various age groups. In Jakarta, social media serves as a powerful tool for businesses to bolster brand awareness, expand their reach, and engage with their target audience effectively. Through strategic content creation and targeted advertising, businesses can leverage social media platforms to showcase their products or services, share updates, and connect with their audience on a personal level. Moreover, the findings emphasize the importance of active customer engagement and relationship building on social media. Businesses in Jakarta actively respond to comments, messages, and inquiries, thereby fostering trust, strengthening relationships, and enhancing customer satisfaction and loyalty.

Influencer marketing has also emerged as a prominent strategy in Jakarta's social media landscape. Collaborating with influencers who possess substantial followings and influence enables businesses to tap into their established audiences and leverage their credibility to promote products or services. This approach has proven to be highly effective in reaching and engaging with target audiences in Jakarta. User-generated content (UGC) plays a crucial role in social media marketing within Jakarta. Businesses encourage customers to share their experiences, reviews, and UGC related to their offerings, thereby building trust, authenticity, and social proof. Additionally,

businesses often run contests, giveaways, or campaigns to stimulate UGC creation, fostering engagement and cultivating a sense of community among their audience. Social media platforms are key in facilitating e-commerce and social commerce in Jakarta. By utilizing features like product tagging and in-app purchases, businesses can seamlessly showcase products, offer exclusive promotions, and convert social media users into customers directly. This integration of social media and e-commerce has transformed the way businesses conduct transactions and has become a key part of their marketing strategies in Jakarta.

RECOMMENDATIONS

Create a well-defined social media strategy tailored to the Jakarta market. Consider the preferences, behaviors, and cultural nuances of the target audience in Jakarta when crafting content, determining posting frequency, and selecting appropriate platforms. Collaborate with relevant influencers who have a significant following and influence on social media platforms popular in Jakarta. Engage them to promote your brand, products, or services to their audience, helping you expand your reach and build credibility in the local market. Develop content that resonates with the Jakarta audience. Use local language, cultural references, and relevant topics to establish a strong connection. Consider incorporating user-generated content and storytelling techniques to enhance engagement and foster a sense of community. Encourage discussions, ask for feedback, and provide personalized interactions to build trust, strengthen relationships, and enhance customer satisfaction. Utilize social media advertising platforms, such as Facebook Ads and Instagram Ads, to reach your specific target audience in Jakarta. Leverage advanced targeting options based on demographics, interests, and behaviors to ensure your ads are seen by the most relevant users. Implement a culture of continuous testing and iteration. Experiment with different content formats, posting schedules, advertising strategies, and engagement techniques to understand what resonates best with your Jakarta audience. Continuously refine your social media approach based on data and insights gathered from your efforts.

Maximize the potential of social commerce by integrating e-commerce features into your social media presence. Utilize in-app shopping options, product tagging, and exclusive promotions to streamline the customer journey and drive conversions directly from social media platforms. Stay proactive in adapting your strategies to leverage emerging trends and best practices. Regularly evaluate new platforms that gain popularity and assess their relevance to your target audience.

Actively encourage your Jakarta audience to create and share user-generated content related to your brand or products. Run contests, giveaways, or campaigns that motivate customers to share their experiences and reviews. This approach fosters engagement, builds trust, and amplifies your brand's reach through authentic content. Explore partnerships with local businesses, organizations, or influencers in Jakarta. Collaborating with local entities can help you tap into their networks, gain insights into the market, and establish a stronger presence within the Jakarta community. Keep a close eye on your competitors' social media activities and the broader industry trends in Jakarta. Identify successful strategies and innovative approaches that you can adapt to your own digital marketing efforts.

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