

EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING AND PROMOTIONAL TOOL FOR MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMEs) CASE STUDY: PT GLOBAL ATCO SUKSESTAMA

Atikah Putriyani¹, Tri Mulyaningsih²

Universitas Paramadina^{1,2}

E-mail: ¹Atikah.putriyani@students.paramadina.ac.id, ²Tri.mulyaningsih@students.paramadina.ac.id

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Abstract

This study aims to analyze the effectiveness of using social media as a marketing and promotional tool for micro, small, and medium enterprises (MSMEs), with a case study of PT Global Atco Suksestama. The rapid development of digital technology requires MSMEs to adapt to changes in consumer behavior, which is increasingly reliant on social media for seeking information and conducting transactions. The research employs a descriptive qualitative method, with data collected through interviews, observations, and documentation studies. The findings indicate that the use of social media platforms such as Instagram, Facebook, and TikTok significantly increases promotional reach and brand awareness. However, its effectiveness remains limited by constraints in human resources for content management and by digital marketing strategies that have not yet been optimized. This study concludes that social media is an effective promotional medium for MSMEs when supported by consistent content strategies, accurate audience analysis, and the utilization of digital advertising features.

Keywords: *Social Media, Digital Marketing, Promotion, MSMEs, PT Global Atco Suksestama*

INTRODUCTION

The rapid development of information and communication technology has brought significant changes to various aspects of life, including the business and marketing sectors. In the digital era, social media plays an important role as an efficient communication and marketing tool for business actors. Micro, Small, and Medium Enterprises (MSMEs) are the backbone of Indonesia's economy, contributing approximately 61% of GDP and absorbing more than 97% of the national workforce, with their number reaching tens of millions of business units (Ezquerro et al., 2024). MSMEs function to promote community economic self-reliance, supported by the government through various programs, and continue to grow by utilizing digital platforms and e-commerce. MSMEs that previously relied on conventional promotional methods have now begun to shift to digital platforms such as Instagram, Facebook, and TikTok to reach consumers more broadly and quickly. Social media has become one of the most effective and efficient means of reaching consumers in a wide, fast, and interactive manner, especially for MSMEs that face limitations in resources and promotional budgets.

MSMEs play a crucial role in Indonesia's economy. Based on data from the Ministry of Cooperatives and SMEs (2024), more than 99% of business units in Indonesia are MSMEs, absorbing over 97% of the national workforce. Nevertheless, many MSMEs still face challenges in expanding their markets and increasing competitiveness, particularly in the era of digitalization, which demands adaptation to technology and digital-based marketing strategies. In this context, social media emerges as an alternative solution that can facilitate promotional activities, strengthen relationships with customers, and enhance product and brand visibility in the digital market. PT Global Atco Suksestama, as one of the companies engaged in the provision and distribution of industrial products, also utilizes social media as part of its marketing communication strategy. Through the use of social media, the company seeks to expand market reach, introduce its flagship products, and build a professional and trustworthy brand image. However, the effectiveness of social media as a marketing and promotional tool still needs to be examined more deeply, both in terms of content strategy, the level of consumer interaction, and its impact on increasing sales and customer loyalty.

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This study aims to analyze the effectiveness of social media as a marketing and promotional tool for MSMEs, using PT Global Atco Suksestama as a case study. This research is expected to contribute to MSME actors in optimizing the use of social media as a strategic and sustainable promotional tool. In addition, the findings are expected to serve as a reference for companies in designing more effective digital marketing strategies in the future. PT Global Atco Suksestama, as a company that oversees various small business units in the service and trade sectors, faces challenges in maximizing the potential of social media as a marketing tool. Based on preliminary observations, the company's promotional activities are still conducted manually, with effectiveness that has not yet reached optimal levels. Therefore, this study aims to determine the effectiveness of social media as a marketing and promotional tool at PT Global Atco Suksestama.

LITERATURE REVIEW

According to Kaplan and Haenlein (2010), social media is an internet-based medium that enables the creation and exchange of user-generated content. Social media has become an effective communication tool between companies and consumers. From a social perspective, social media functions as a virtual public space where individuals can express themselves, build identities, and interact with others without geographical or time constraints. Social media enables the formation of new communities based on shared interests, hobbies, professions, or specific goals, which were previously difficult to reach through conventional communication channels. Social interactions on social media also influence the dynamics of social relationships, ranging from personal and professional relationships to broader social relations such as social movements and political campaigns. This phenomenon indicates that social media is not merely a communication tool, but also a medium for shaping culture and social values in modern society (Surenggono et al., 2021). Social media is a multidimensional phenomenon encompassing technological, social, economic, cultural, and political aspects. It has fundamentally transformed the way people communicate, interact, and participate in social life. Despite its advantages and challenges, social media remains an integral part of modern life that cannot be separated from daily activities. A deep understanding of the concept of social media and its implications is essential for individuals to utilize social media optimally and responsibly in response to the continuously evolving digital world (Zakiyatul Rohmah Dina et al., 2023).

The use of social media in digital marketing has become one of the important options within marketing strategy frameworks. Several experts define digital marketing as follows: Mensah et al. (2022) define digital marketing as promotional efforts using digital devices to reach broader and more segmented consumers at relatively low cost. According to Trad and Dabbagh (2020), "*Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives.*" This means that digital marketing involves the application of the internet and related digital technologies in combination with traditional communication methods to achieve marketing goals. This approach enables companies to enhance their understanding of consumers, including profiles, behaviors, values, and levels of loyalty, and to integrate targeted communication and online services tailored to individual needs. The effectiveness of promotion through social media is considered very high because it can quickly reach wider and more diverse audiences, increase brand awareness, and potentially boost sales and conversion rates. Promotional effectiveness can be measured through increased brand awareness, purchase intention, and sales growth following promotional activities (Tjiptono, 2015).

According to Kotler and Keller (2016) as cited in Syahputra and Herman (2020), the main indicators of promotion include four aspects: promotional messages, which measure the quality of information delivery to consumers or markets; promotional media, referring to the channels selected and used by companies; promotional timing, which measures the duration of promotional programs; and promotional frequency, which indicates the number of repetitions of promotional activities within a certain period. Based on Law No. 20 of 2008, MSMEs are productive enterprises owned by individuals or business entities that have limitations in capital, resources, and market access. In general, MSMEs refer to businesses operated independently, whether by individuals, business groups, or entities that do not yet meet the criteria of large enterprises. MSMEs typically operate on a small to medium scale, with limited capital and a predominantly local market reach. Nevertheless, MSMEs play a highly strategic role because they directly address community needs and create economic opportunities across various regions, including remote areas that are not yet reached by large industries (Hasan, 2021). In terms of capital, MSMEs generally start their businesses using personal funds or assistance from family and relatives. Access to formal financing such as banks or financial institutions remains a challenge for many MSME actors due to limited collateral, low financial literacy, and incomplete business documentation. However, in recent years, the government and financial institutions have sought to expand financing access for MSMEs through various programs such as the

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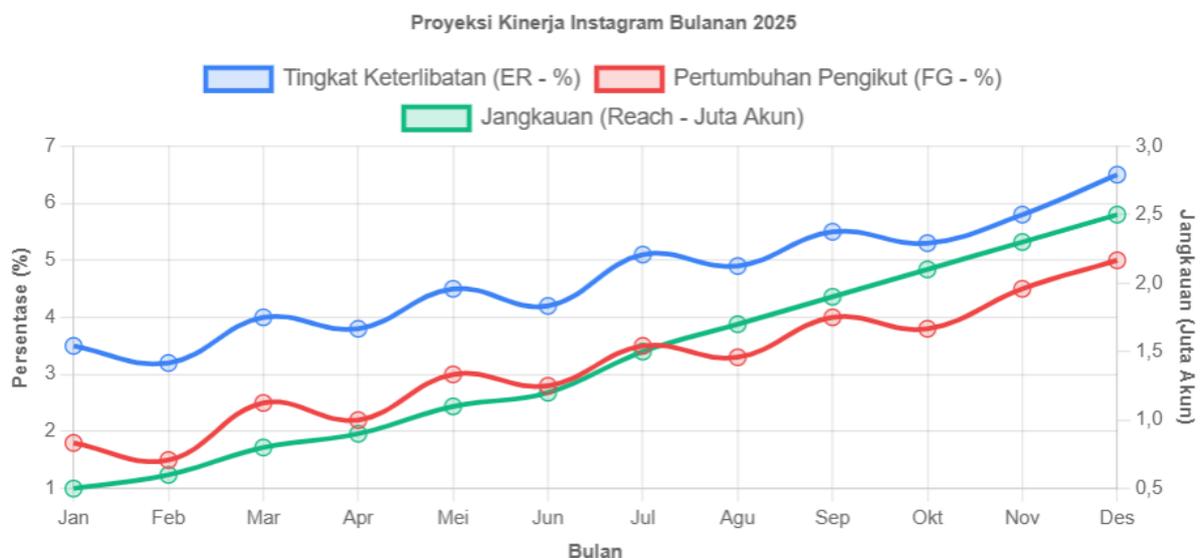
People's Business Credit (KUR), cooperative development initiatives, and fintech-based peer-to-peer lending services (Taufik et al., 2023).

METHOD

This study employs a descriptive qualitative approach, with data collection techniques including interviews, observations, and documentation studies. The main focus of this research is to analyze the effectiveness of social media usage in the marketing and promotional activities of PT Global Atco Suksestama. Data collection is also conducted through a literature review by examining various references such as scientific journals, articles, academic publications, and other reliable sources relevant to the research topic.

RESULTS AND DISCUSSION

Social media has become an important part of modern society. Almost every individual, from various age groups and backgrounds, uses social media to interact, seek information, and even engage in shopping activities. This phenomenon has made social media a fertile ground for business actors to market their products. Marketing strategies through social media are not only about promoting goods or services, but also about building relationships with consumers, creating added value, and strengthening brand identity in the public's mind.



The use of social media, particularly Instagram, offers various advantages in promotional activities, such as the ability to convey information to consumers without requiring significant costs, effort, or time. Information can be delivered to a large audience in a very short period. The promotional activities carried out by PT Global Atco Suksestama utilize Instagram and the company website as the main media for product promotion. However, account management is still irregular and has not yet implemented a systematic digital marketing strategy. The content uploaded is mostly informative in nature and has not yet been persuasive. In terms of brand awareness, social media has proven to be a highly effective medium. Dwivedi et al. (2021) state that the viral nature of digital content allows brand-related information to spread more rapidly than through conventional media. This is supported by sharing mechanisms such as shares, tags, and mentions, which can exponentially expand brand reach. Based on previous research by Muhamad Yusuf Yahya (2025) entitled "Marketing Through Social Media: Strategies and Effectiveness in the Digital Era," it is concluded that social media is a strategic medium capable of providing sustainable competitive advantages when managed adaptively and based on research.

Research conducted by Aum Ramlah et al. (2024) entitled "Effectiveness of Instagram Advertising as a Social Media Platform for MSMEs" concludes that promotional activities carried out by MSMEs in the era of information technology are highly diverse, as they can take advantage of various social media platforms to promote their products, one of which is Instagram. Instagram is widely favored by the public and has become a preferred social media platform for MSMEs to promote their products. Through Instagram, MSME owners create various types of content with different themes that are creative and innovative, supported by high-resolution images and videos, which attract consumer interest in MSME products. Insight data show that profile visits increased by more than 50% compared to the period before using advertisements.

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Based on interviews with the Director and the Sales Division of PT Global Atco Suksestama, the effectiveness of social media as a promotional tool is reflected in an increase of approximately 25% in the number of new customers after the company actively promoted its products on social media over the past six months. Several key findings are as follows:

I. Accessibility and Cost-Effectiveness

One of the greatest advantages of social media is its high accessibility and cost efficiency.

- **Free Organic Marketing:** Businesses can create profiles, post content, and interact with audiences without initial costs. This provides significant opportunities for MSMEs with limited budgets to build brand awareness.
- **Flexible Advertising Costs:** Paid advertising campaigns (such as Facebook Ads, Instagram Ads, or TikTok Ads) enable highly specific targeting with adjustable budgets. Companies can start with micro-level budgets and increase investment as results improve, allowing for more measurable returns on investment (ROI).

II. Precision Targeting and Personalization (Targeted Marketing)

Social media functions as a massive database of consumer behavior. Advanced targeting features ensure that promotional messages reach the most relevant audiences.

- **In-Depth Segmentation:** Marketers can target audiences based on demographics (age, location, income), psychographics (interests, lifestyle), and even previous purchasing behavior.
- **Content Personalization:** By understanding their audience, companies can create highly personalized content. Relevant content tends to generate higher engagement rates, leading to increased conversions.

III. Real-Time Engagement and Community Building (Engagement & Community)

Social media facilitates two-way communication, transforming consumer-brand relationships from passive to interactive.

- **Instant Feedback:** Platforms such as Twitter/X and Instagram Stories allow businesses to receive immediate feedback on products or services. This is crucial for crisis management and agile product innovation.
- **Increased Brand Loyalty:** By responding to comments, hosting live Q&A sessions, or creating participatory content, brands can build loyal communities. Consumers who feel heard and valued are more likely to become brand advocates.

IV. Measurability and Data Analytics (Measurability and Analytics)

Unlike print or television advertising, which is difficult to measure, every activity on social media can be analyzed in depth.

- **Clear Performance Metrics:** Businesses can track key metrics such as engagement rate, reach, impressions, click-through rate (CTR), and sales conversion rates.
- **Data-Driven Optimization:** These analytics enable marketers to quickly identify successful or unsuccessful campaigns. Strategies can then be optimized in real time to maximize promotional effectiveness and advertising investment in the future.

Several inhibiting factors affecting the effectiveness of social media usage at PT Global Atco Suksestama include:

1. Lack of skilled personnel in digital marketing.
2. Limited budget for paid advertising (ads).
3. Absence of consistent content planning.

CONCLUSION

It can be concluded from the above research that social media has proven to be effective as a promotional and marketing tool for MSMEs, including PT Global Atco Suksestama. However, this effectiveness can only be achieved if the company has a well-directed strategy, consistency in content creation, and the ability to utilize digital data as a basis for decision-making (Kompensasi et al., n.d.).

RECOMMENDATIONS

The following are the author's recommendations for PT Global Atco Suksestama to enhance the effectiveness of social media as a marketing and promotional tool:

1. The company is advised to develop a dedicated digital marketing division, conduct internal training, and apply a data-driven approach to improve promotional effectiveness (Shahzad et al., 2024).

2. Expand and maintain consistent branding across all digital platforms and channels to strengthen brand identity and create a strong impression among the audience.
3. Consider collaborating with influencers or other parties who have a large follower base on social media. Such collaborations can help increase brand visibility and reach a broader audience (Zhang et al., 2024).

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