

An In-Depth Look at How to Run Strategies Using Social Media and New Ideas from Companies

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ABSTRACT

This research aims to gain a deeper understanding of the use of social media and business innovation in company growth strategies. Researchers applied qualitative research methodology, using semi-structured interview techniques to examine follow-up questions that could answer the study's objectives. Interviews were conducted with several MSMEs in Thailand, who served as the research subjects, totaling 20 respondents. The research results indicate that social media usage can help build better consumer-customer relationships, leading to increased loyalty. Effective business innovation can also create a favorable impression and provide significant information and recommendations to influence purchase decisions. Businesses that effectively utilize social media will have stronger connections compared to those that do not engage with corporate social media platforms.

Keywords: Social Media, Business Innovation, Strategy, Management, Qualitative

INTRODUCTION

In this day and age of rapid technological advancement, social media has become an integral component of the lives of every single person in society. The emergence of new businesses is also significantly influenced by this shift in dynamics, which has a big impact to consider. According to Jussila et al. (2008), businesses have also become increasingly reliant on social media for assistance with a variety of marketing tasks. According to Pascucci et al. (2018), marketing activities are frequently utilized in order to involve customers in the process of producing a product or making a service. According to Kaushik et al. (2018), the ongoing development of social media has altered how businesses view things, particularly that which is closely associated with customers in the process of formulation of a corporate plan.

The existence of social media platforms is now a significant factor that plays a crucial role in facilitating and enhancing the efficiency of communication with customers, whether it be directly or indirectly. Increasing customer involvement in terms of effective communication through social media will help develop the company's reputation in the eyes of consumers in a manner that is indirect (Chirumalla et al., 2018). In addition to this, social media has a positive impact on businesses because it enables them to employ and monitor the activities of all of their competitors as well as the trends that are forming in their market. According to Ram, J., and Liu (2018), the presence of this monitoring will assist the organization in maintaining its competitive edge in business activities related to marketing. When it comes to communicating with clients, selling products, and keeping relevance in a corporate climate that is constantly changing, the expansion of social media has opened up new doors. According to Naeem from 2020, there is a strong connection between innovation initiatives and social media.

According to Obermayer et al. (2022), business businesses have insisted for a long time that they should make use of social media as a medium through which customers may communicate directly with the company, take part in events organized by the company, and acquire factual information as well as enjoyment. It was explained that after the global financial crisis, 65 percent of businesses integrated Web 2.0 technology into their business activities (Hardik Bhimani et al., 2018). Businesses that do so experience huge increases in market share and profit margins (Scuotto et al., 2010). This information was derived from the fourth wave of global annual surveys that were carried out by McKinsey. In the meantime, 79% of businesses that are highly innovative really integrate digital innovation processes by utilizing social media

as a new idea. This practice has the potential to inspire the customer environment to be more open and collaborative. According to the most recent BCG Global Innovation Survey, which was conducted in 2018, the survey reveals that public sector organizations can also optimize social media in order to improve innovation initiatives (Dwivedi et al., 2018). This survey provides more support for the importance of social media. Aside from that, social media is also used to foster social innovation by getting the general public involved in investigating company information in a more active manner. This can be to the advantage of both the firm and its customers.

In the current era of digital development, the purpose of this research is to gain a better understanding of the ways in which social media is utilized in the growth strategies and commercial innovation of companies. These components have been the subject of discussion in a number of earlier research (Dwivedi et al., 2018). On the other hand, not many people have investigated the reasons why these components can be utilized by businesses as supplementary tactics to either boost their earnings or improve their performance. Researchers will now have the ability to examine the significance of these components for businesses as a result of this.

Continuous progress is being made in the development of the digital era. According to Brink (2018), having an understanding of digital technology is not just a strategic idea, but it should also be a must for businesses in order for them to be able to employ this medium to support every commercial activity being conducted by the organization. In addition to providing businesses with the ability to recognize new opportunities, the capability to use and comprehend digital technology may also serve as an additional value for businesses in drawing in customers. It is possible to maximize the operational efficiency of the company, improve the customer experience while purchasing a product or service, and produce products or services that are relevant to the current market demands if the company has a sound management strategy that incorporates social media.

Various parts of business operations can be included in social media platforms due to the numerous capabilities that these platforms offer. In the context of company growth strategies, social media can provide support for several flexible activities that have the potential to establish interactive customer networks that are more valuable than the value that the organization creates (Schrader, 2014). According to Kaplan, AM, and Haenlein (2010), one additional method for the development of social media in a business setting is to make social

media the driving force behind a change-based framework that is transformed into dynamic content. Nazanin Tourani (2022) has conducted several research that demonstrates that fifty percent of people who use social media platforms like Facebook and Twitter have purchased after establishing a connection with a company through social media (Wono et al., 2023). Therefore, in this particular scenario, it is possible to assert that social media, when it comes to commercial activities, is able to adopt strategies that include the ability to join clients with enterprises to carry out activities involving the purchasing and selling of their products and services (Nazanin Tourani, 2022).

Business innovation is done to increase earnings and broaden the scope of customer reach. According to Wono et al. (2023), the term "business innovation" refers to the creation of new products as well as the development of novel business procedures and models. The implementation of ideas to improve products, services, procedures, or business models can result in the creation of new value for an organization through the use of business processes. The study and planning of the transition from one business model to another is facilitated by business innovation, as stated by some industry experts (Schallmo, 2013; Kaplan, AM, & Haenlein, 2010). This enables businesses to gain a sustainable competitive edge over their competitors. The process of selecting a collection of elements within a business model based on the combination of the business model designer is an example of innovation in business models.

The practice of collecting decision-making actions from an organization's activities in a comprehensive manner is what are known as strategic management techniques. An ideal relationship between an organization and its environment is encouraged by good strategic management, as stated by Spieth and Matzler, K. (2016). This relationship allows the organization to capitalize on business opportunities and obstacles and accomplish strategic goals (Wono et al., 2023). The process of strategic management begins with the formation of a strategy, continues with the implementation of the strategy, and concludes with an evaluation of the strategy. During the stage of strategy formulation, preparation entails analyzing the internal and external environments present within the company. As the organization moves into the stage of strategy implementation, it puts into action the strategies that were developed as a result of the development of tactical programs. Based on the findings of Wono et al. (2023), strategy evaluation is the process of evaluating the performance of the organization concerning the strategies that can be utilized to accomplish these objectives.

METHODS

This study employs descriptive methodologies and takes a qualitative approach to its methodology. Interviews and the collecting of data from a variety of reference sources, such as books, articles, documents, and other materials connected to management strategy, were the two methods that were utilized in the process of data collection. The data was gathered through the use of the random sampling method. This study focuses on the micro, small, and medium-sized enterprises (MSMEs) sector in Thailand, which, in comparison to other types of businesses, makes a significant contribution to the gross domestic product of the country. This was demonstrated by a survey that was carried out by Statista (2022), which discovered that during the second quarter of 2023, the micro, small, and medium-sized enterprises (MSME) sector in Thailand was able to make a substantial contribution to the economy of the country, notably in terms of employment and income from overseas sources. Researchers adopted semi-structured interviews, which included follow-up questions, as a method of data collecting to address the objectives of the research (MELiani et al., 2022). A total of twenty respondents who were owners of micro, small, and medium-sized enterprises (MSMEs) in Thailand were interviewed.

RESULTS AND DISCUSSION

In addition, the findings of this research indicate that companies who make effective use of social media to interact with customers will have better relationships with those customers in comparison to companies that do not have any connection to corporate social media. As a result of the ever-increasing technology advancements, social media has become the primary method by which the corporation establishes a more profound emotional connection with its customers. Aside from that, the company's strategy in terms of market targeting and product development is also influenced by social media in a mutually influential way. According to the findings of this study, the decisions that customers make when they are purchasing products or services will have a substantial impact on the strategy that the firm intends to implement, which is driven by the innovation that occurs within the business world.

Businesses that successfully adopt innovations that are distinct from those of their rivals will have a better competitive edge and will be able to attract consumers with higher

purchasing power; this will allow them to attract more customers. As the world of marketing continues to evolve at a quick pace over time, business innovation is of utmost importance in the process of establishing consumer needs. In addition, the outcomes of the research lend evidence to the significance of social media in terms of its use for businesses. It is now well acknowledged that social media platforms have become an essential medium via which businesses can obtain good feedback from customers. According to the findings of earlier studies carried out by (Wong et al., 2023; Nazanin Tourani, 2022; and Schrader, 2014), a firm will be successful if it can use social media as an innovation in the way that it interacts with its customers.

The significance of applying business innovation to business activities that are subject to a high level of competition and are in a state of perpetual change is also brought to light by these findings. When it comes to business innovation, the ability of an organization to generate and implement creative ideas that are distinct from those of its competitors will increase the added value of the company. The findings of this research are also in agreement with the findings of research carried out by Obermayer et al. (2022) and Ram, J. and Liu (2018). These researchers found that businesses that can innovate more competitively will enable innovation to adapt to changes in consumer demand and shifts in the market. As a result, businesses will be better able to deal with challenges and capitalize on opportunities in an environment that is dynamic in nature.

CONCLUSION

The findings of this research provide a comprehensive demonstration of the significance of social media and business innovation about the management of strategic initiatives within corporations. The usage of social media has the potential to improve interactions between consumers and customers, which will ultimately lead to an increase in customer loyalty. Aside from that, the presence of company innovations that are distinct from those of rivals will provide the image of being appealing. These innovations will also be able to provide customers with crucial information and recommendations that will help them make decisions regarding their purchases when they are contemplating making a purchase. The fact that there were only a few people who participated in the data collection process of this study is a limitation of the study. For further research, it is anticipated that the findings of this study will provide a valuable contribution as material for further research concerning the utilization

of social media in more optimal management strategies, thereby fostering a robust culture of innovation. This is an essential component of company strategic management in this digital era. In the end, this component has the potential to be the primary factor that determines whether or not a company is successful in dealing with the ever-changing business circumstances.

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