

Analysis the Development of Social Media for Marketing: Systematic Literature Review

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Abstract

Social media platforms are increasingly being used for marketing activities. Many companies have integrated them into their marketing strategies, which can drive actual and potential interactions through engagement. The emergence of social media as a link between different aspects of marketing has driven innovation and use in influencing decisions. Over the past three years, research interest in social media as a marketing tool has led to increased innovation and interaction. The purpose of this study was to determine the development of social media as a marketing tool. The method used is a systematic literature review through bibliometric analysis. The results show that social media has a significant impact on changing marketing. The great potential of social media is used as a medium for both companies and buyers. The main concern tends to be the effect of use, introducing products and building product knowledge for buyers. Social media is used as a medium to manage knowledge information for consumers from in-depth searches, conversations and purchase decisions. Behavioural and knowledge-based perspectives are used by researchers to examine the role and impact of social media. The interconnectedness of social media makes it important to develop digital marketing optimisation strategies.

Keywords: Social media marketing, digital marketing, social media effects

INTRODUCTION

The development of digital marketing has encouraged the use of various digital platforms such as social media. It is not uncommon for social media to be used as a digital marketing trend for businesses. This is inextricably linked to the high number of users and interactions on social media. According to the latest report from We Are Social and Hootsuite, the number of social media users worldwide reached 4.76 billion in January 2023. This figure represents 59.4% of the total global population today (Annur, 2023). This is in line with the development of internet use by digital businesses. According to data from the Central Statistics Office (BPS), on 15 September 2022, 34.10% of companies were engaged in e-commerce activities. The percentage has increased compared to 31 December 2021, when it was 32.23% (Humaira, 2022).

Social media has driven changes in interactions and transformed various aspects, including traditional marketing models, to digital. In today's digital age, social media is one of the most effective and efficient marketing tools. By using social media well, companies can reach a wider audience, increase brand awareness, boost sales and gain valuable feedback from consumers. These conditions encourage social media to become an important part of the business development process.

Digital marketing has been widely used by businesses and consumers to interact. For consumers, social media is not just about looking at a product, but about gaining knowledge for decision-making. The process is very important to convince before choosing. It includes a lot of focus on analysing consumer perspectives on social media marketing. Later, companies can extract the maximum value from the use of these channels to manage their

relationships with customers (Alves et al., 2016). With the increasing exposure of the public to digital and social media, it is very likely that consumers will search for information about products, buy them, consume them and communicate with others about their experiences (Stephen, 2016).

The number of internet users in Indonesia is expected to reach 215.63 million in 2022-2023. This number is an increase of 2.67% compared to the previous period of 210.03 million users (apjii.or.id, 2023). Marketers and businesses are encouraged to respond to this increase by optimising the use of social media marketing channels. This includes taking advantage of trends, adapting content and launching promotions based on social media interactions. A well managed process builds trust between buyers and sellers. Social media marketing attributes directly affect brand loyalty and the importance of the role of trust in measuring the effectiveness of social media marketing (Ebrahim, 2020). The increasing connectivity on social media is inextricably linked to user convenience, compatibility with positive effects and low cost (Chatterjee & Kumar Kar, 2020).

The use of social media has encouraged companies to innovate in a number of ways to improve service. It is not only a concern for marketers and businesses in building relationships with consumers. Social media has attracted the attention of researchers regarding the use of social media for marketing. Therefore, this article is to see how the development of social media for marketing. By looking at these developments, it can later be used to see the marketing attributes that are often used on social media.

RESEARCH METHODOLOGY

This research uses bibliometric analysis to see the development of research with the keyword "Social Media Marketing". Bibliometric analysis is a statistical method to analyse different publications related to academic content. The research steps include; first determining the search for articles through the database on Google Scholar. The literature is then collected using the Publish or Perish (PoP) application, which can be used for bibliographic metadata. This process determines the deadline for articles to be published. The period for articles is 2020-2023. The second step is to select and match the articles so that the data collected consists of 900 articles. Third, the data from the 900 articles were visualised using the VOSviewer application. Fourthly, the visualisation was analysed to see the network footprint. This step is also referred to as the reporting process (see Figure 1).

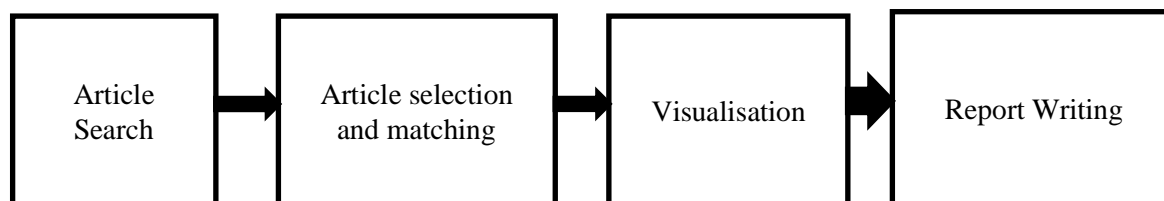


Figure 1. Stages of research

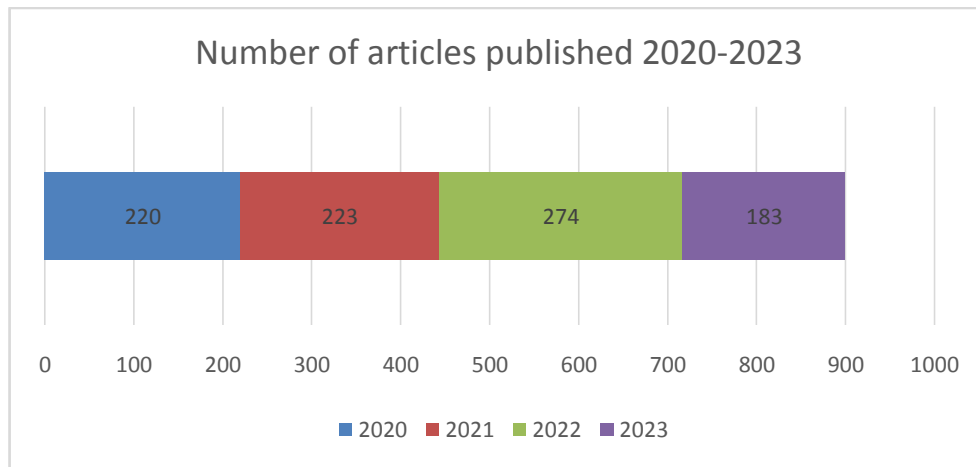
RESULTS AND DISCUSSION

Social Media and Marketing Publications

Social media has a broad impact on different aspects of life. Rapidly growing information and high levels of interaction encourage multiple uses. Marketing is one of the fields that is using social media to extend its reach to consumers. This can be seen in the research topic Social Media and Marketing, which shows a fluctuating development. Over the period 2020-2023, more than 900 articles focus on this topic by looking at different variables (see Table 1). The highest number of publications is in 2022 with 274 articles, followed by 2021 with 233 and 2020 with 220 articles. In 2023 the number of articles reaches

183 in August.

Table 1. Number of Articles Published 2020-2023



Source: Researcher processing, 2023

Seeing the many publications that appear, placing social media and marketing has a high attachment. This encourages different publications to emphasise specific aspects when looking at the marketing potential of social media. Social media has become an important concern that can influence every decision that raises various important issues in its use.

Top Articles Social Media Marketing

There are high ranking articles that deal with social media and marketing. Firstly, the findings Ebrahim, (2020) confirm that social media marketing has a direct impact on brand loyalty and an indirect impact on brand equity via brand trust. Social media platforms can be relied upon by companies to interact and engage with current and potential customers. Secondly Dwivedi et al., (2021) the use of social media has changed consumer behaviour and the way companies do business. Social media offers significant opportunities through reduced costs, increased brand awareness and increased sales. Third, Liu et al., (2021), Findings show that social media features significantly increase customer engagement. Fourth Zollo et al., (2020), social media provides experiential relationships that enhance emotional, rational brands and predict brand loyalty, brand awareness and perceived quality. Fifth, Cheung et al., (2020) shows that social media marketing can promote value creation, consumer behavioural intentions and repurchase intentions.

Table 2. Top 10 Ranking Articles

CITE S	AUTHORS	TITLE	GSRANK	CITESPER EAR	CITESPER AUTHOR
385	RS Ebrahim	The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty	1	128.33.00	385
1238	YK Dwivedi, E Ismagilova, DL Hughes...	Setting the future of digital and social media marketing research: Perspectives and research propositions	2	619.00.00	310
380	X Liu, H Shin, AC Burns	Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing	3	190.00.00	127
274	L Zollo, R Filieri, R Rialti, S Yoon	Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience	4	91.33.00	69

136	ML Cheung, GD Pires...	Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong	5	68.00.00	45
406	S Chatterjee, AK Kar	Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India	6	135.33.00	203
582	F Li, J Larimo, LC Leonidou	Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda	7	291.00.00	194
110	U Manzoor, SA Baig, M Hashim...	Impact of social media marketing on consumer's purchase intentions: the mediating role of customer trust	8	36.67	28
151	L Dolega, F Rowe, E Branagan	Going digital? The impact of social media marketing on retail website traffic, orders and sales	9	75.50.00	50
337	J Jacobson, A Gruzd, Á Hernández- García	Social media marketing: Who is watching the watchers?	10	112.33.00	112

Source: Researcher processing, 2023

Sixth, the findings Chatterjee & Kumar Kar, (2020) confirm that social media offers ease of use for businesses at low cost. Seventh, the findings Li et al., (2021) see the use of social media as increasingly important as a component of the company's portfolio strategy to consolidate and expand knowledge of social media marketing strategies (SMMS). Eighth, trust and social media have a significant impact on consumer purchase intention. social media marketing has a greater impact than trust on purchase intention through social networking sites (Manzoor et al., 2020). Ninth, Dolega et al., (2021) found that the effectiveness of social media marketing varies depending on its complexity, cost and brand status. In general, social media marketing affects businesses and provides information on how to allocate resources to develop marketing campaigns. Tenth, Jacobson et al., (2020) by understanding what drives consumer comfort with marketing practices, social media can target advertisements to consumers and influence consumer opinions.'

Social Media Marketing Most Popular Words

The topic of social media and marketing has many implications for the smallest part of the interaction process between sellers and buyers mediated by social media. The topic of social media is the most frequently used word or event with 624 occurrences. This refers to the use of social media platforms. Meanwhile, the topic of social media marketing was used 568 times. This topic tends to be used to see social media as a marketing tool related to several specific topics such as brand equity, brand loyalty, Smes marketing, customer relationship (Ibrahim & Aljarah, 2023; Ebrahim, 2020; Munir et al., 2021).

The third popular topic "Marketers" appeared with 305 events. Marketers or individuals who use social media refer to the topic "effect" with 184 events and "impact" with 162 events that influence individuals in influencing purchasing decisions, so the words "effect" and "impact" are also popular. Mention of the topic 'effect' is related to brand trust, marketing activities, brand equity and brand loyalty (J. Liu et al., 2023; Ebrahim, 2020; Haudi et al., 2022). Meanwhile, for companies, it refers to the use of the themes of product 107 events and role 113 events in the dissemination of marketing content. It also refers to the use of the topics activity 88 events, use 82 events and strategy 70 events. It refers to the role of Instagram marketing activities (Prasetyo et al., 2022; Manzoor et al., 2020; Boediman et al., 2021; Rahardja, 2022; Vieira et al., 2022).

Table 3. Top 20 Most Popular Words

TERM	OCCURRENCES	RELEVANCE SCORE
Social Medium	624	0,878472222
Social Media Marketing	568	1,020138889
Marketer	305	1,190277778
Marketing	253	1,113194444
Market	186	1,724305556
Effect	184	2,821527778
Impact	162	0,745138889
Influence	115	2,306944444
Role	113	00.09
Brand	108	2,60625
Product	107	0,0875
Activity	88	5,497222222
Consumer	84	1,436111111
Use	82	2,445833333
Social Media	77	4,718055556
Purchase Intention	75	3,343055556
Strategy	70	3,011805556
Customer	67	1,027083333
Business	65	2,534027778
Brand Equity	59	6,088888889

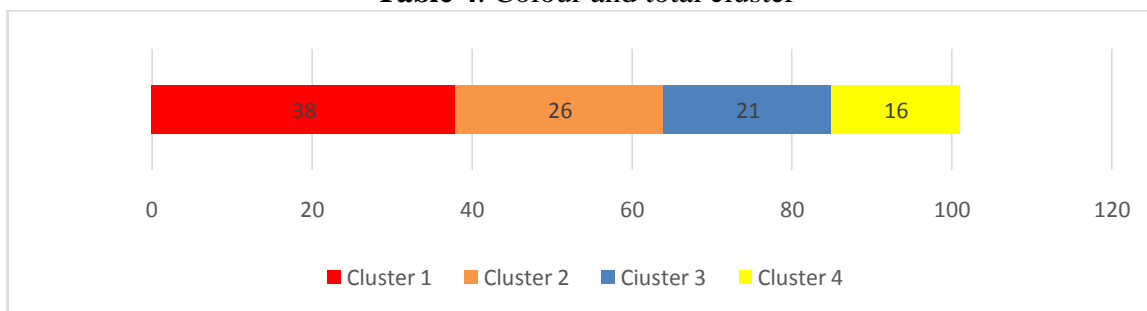
Source: Researcher processing, 2023

The topic of marketing, with 253 events, is a topic that cannot be separated from social media marketing. The emergence of this topic is related to the use of a separate word, so that the topic of marketing appears. While the topic of market with 186 events. The theme of influence with 115 events has become popular to see the influence of people in the introduction of products. Brand with 108 occurrences, brand value with 59 occurrences. Business with 65 occurrences, customer with 84 occurrences, purchase intention with 75 occurrences.

Network Visualization

A topic network emerged with a total of 101 items with 4 Clusters (see table 3). The first cluster consists of 38 topics that form a network of relationships. The most dominant topics include social medium, information, market, product, digital marketing and strategy. . This first cluster includes high attachment. It can be seen that some topics are often used by the author in associating social media and marketing.

Table 4. Colour and total cluster



Source: Researcher processing, 2023

The second cluster has 26 interrelated themes. The most dominant themes in this cluster are: social media marketing, brand, effect, brand equity, intention, brand image, brand trust. These themes have a high relational attachment to other themes.

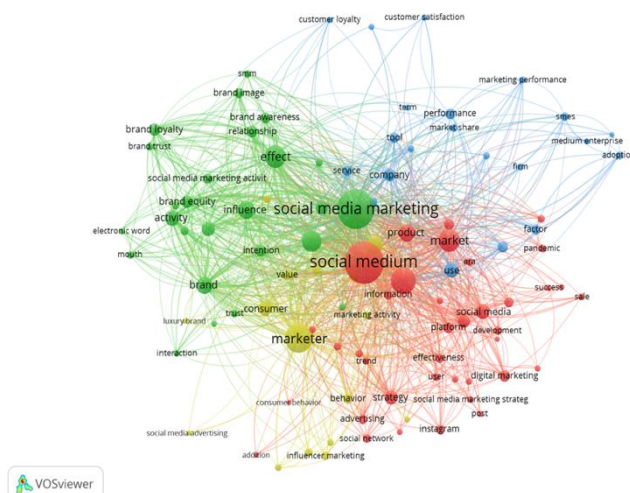


Figure 2. Network Visualization

The third cluster consists of 21 themes marked in blue. This cluster forms the dominant theme relationship. It can be seen that the most dominant themes relate to marketing share, performance, tool, company, use, service, SME, medium enterprise and adoption. The most distant network includes customer loyalty and customer satisfaction. The fourth cluster consists of 16 themes. The theme of marketers is the most frequently used theme to understand phenomena related to behaviour, consumers, content and influencers. This theme has led to the development of other themes such as marketing activity, organisation, perception, role of social media advertising, social media influence, social media impact and value. Looking at Cluster 4, the group tends to look at consumer behaviour in social media marketing. This includes building knowledge about companies and services.

Table 5. Top 10 Ranking Articles

Cluster	Cluster	Item/warna
Cluster 1	addition, advertising, business, consumer behavior, covid, development, digital advertising, digital marketing, digital marketing strategy, effectiveness, era, facebook, information, instagram, interest, internet, market, marketing, marketing communication, marketing strategy, medium, order, pandemic, person, platform, post, product, sale, social media, social media marketing, social media site, social medium, social network, strategy, succes, target market, trend, user	38/ Red

Cluster 2	activity, brand, brand awareness, brand equity, brand image, brand loyalty, brand trust, customer, customer engagement, effect, effort, electronic word, impact, influence,intention, interaction, mediating role, mouth purchase intention, relationship, smm, social media marketeing, social media marketiingactivit, social media marketing strategi, social media user dan trust	26/green
Cluster 3	adoption, company, customer loyalty, customer satisfaction, evidence, factor, firm, market share, marketing performane, marketing tool, medium, enterprise, Opportunity, performance, service significant effect, small, smes, social media platform, term, tool, use	21/Blue
Cluster 4	behavior, consumer, content, context, influencer, influencer marketing, luxury brand, marketer, marketing activity, organization, perception, role social media advertisiing, social media influence, social media influence dan value	16/yellow

Source: Researcher processing, 2023

Overlay Visualization

The overlay will show a trace of the research history. During the period 2020-2023, some research themes are linked to other themes. The topics Social Media Marketing and Social Media have a strong influence on other topics. The smaller the network of topics above, the more interconnected some topics are. For example, social media marketing has a complex relationship with tool effect, tool use and marketer. Meanwhile, digital marketing topics related to the yellow colour have special relationships with Instagram, advertising, adoption, customer loyalty, and brand image. The moneyucolour has another complex relationship with topics such as marketing performance, mid-market, interaction, trend marketing activity, influence and others. Each colour refers to an influential research path. From 2020-2021 marked purple, 2021 green, 2020-2023 yellow.

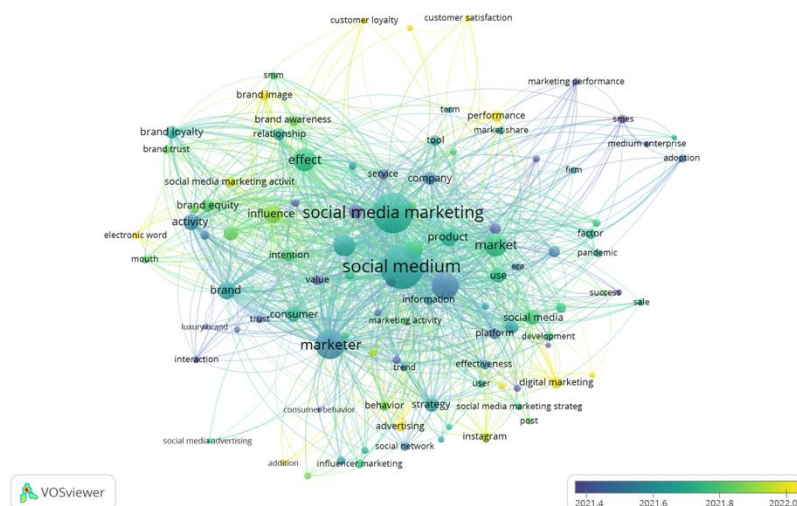


Figure 3.Overlay Visualization

Density Visualization

The Density visualisation shows the density of items defined by colour. When a word occurs frequently or dominantly, it is marked with a bold colour. Figure 3 shows that "social

media marketing" and "social medium" are the two words most frequently used by the author to describe the phenomenon of social media marketing. This is inseparable from the two words used to see several other themes such as marketing activity, product, market, information, use, value, intention, influence, service and company. The words surround the word that has a high thickness.

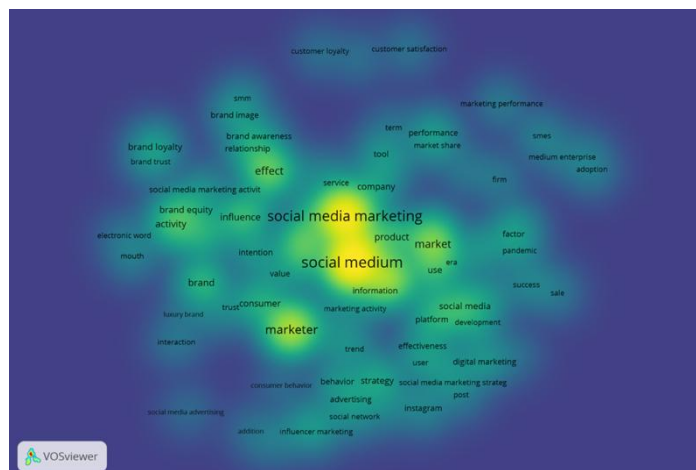


Figure 4. Density Visualization

Furthermore, there are words that have a separate thickness from the main width. Words such as 'marketer, market, brand equity, activity and effect'. While with limited thickness such as 'brand loyalty, electronic word, mouth, trend, smm, brand image, brand awareness, social media platform, market share and company. There is a separate thickness from other thicknesses such as the words 'customer loyalty, social media advertising, adoption, medium enterprise, SME and marketing performance'. Words with thickness are often used by researchers to look at social media marketing, while words with limited thickness are rarely given extensive attention by researchers.

CONCLUSION

Study shows that the development of social media formarketing is primarily used to understand consumer attitudes and behaviour. Social media as a marketing medium encourages actors and consumers to form a network of interrelated interactions. This raises various issues such as theroleand impact of social media in influencing decisions. Changes in consumer behaviour, interaction, knowledge and interaction have becomet he focus of attention. In addition, the innovation of marketing actors encourages various forms of social media use, ranging from improved marketing, strategies, activities, brands and business development on social media. Finally, social media networks are very important to beused as a marketing medium and build relationships and attract consumers. Social media has beenactively involved in the marketing process, facilitating continuous interaction between sellers and buyers. It isimportant to develop this research by focusing on social media features that can provide knowledge to make choices.

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