

## **THE INFLUENCE OF SOCIAL MEDIA MASS ON DIGITAL BUSINESS DEVELOPMENT**

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### **Abstract**

*The relationship between digital business and netizens has a significant impact on the development of a digital business. The influence of social media's power is crucial in advancing a digital product to achieve significant progress. To accomplish these advancements, Awardee employs a digital marketing strategy approach. This can be observed in the growth in viewers and promo requests via Direct Messages (DM). Currently, digital marketing efforts are ongoing to establish a better approach to the public.*

**Keywords:** Digital Product, Social Media Mass, Development, Digital Marketing.

### **Abstrak**

Hubungan antara bisnis digital dan netizen memberikan dampak yang signifikan terhadap perkembangan bisnis digital. Pengaruh kekuatan media sosial sangat menentukan dalam memajukan suatu produk digital untuk mencapai kemajuan yang signifikan. Untuk mencapai kemajuan ini, Penerima Penghargaan menggunakan pendekatan strategi pemasaran digital. Hal ini terlihat dari pertumbuhan viewer dan permintaan promo melalui Direct Message (DM). Saat ini, upaya pemasaran digital terus dilakukan untuk membangun pendekatan yang lebih baik kepada masyarakat.

**Kata Kunci :** Produk Digital, Media Sosial Massa, Perkembangan, Pemasaran Digital.

## **I. INTRODUCTION**

The advancement of digital technology has had a significant impact on various aspects of human life, especially in business. A prominent development is the role of social media as a tool for interacting, promoting, and building direct and broad connections with consumers. In this digital era, the power of social media has become a crucial aspect of marketing strategies, particularly for digital businesses that rely on online reach and interaction with their audience.

In 2025, the number of Instagram users worldwide is projected to increase by 4.44%, reaching 1.47 billion. By 2028, there will be 1.77 billion Instagram users globally.

(Dewi Untari, 2018) With 700 million active users every month, the power and reach of Instagram are undeniable. Initially launched as a simple photo application, Instagram has

undergone significant transformations and evolved into a platform that allows users to build a visual identity for their businesses.

This capability enables businesses to develop quickly, efficiently, and with greater focus and direction. Indonesia, as one of the countries with a massive social media population, plays a significant role in this phenomenon.

One platform utilizing this power is Awardee.id, an online learning platform focused on digital business development and education. This platform employs digital marketing strategies to strengthen relationships with users and capture public attention. By actively engaging with netizens, Awardee.id seeks to expand its marketing reach and increase public awareness of its services.

The Influence of social media mass, whether through follower numbers, user interactions, or viral content, greatly affects the popularity and success of digital businesses in achieving their goals. This research aims to explore how the power of social media mass impacts digital business development, specifically in the strategies applied by Awardee.id. The study will also discuss the digital marketing approaches used to achieve desired progress and the challenges faced in maintaining consistent growth in a highly dynamic business environment.

## **II. RESEARCH METHOD**

As a researcher, understanding research methods is essential (Andra Tersiana, 2018). This section explains the approach and steps taken in the study to achieve the established objectives. The research method is designed to ensure the validity and reliability of the data obtained and to provide a deeper understanding of the influence of social media mass on digital business development, particularly on the Awardee.id online learning platform

This study involves a qualitative approach and uses data collection techniques like observation. Data collection was carried out meticulously to ensure that the information gathered is representative and fits the research needs. The collected data were then analyzed using statistical techniques, detailed in this section.

The method used aims to provide a deep understanding of the Influence of social media mass on promotion and digital marketing strategies to support digital business development. This research focuses on development through quantitative data by measuring progress based on the results of interactions occurring in online business.

### III. RESULTS AND DISCUSSION

Average interaction data statistics from period October to December:

\*M= Motivation

\*T= Tips

\*P=Promotions.

Average	Like	View	Comment
10/24 30 days active	42	694	1
11/24 29 days active	200	4351	1
12/24 22 days active	257	7618	2

The table above shows a noticeable increase in views, indicating a rise in audience interaction with Awardee's social media. This trend can be observed from the data spanning October to December, where there was a significant growth in engagement. This increase is attributed to the substantial interaction driven by "motivational posts," which have proven to be popular among the social media audience.

The heightened engagement was strategically utilized as an initial step to introduce the Awardee brand, making it easier for the public to recognize through indirect promotion via motivational and tip-oriented posts.

#### Challenges Encountered

During this research process, several challenges were encountered in both the data collection and analysis stages. One primary challenge is the limited access to relevant and reliable data on social media user behavior in the context of digital business. Additionally, the data collection process using statistical data faced challenges with limited respondents. These obstacles impacted the research process's smoothness and pace, necessitating adjustments and specific strategies to ensure accurate and relevant results despite these challenges.

The issues identified in this research revolve around the ability of a digital business to promote its products effectively. From the perspective of social media users, Indonesia is known for having a massive number of active users.

For this reason, I believe Awardee.Id requires further development and a well-structured approach, especially due to the dynamic nature of the social environment. Back in 2020, Awardee.Id was actively conducting online classes, largely because it was during the

quarantine period caused by Covid-19. The high demand for online learning led to a significant surge in digital businesses such as online class sales.

Given these environmental changes, Awardee.Id needs a new and different strategy, as society has now resumed offline activities. Therefore, in my opinion, a gradual and significant re-engagement with the social media audience is still necessary. Based on the three-month research using quantitative data, the progress achieved so far has been promising. It is gratifying that the desired development is taking place. Thus, I believe the current plan, which focuses on product introduction, should continue to be implemented as planned.

### **Follow Up Plan**

In response to the challenges faced in this research, several steps will be taken to address these issues and broaden the study results. Additionally, improvements in analysis methods are planned, including the use of more sophisticated data analysis tools to provide deeper insights. In the final stage, further research could be conducted by expanding the variables studied, such as examining other factors that might influence digital business development on social media. This is expected to contribute more comprehensively and profoundly to the development of future digital marketing strategies.

## **IV. CONCLUSION**

The preliminary conclusion is that the digital product offered by Awardee is still in its early stages and requires further development, particularly in approaching the public. The primary need is to build solid brand development first. Future actions should focus on maintaining consistency in both direct and indirect promotions. This is because a significant portion of the audience engaging with the content is drawn to motivational quotes. According to Maryam Muhamad (2017), "Students who have high motivation to learn possess the drive or desire to study a subject, guided by their needs. A crucial need for success in learning is the need for achievement."

The Issues to highlight in "tips" posts should, in my opinion, focus on the positive outcomes that can be achieved through learning. Additionally, insights from professional figures sharing their tips and tricks for success and how they achieved it could also be included. Addressing social issues would be another valuable addition, as it could attract the public's

interest in watching Awardee.Id's short videos. This, in turn, could increase interaction and optimize Instagram's algorithm to reach other users' feeds through hashtags.

Beyond that, I believe the current efforts are sufficient, as running a business in today's digital era is considerably easier due to widespread internet usage. The challenge lies in how entrepreneurs choose to persevere and channel their enthusiasm into developing their goals. The rest is up to the public to decide whether the content provides positive or negative value to them. Engaging educational content will always be in demand, which is why the education and learning business is unlikely to ever fade away.

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