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INSIGHT Journal focuses on social science and humanities research. The main aim of INSIGHT Journal is to provide an intellectual forum for the publication and dissemination of original work that contributes to the understanding of the main and related disciplines of the following areas: Accounting, Business Management, Law, Information Management, Administrative Science and Policy Studies, Language Studies, Islamic Studies and Education.

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FOREWORD BY DEPUTY RECTOR OF RESEARCH, INDUSTRIAL LINKAGES & ALUMNI

Since 2018, the INSIGHT JOURNAL (IJ) from Universiti Teknologi MARA Cawangan Johor has come up with several biennial publications. Volume 1 and 2 debuted in 2018, followed by Volume 3 this year as well as Volume 4 with 19 published papers due to the great response from authors both in and out of UiTM. Through Insight Journal, lecturers have the ability to publish their research articles and opportunity to share their academic findings. Insight Journal is indexed in MyJurnal MCC and is now an international refereed journal with many international reviewers from prestigious universities appointed as its editorial review board

members.

This volume 5 as well as volume 6 (which will be published in 2020) are special issues for the 6th International Accounting and Business Conference (IABC) 2019 held at Indonesia Banking School, Jakarta. The conference was jointly organized by the Universiti Teknologi MARA Cawangan Johor and the Indonesia Banking School Jakarta. Hence, the volumes focus mainly on the accounting and business research papers compiled from this conference, which was considered a huge success as over 66 full papers were presented.

Lastly, I would like to thank the Rector of UiTM Johor, Associate Professor Dr. Ahmad Naqiyuddin Bakar for his distinctive support, IJ Managing Editor for this issue Dr. Noriah Ismail, IJ Assistant Managing Editor, Fazdillah Md Kassim well as all the reviewers and editors who have contributed in the publication of this special issue.

Thank you.

ASSOCIATE PROF. DR. SAUNAH ZAINON

Deputy Rector of Research, Industrial Linkages & Alumni Editor-in-Chief for INSIGHT Journal Universiti Teknologi MARA Cawangan Johor



The Role of Social Media on the Performance of Micro, Small and Medium Enterprises (MSMEs) in Palembang City

Yulizar Kasih, Idham Cholid

STIE Multi Data Palembang
Palembang, Indonesia
yulizar@stie-mdp.ac.id, idham@stie-mdp.ac.id

Abstract

MSMEs have a strategic position and have an important role in the economy of a country, but nowadays the challenges of the development of information technology, especially related to utilizing social media in marketing. This research aims to analyse the use of social media and its benefits for the performance of MSMEs. This research is a descriptive study and 40 samples of MSMEs owners were selected through purposive and convenience sampling technique. The data were collected with questionnaire and analysed descriptively by using tabulations and graphs. The results of this research indicate that the most widely used social media is Instagram, followed by WhatsApp, Facebook, and Line. Social media is used predominantly to facilitate interaction with customers, provide the product information, reduce costs, implement marketing strategies, and to gain product popularity. The useof social media can increase the interaction with customers, sales volume, a good image of customers, and to increase the number of customers.

Keyword: MSMEs, Social Media, Performance, Business and Economy

1. Introduction

MSMEs are business sectors that have an important role in the national economy of a country. In economic growth, MSMEs are able to contribute to the creation of job opportunities, Gross Domestic Product (GDP), and a number of relative dominant businesses. In some countries, the role of MSMEs in creating job opportunities is very significant. In the European Union (EU), MSMEs are able to create around 90 million job opportunities, in the Netherlands, MSMEs can employ 55.0 percent of the total workforce, in Australia, MSMEs can create 51.0 percent of private employment, in Italy, MSMEs can absorb 2.2 million from labour national work. The role in increasing GDP in some countries is also quite significant. The contribution of MSMEs to GDP in China reached 60.0 percent in China, 57.0 percent in Germany, 55.3 percent in Japan, 50.0 percent in Korea, and 47.3 percent in Malaysia (Katua, 2014).

In 2013, MSMEs in Indonesia contributed to the creation of job opportunities, the number of dominant business units, and contributions to GDP (Kasih, 2018; OECD, 2012). In terms of the number of business units, the number of MSMEs in Indonesia reaches 99.9 percent of the total business units, able to absorb 97.0 percent of the workforce, and can create a GDP of 57.5 percent.

In the era of globalization, the MSMEs market would be required to do a variety of strategies continually to survive. Vast information and many competitions have increased consumer awareness of the many choices of products that can be chosen. Therefore, MSMEs must immediately improve, to still exist and to compete with other companies. One strategy that can be done in improving is utilizing the potential of information technology. The potential of information technology that can be utilized by MSMEs in the field of marketing is referring to the



usage of social media, including increasing productivity and marketing, promotional activities, and selling product performance. (Umar, 2016; Akhmad, 2015; Srirejeki, 2016; Purwidiantoro, Kristanto, Hadi, 2016). This research aims to determine the characteristics of MSMEs as users of social media, the type of social media used by MSMEs, andthe role of social media in affecting the performance of MSMEs in Palembang City.

2. Literature Review

2.1 Characteristics of MSMEs in Indonesia

According to Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises, the characteristics of MSMEs in Indonesia are classified based of the nature of possession, the number of assets, sales proceeds, and the amount of credit that can be obtained from the bank. However, in general, the characteristics possessed by MSMEs can be distinguished in terms of: business fields, management system, financial administration systems, ability to access financial institutions, quality of human resources, and legal aspects or forms of legal entities (Kasih, 2018)

According to Kuncoro (2013), in general, MSMEs characteristics include simple management system, low access to credit institutions, lack of legal status, and concentrated in certain business fields. The criteria used to classify MSMEs in Indonesia are the number of assets and sales (Law No. 20, 2008). Micro businesses have assets of ≤50 million rupiah and sales ≤300 million rupiah. Small businesses have assets >50 million - 500 million rupiah and sales >300 million - 2.5 billion rupiah. Medium businesses have assets >500 million - 10 billion rupiah and sales >2.5 - 50 billion rupiah.

2.2 Social Media

In recent years, the use of social media globally has continued to increase. Social media is internet-based tools for sharing and discussing information among human beings. It is all about networking that espouses trust among parties and communities involved (Eltayib et.al, 2018). Social media allows people to use technology resourcefully and connect with others. It is a new set of tools, a new way for businesses to connect with customers more efficiently (Honkaniemi, 2015). In Indonesia, 4 out of 10 people actively use social media (Kominfo.go.id, 2019). Various social media trends in Indonesia are Facebook, Whatsapp (WA), Instagram, Twitter, Line, Path, and YouTube (Umar, 2016). The influence of IT (internet) is very large in the world of marketing. The usage of internet is very intensive and massive in business marketing activities. Even among entrepreneurs and marketers, online marketing strategies are very popular in line with the growing popularity of internet use. (Lasmadiarta, 2011).

The usage of social media in marketing activities enables companies to achieve a better understanding of customer's needs in order to build effective relationships. Social networking provides small businesses with multiple opportunities to build closer and more profitable relationships with customers (Eltayib et.al, 2018).

2.3 The Role of Social Media on MSMEs

The role of social media in increasing the activities and business performance of MSMEs is very large. From several studies conducted by several researchers, it was shown that the use of social media by MSMEs provided benefits for improving the performance of marketing activities (promotion). (Tajvidi & Karami, 2017; Lakshmi et al., 2017; Purwidiantoro et al., 2016; Umar, 2016, Srirejeki, 2016), promotion costs that are quite low (Akhmad, 2015; Umar, 2016), services, communication and transactions with customers and suppliers (Ha et al., 2016;



Srirejeki, 2016; Akhmad, 2015; Umar, 2016; Purwidiantoro et al., 2016; Lakshmi et al., 2017; Purwantini & Anisa, 2018), and increasing sales performance (Srirejeki, 2016; Edomwan et al., 2011; Purwidiantoro et al., 2016; Lakshmi et al., 2017).

3. Method

3.1 Types of Research

This research is a descriptive study in which, the idea is to obtain a general and comprehensive explanation of the actual conditions through the collection and interpretation of the data obtained (Kriyantono, 2007), analysis of facts, the nature and relationship between the phenomena being investigated (Sugiyono, 2014).

3.2 Sample and Data Collection

The data used in this study were primary and secondary data. Primary data is the information on the use of social media related to business marketing performance and business characteristics. By using purposive and convenience sampling techniques, 40 respondents which involved MSMEs owners in Palembang City were selected. Samples were chosen with these considerations: the family business of STIE MDP students, had used social media in marketing, owners or managers of MSMEs, willing to be the subject of research, and easily found. This data were collected through questionnaires while the secondary data is extracted from the general characteristics of MSMEs in Indonesia, obtained through literature studies.

3.3 Data Analysis

Data were analysed descriptively, which provided an explanation of consistent patterns in the data, so the results could be studied and interpreted briefly and meaningfully (Kuncoro, 2009). In analysing the data, it does not only focus on the interpretation of data and relationships, but also making a comparison with the results of similar studies (Singarimbun& Effendi, 1989). Descriptive analysis in this study was complemented by simple statistical analysis in the form of tables and graphs (Kountur, 2003).

4. Results and Discussion

4.1 The Characteristics of MSMEs

The MSMEs subjects in this study were family businesses which are managed only by family members. The characteristics of MSMEs were differentiated according to gender, age, education, number of employees, number of assets, and number of sales. Most of the owners are women, aged between 20 to 40, highly educated, and have employee with 1 or 2 people. This indicates that, MSMEs are mostly owned by young people and highly educated, so it makes sense that in marketing activities they are familiar with social media. Based on the value of total assets and sales, the majority of MSMEs are categorised into micro-enterprises.

Table 1 Respondent Characteristics

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Categories	Amount of Respondent	%		
Sex:				
Male	22	55.0		
Female	18	45.0		
	40			
Age:				
20 – 30	18	45.0		



30 – 40	10	25.0
40 – 50	7	17.0
>50	5	13.0
	40	
Education :		
Elementary School	2	5.0
High School	16	40.0
Undergraduate	16	40.0
Graduate	6	15.0
	40	
Number of Employee :		
1 – 2	25	63.0
3 – 4	8	20.0
>4	7	17.0
	40	
Total of Asset :		
< 50 million rupiah	20	50.0
50 – 500 million rupiah	19	47.5
500 million – 10 billion rupiah	1	2.5
Total Sales		
< 300 million rupiah	36	90.0
300 million – 2,5 billion rupiah	3	8.0
2,5 – 10 billion rupiah	1	3.0

4.2 Utilization of Social Media

The type of social media used predominantly by respondents is Instagram, followed by Whatsapp, Facebook, and Line. This result is different from previous research, where the most widely used social media is Facebook (Akhmad, 2015; Umar, 2016; Lakshmi et al, 2017). The use of Instagram which is more dominant in this study is thought to be closely related to the age of relatively young MSMEs owners.

Table 2 Types of Social Media, Reasons of Social Media Utilization, and Role of Social Media on MSMEs Performances

No	Categories	Amount of Respondent	%
1	Instagram	19	47.5
2	Whatsapp	9	22.5
3	Facebook	8	20.0
4	Line	4	10.0
		40	100

4.3 The Role of Social Media on MSMEs

In this study, social media was used predominantly for 4 reasons: facilitating interaction with customers, providing product information, reducing costs, implementing marketing strategies, and gaining product popularity. The results of this study are in line with some of the results of previous studies. Akhmad (2015) revealed that social media was used to promote products, save marketing costs, facilitate communication (interaction) with customers. In Umar's study (2016) there were several MSMEs that used all types of social media with the same objectives as this research. The same results were obtained by Srirejeki (2016), where the majority of



MSMEs used social media focusing on product marketing (promotion) and introducing products and maintaining customer relations.

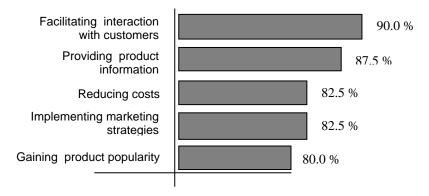


Fig.1 Reasons of Social Media Utilization

The results of this study also show that the use of social media has a role in increasing the interaction with customers, sales volume, good image of customers, and the number of customers. The results of this study are in line with Jones et al. (2015), Srirejeki (2016), Purwidiantoro, et al. (2016), Akhmad (2015), Lakshmi et al. (2017), Ha et al. (2016), and Umar (2016) where the most dominant role of social media is increasing interaction and communication between companies and customers, while the role of social media in improving sales performance is revealed in the study of Ha et al (2016), Purwidiantoro, et al (2016), and Srirejeki (2016).

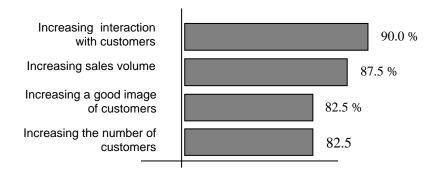


Fig. 2 Role of Social Media on MSMEs

5. Conclusions

In order to exist and survive, MSMEs must be able to use social media effectively to support marketing activities. MSMEs in this study are family businesses, managed by young people who are very familiar to using the social media. The most dominant social media used was Instagram, followed by WhatsApp, Facebook and Line. The use of social media has a role in increasing interaction with customers, sales volume, good image of customers, and number of customers.



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