

Social Media as A Digital Marketing Facility by Micro, Small and Medium Businesses in Sungguminasa – Gowa

Uli Urbanus Bubun¹⁾, Bartholomeus Tandiayu²⁾, Rasyid Kamase³⁾ Lisa Jolanda Catherine Polimpung⁴⁾

^{1,2,3,4)} Management Department, Atma Jaya Makassar University
Tanjung Alang No. 23

ulibubun@gmail.com¹⁾, barthotandiayu@gmail.com²⁾, rasyidkamase@gmail.com³⁾,
lisapolimpung017@gmail.com⁴⁾

ABSTRACT

The purpose of the study is to investigate the prospects of social media usage to improve Micro, Small and Medium Enterprises (SMEs) marketing performance. Using qualitative approach, owners of SMEs in Sungguminasa, Gowa as well as marketing expert, were interviewed. The results reveal social media has been used as promotion tool, been used to gain more customer and has provided convenience business transaction activity. The results have implications for MSMEs owners to keep on improving their social media literacy to cope with continuous improvement in social media technology.

Keywords: Digital marketing, Enterprises, Gowa, Small business, Social Media

1. INTRODUCTION

In the era of globalization, technological progress is something that can not be avoided in today's life, because technological progress will go according to scientific progress (F. Ahmad et al., 2023). This is also supported by the presence of the Industrial Revolution 4.0 era with the sophistication of Artificial Intelligence (AI) technology, the Internet of Things (IoT), Big Data, Human Machine Interface, Robotic and Bio Technology making technological sophistication provide many positive benefits, convenience and as a new way in carrying out human life activities (Ahad et al., 2021). Specifically, in the field of information technology, the public has gained a lot of benefits from the use of increasingly sophisticated information technology with innovations that have been produced in the last decade (Al-Zoubi & Ali, 2019). Technological sophistication has also eradicated marketing digitally, so that this marketing model has been widely used by companies and micro, small and medium enterprises (MSMEs), using internet-based digital marketing can provide consumers convenience in getting information.

The internet is one of the results of technological developments, the internet makes it easy for people to access and provide benefits so that the users cannot be separated from this internet world (Al-Rahmi et al., 2019). Just as information technology through the internet has diverted marketing that used to be offline is now online by using digitalization that makes marketing increasingly growing (Chen et al., 2023). With digital marketing this makes it more prospective because it allows prospects customers to get all kinds of information about products and transact through the internet.

Internet users in Indonesia have experienced a rapid increase, from the results of a survey of the Indonesian Internet Service Providers Association (APJII) released a survey of penetration and behavior of internet users in 2018. Mentioned the number of internet users gained 171.17 million people during 2018. This figure rose by 10.12 % compared to 2017 amounting to 143.26 million people. Compared to the population of the BPS version of 264.16 million, it can be said that there are already 64.8% of Indonesia's population who have accessed the internet. The large population growth of internet users is a prospects for the national digital economy, so this can be utilized by Micro, Small and Medium Enterprises (MSMEs) to use information technology as a media in developing their markets.

The rapid development of the internet in Indonesia can be a hope for SMEs in using digital marketing through internet-based social media (Anggahegari et al., 2021). Digital marketing is one of the media used by businesses because of the new ability of consumers to follow the flow of digitalization, with digital marketing communications and transactions can be done at any time and can be accessed throughout the world, one can also see various goods through the internet, get information on various products, ease of ordering and the ability of consumers to compare one product to another.

Social media or social networking is the platform most often used by the people in Indonesia (Alzamzami, 2023). Traditional media such as television, radio and newspapers facilitate one-way communication, while social media is two-way communication by allowing anyone to publish and contribute through online conversations (Berewot, 2023). The advantage of social media has made social media inhaled by the world community including Indonesia and has been used by businesses in marketing their products.

The social media platform that is most widely used in Indonesia as of January 2019 is Youtube by 88%, Whatsapp 83%, then filled by Facebook 81%, Instagram 80%, Line 59%, Twitter 52%, FB Messenger 47%. The rest is occupied sequentially by BBM, Linkedin, Pinterest, Skype, Wechat, Snapchat, Path, Tumblr and Reddit. The development of the internet through social media users makes the prospects for Micro, Small and Medium Enterprises (MSMEs) in conducting sales activities by utilizing social media as a means of promotion and sale of its products.

Digital marketing through social media at this time should be a concern for SMEs in developing their business because it has a very large influence with the ease that is presented in accessing and receiving information through the internet (Fiona et al., 2024). This needs to be encouraged because of the presence of the ASEAN Economic Community or AEC which is a free trade system or free trade between ASEAN member countries, this can be a challenge for Micro, Small and Medium Enterprises (MSMEs) to continue to survive in free market competition (Yacob et al., 2023). The easy spread of information and the increasingly free competition has increased consumer awareness of the wide choice of products and services that can be chosen (Kurniawan et al., 2021). If MSMEs don't fix marketing strategies to increase their sales, MSMEs will be threatened with bankruptcy. For this reason, MSMEs need to develop their marketing media in order to compete in the current global economy.

UMKM has an important role in the structure of the economy in Indonesia, this is proven when Indonesia experienced an economic crisis that caused the collapse of the national economy, many large-scale businesses in various sectors including industry, trade and services which stagnated and even stopped their activities in 1998 (Santra et al., 2021). However, Micro, Small and Medium Enterprises (MSMEs) can survive and become economic recovery amid the slump due to the monetary crisis in various economic sectors (Sampe & Limpo, 2020). Based on Bank Indonesia's data, in 2016 the MSME sector dominated 99.9 percent of business units in Indonesia and was able to absorb almost 97 percent of the Indonesian workforce. From this figure, the types of micro businesses absorb the most workforce by up to 87 percent. While large businesses can only absorb 3.3 percent.

The magnitude of the role of MSMEs for both the country and the region must be a particular concern so that MSMEs can continue to grow and be able to compete locally and nationally (Adawiyah, 2018). The rapid growth of internet users in Indonesia should be used by MSMEs in marketing through social media information technology because many activities on social media make it a great opportunity to gain consumers anywhere and anytime (Bainotti, 2024). Social media benefits MSMEs in capturing consumers through digital marketing (Aguerreberere et al., 2022).

The increasing use of the internet through social media information technology can be used by MSMEs to be more innovative in developing and marketing their products by utilizing the sophistication of the technology (Agnihotri et al., 2023). The use of social media enables MSMEs to compete.

The paper is intended to investigate the prospects benefits of social media usage for Micro, small and medium enterprises (SMEs) in Gowa Regency, especially in Somba Opu District, Sungguminasa.

2. LITERATURE REVIEW

2.1. Digital Marketing

Digital marketing is marketing activities using digital medium (Al Khaldy et al., 2023). When a person starts exploring the internet marketing business he will soon find that instead of looking for a few customers, he will now have the ability to gain thousands of customers (Chang et al., 2024). He can use social media as a market, and also has a targeted market.

Digital marketing originated from the internet and search engines on the site (Al-Nafisa & Alnafessah, 2021). Digital marketing has similar meaning with electronic marketing (e-marketing) both of which describe the management and implementation of marketing using electronic media (Cesaroni & Consoli, 2015). Digital marketing is the application of digital technology that forms online channels (online channel) to the market (website, e-mail, database, digital TV and through various other recent innovations including blogs, feeds, podcasts, and social networks) that contribute to marketing activities (Koroglu, 2023). In a nutshell, digital marketing is achieving marketing goals through the application of technology and digital media.

2.2. Digital Media Channels

As for many online communication techniques that must be reviewed by marketers as part of a digital business communication strategy or as part of a company's online marketing campaign planning (Anwar et al., 2022). Digital media channels are online communication techniques used to achieve the goals of brand awareness, intimacy, pleasure and to influence buying intentions by encouraging digital media users to visit websites to engage with brands or products and ultimately to buy online or offline through media channels such as by telephone or in a shop.

The six main channels of digital media channels according to Kachalov & Sleptsova, (2019) namely:

- a. Search Engine Marketing (SEM), The use of online advertising on search engine results pages to help visitors find marketers' product websites. By placing messages in search engines to encourage click-throughs to websites when users type certain keyword phrases. The two main search marketing techniques are: paid placement or sponsored links using a pay-per-click (PPC) or pay-per-click system, and placement in the main list using search engine optimization (SEO), a structured approach used to improve the position of a company or its products in the search engine the natural listing results (the main body of the search results page) for the selected keyword or phrase. The website is a link with the digital world as a whole and perhaps the most important part in the overall digital

marketing strategy, where online activities will be directed directly to prospects customers. An important part of a website is search engine optimization (SEO), or the process of managing content from a website so that it is easily found by internet users who are looking for content that is relevant to what is on the website, and also presents content so that it can be easily found by engines- search engine.

- b. Online PR, maximize profitable designations and interactions with a company's brand, product, or website using third-party sites such as social networks or blogs that have been accidentally visited by the company's target audience. This also includes responding to negative designations and conducting public relations through the site through a press center or blog. This is closely related to social media marketing.
- c. Online partnerships, make and manage long-term arrangements to promote the company's online services on third-party websites or through e-mail communication. Different forms or partnerships include link building, affiliate marketing, aggregates such as price comparison sites, online sponsorships, and co-branding.
- d. Interactive advertising, use of online advertisements such as banners and multimedia advertisements to achieve brand awareness and drive click throughs (through clicks from the audience) to the target site.
- e. Opt-in email marketing, use of internal register for activation and retention of customers. This method adds to the contact list in email marketing, through customers who have already registered who are sure to approve and know that they will get regular emails containing advertisements from marketers.

2.3. Social media marketing

It is an important category of digital marketing that involves and encourages customer communication on company-owned sites, or social presence such as Facebook or Twitter, Instagram, or publisher sites, blogs, and forums (Dobre et al., 2021). Maintaining existing customers and building mutually beneficial partnerships with them is an important element of digital marketing activities (Agustinus Widyartono, 2020). Social media is the latest development of new internet-based web development technologies, which makes it easy for everyone to be able to communicate, participate, share and form a network online, so that they can disseminate content on their own (Azhar et al., 2022). Social networking media is a site where people communicate with their friends, who they know in the real world and cyberspace. Social media is a new media paradigm in the context of the marketing industry.

Traditional media such as TV, radio and newspapers facilitate one-way communication, while social media has two-way communication by allowing anyone to publish and contribute through online conversations (Aguerrebere et al., 2022). Social media is a platform that is able to facilitate activities such as integrating web sites, social interaction, and content creation, communication and conversation.

As a social networking site, social media has an important role in marketing (Zhang et al., 2024). This is due, social media can play a role of communication. Because communication is an effort to make all the company's marketing or promotion activities can produce an image that is one or consistent for the company.

According to Qi & Chau, (2018), Social Networking Site (SNS) or commonly referred to as social networking is defined as a web-based service that allows every individual to build social relationships through cyberspace to build a profile about themselves, show someone's connections and show relationships anything that exists between one owner and another account owner in the system provided, where each Social Networking Site (SNS) has different characteristics and systems (Adwan & Altrjman, 2024). Some examples of Social Networking Sites (SNS) include Myspace, Facebook, Gyworld, Twitter, and Bebo. The function of the application of Social Networking Site (SNS) itself focuses on the connection that will be built by one person with

another person, security can be in the form of relationships of friends, family, sex, events, professions, to business and work.

Quoted from the site business.instagram.com, in 2016 a new Instagram business tool was launched to help companies better understand their followers and develop their business. With this new tool, companies of all sizes are known as business profiles, gain insight into followers and posts, and promote posts to drive business goals in the Instagram mobile app (Djafarova & Bowes, 2021). That is, customers can see important information on a company's Instagram account profile, such as a business address or contact info from a company account (Agnihotri et al., 2023). And can get actionable information about submissions that have the best performance, the best days and times to send, as well as the demographic details of followers of the company account. It can also promote posts that have already been shared, and include buttons such as "Learn More", to gain new customers in the target audience of the company.

2.3.1. Instagram Ads (Adversting)

Instagram has many advantages, one of which is advertising through Instagram (Farwell, 2024). By using the same advertising tools as Facebook as reviewed on the digitalmarketer.id site here are some of the advantages of advertising on Instagram specific target consumers, more flexible, cheaper, wider gain.

2.3.2. WhatsApp Messenger

WhatsApp Messenger is a messaging application for smartphones (Berewot & Fibra, 2020). WhatsApp Messenger is a cross-platform messaging application that allows you to exchange messages without SMS fees, because WhatsApp Messenger uses the same internet data plan for email, web browsing, and so on. The WhatsApp Messenger application uses an internet connection of 3G, 4G or WiFi for data communication. By using WhatsApp, you can chat online to share files, exchange photos and more (Berewot & Fibra, 2020).

WhatsApp features are quoted from the official Whatsapp webpage itself as follows (Owoseni et al., 2017):

1. Send messages to friends and family for free. WhatsApp uses your phone's Internet connection to send messages so you can avoid SMS costs.
2. Voice and Video Calls, with voice calls, can talk with friends and family for free, even if they are in another country. And with free video calls, you can have face-to-face conversations when voice or text isn't enough. WhatsApp voice and video calls use the phone's internet connection, not with cellular package call minutes.
3. WhatsApp Story, send photos and videos on WhatsApp with stories. It can even capture important moments for the built-in camera. With WhatsApp, photos and videos will be sent quickly.
4. Share documents, send PDFs, documents, spreadsheets, slideshows, and much more, without the hassle of using email or file sharing applications. WhatsApp can send documents up to 100MB in size which makes it easy to share what you need to share with the people you want.
5. WhatsApp Business, whatsapp business is an application that can be downloaded for free and is designed specifically for small business owners. Can create catalogs to display business products and services. Connecting with customers is easy by using features to automate, sort and answer messages quickly. WhatsApp can also help medium and large businesses provide customer support and send important notifications to customers. WhatsApp business in its use does not require the verification process like WhatsApp messenger. Likewise with the check mark, if generally on Twitter and Instagram verified accounts have a blue check then for WhatsApp business the green verification check

mark. If you see this sign, it means that the number officially belongs to the company or business.

3. RESEARCH METHODS

This research uses a qualitative research approach (Bhar, 2019). According to Burkinshaw, (2015) qualitative method is a method that intends to understand phenomena about what is experienced by research subjects, for example behavior, perception, motivation, actions, etc. holistically and by means of descriptions in the form of words and language, in a special contexts that are natural and by utilizing natural methods.

Qualitative research is more focused on observation and natural atmosphere (Clemente et al., 2021). The researcher acts as an observer (Aziz et al., 2017). He only made a category of behavior, observed symptoms and recorded them in his observation book. Qualitative research uses theory as a reference or guide in conducting research, not testing theory as in quantitative research (Arstein-Kerslake et al., 2020).

The reason the researcher uses a qualitative approach is to sort out the objective of gaining a general understanding of social reality from the perspective of the participants through descriptive data. This understanding was not determined in advance, but was obtained after analyzing the social reality that was the focus of the research, namely the prospects of social media as a digital marketing tool by SMEs, then a conclusion was drawn in the form of a general understanding of these facts.

Researchers use phenomenological research methods, this is used to find meaning from the basic and essential things of phenomena, reality, or experiences experienced by research objects that develop over time in certain contexts (Bhar, 2019). According to Bisenbaev et al., (2023), the phenomenological approach postpones all judgments about natural attitudes until a certain basis is found. From the understanding of the phenomenological approach according to researchers the most suitable in digging up information about social media as a marketing suggestion by SMEs is to use a phenomenological approach.

According to Abu-Zayed et al., (2022) the subject of research is a person or something about who wants to obtain information. Researchers select people to be informants based on certain criteria (Ab Rahman, 2021). based on the research objectives and of course those who are related and are considered to be very aware of the research object being studied. The search for informants will be terminated after the research information is deemed complete.

The determination of informants in accordance with the prospects research of social media as a means of digital marketing by SMEs in the city of Sungguminasa are:

- a. Micro, Small and Medium Enterprises in the city of Sungguminasa who have used social media as a marketing tool.
- b. Gowa Regency Government in charge of Micro, Small and Medium Enterprises.
- c. One Stakeholder who is an expert in the field of marketing.

The source of the data used by researchers in obtaining data is primary data. According to Ahmad et al., (2019) primary data is data obtained from the first source. In primary data, researchers will obtain data through interviews directly from informants selected by researchers.

Interview with informants namely SMEs who have used social media as a marketing tool, Gowa Regency government in charge of MSMEs and one stakeholder who is an expert in marketing, from the results of these interviews will be data to researchers in conducting this research and conclusions will be drawn from the results of the interview.

The data analysis unit that will be used by researchers in this study is the SMEs in the city of Sungguminasa, the Gowa Regency Government and the SME advisors with nonprobability sampling. This particular consideration, for example, the person who is considered most knowledgeable about what we expect (researchers), or maybe he (informant) as a ruler so that it will be easier for researchers to explore the object / situation under study.

The people who will be selected are selected based on certain criteria made by researchers based on the research objectives and of course those who are related and are seen to know the object of research being studied. The search for informants are:

1. Micro, Small and Medium Enterprises in the city of Sungguminasa who have used social media.
2. Gowa Regency Government in charge of Micro, Small and Medium Enterprises in this case the Head of Empowerment. UMKM Gowa Regency Cooperative and UKM Office.
3. Stakeholders who are experts in the field of marketing.

In qualitative research, there is no other choice than to make humans as the main research instrument (Burkinshaw, 2015). The study, researchers used interview research instruments to informants with a semi-structured interview technique (Agung Premananda et al., 2022). The purpose of this type of interview is to find problems more openly, where parties to the interview are asked for their opinions and ideas.

Data collection procedures used by researchers in this study were interviews with informants that have been determined by researchers. According to Baron, (2020) interview is a conversation with a specific purpose. This conversation is carried out by the parties, namely the interviewer (interviewer) who asks the question and the interviewee (interviewee) who gives the answer to the question. Interviews were carried out directly to MSME actors in Sungguminasa City who had used social media as a marketing tool, the relevant government authorities in charge of MSMEs, in this case the Head of the UMKM Empowerment Office of the Gowa Regency Cooperatives and SME Office and one of the stakeholders who were experts in the marketing field.

Interview technique conducted by researchers is a semistructured, the purpose of this type of interview according to Sugiyono (2011) is to find problems more openly, where parties to the interview are asked for their opinions and ideas. So that in this interview the researcher can describe how the prospects of social media as a means of exporting digitally. In conducting interviews, researchers need to listen carefully and record what is stated by the informant.

In this study data analysis techniques were used with a cross case analysis approach, used to identify patterns between findings in all cases. In cross case analysis, the answers in each case are compared. According to Abu-Zayed et al., (2022), through cross case analysis researchers not only describe similarities and differences but also provide arguments related to patterns that emerge.

Researchers will identify existing patterns to be able to find answers to the problem formulation through three stages of coding, namely open coding, axial coding, and selective coding. The coding process according to is:

1. Open Coding is a process of recapitulation and conceptualization of data. This stage begins when researchers obtain data and test it. Each data is labeled. The same idea is given the same label.
2. Axial Coding is the next step, which is to set some themes / categories which contain some of the code that has been created in Open Coding. In axial coding the data is collected again which has been broken up through open coding. By reviewing and re-highlighting common themes. Researchers regroup the initial categories in a new form to build the main categories, which then researchers labeled.
3. Selective Coding is the selection of core categories that connect with other categories.

In selective coding, a researcher can find the essence of research and combine all elements of the emerging theories.

4. RESULT AND DISCUSSION

After the interview stage with the participants conducted by researchers in this study, the researchers found that MSMEs in Sungguminasa City had used social media as a marketing tool, and especially MSMEs engaged in the business of ready-to-eat food and beverages dominated the use of social media as a promotional event for its products. It can be seen from the results of research interviews conducted that the fast food and beverage sector has used a lot of social media such as Instagram, Facebook and WhatsApp Messenger social media, but from these various social media, Instagram is the most widely used social media, because of the ease of using media social as a means of promotion of its citizens for SMEs so that social media becomes the main force in promoting products from SMEs in Sungguminasa City.

The large number of MSME actors who have used social media as a marketing tool for their citizens has made researchers interested in conducting research on this topic, and because the focus of research that researchers want to obtain in this study is to identify any prospectss that are obtained by MSME actors in using social media as a means of marketing its products within the scope of Sungguminasa City, the researchers conducted interviews with participants of MSME actors in Sungguminasa City who have used social media as a means of marketing their products, the following is a presentation by MSME actors about the prospectss they get from using social media as marketing facilities for its products.

Starting from Abdul Rasyid as the owner of Leker Eight who has engaged in the fast food and beverage business, interviewed by researchers on February 28, 2020 at Jalan Makmur, from the results of Abdul Rasyid as the first participant, he said that with social media can attract customers thus bringing in new customers, following the results of the interview.

Stages of data analysis is a stage for processing data and interpreting data collected from the results of direct interviews of research participants in the field, after the cross-case analysis stage using open coding, axial coding and selective coding methods conducted by researchers in this study, researchers will describe research findings that have been obtained.

In this study, the researcher focused on identifying what prospectss were obtained by MSME actors in Sungguminasa City in the use of social media as a digital marketing tool. and Gowa Regency UMKM as the related party that oversees MSME actors, to conduct interviews with marketing expert experts to get an overview of the trends in the use of social media by MSME actors. The following are the prospectss of social media as a digital marketing tool obtained by SMEs in Sungguminasa City.

Ease of promotion, the first prospectss gained by MSMEs in using social media as a marketing tool is the ease of MSMEs doing promotion, from participants' exposure that promotion in the use of social media is very easy, because promotions are very cheap only by posting on social media, both social media Instagram, Facebook or WhatsApp, apart from posting, the three social media that have been widely used by SMEs in promoting their products, there is also a story feature, which can be seen easily by social media users, but the story is limited to only 24 hours, after 24 hour story will enter the archive on social media, participants stated that social media really helped him in product promotion. Participants explained that using social media can make it easier to disseminate information on products and promos that are held to be known to consumers, following the observation of researchers on participants' social media accounts.

The participation of customers in promoting MSME products on their personal social media accounts can stimulate other social media users to be interested in buying products they see on social media where consumers of social media users who post or story on media accounts his social media by tagging the UMKM perpetrator's Instagram account, so that the social media account of the UMKM actor can be better known by social media users. The existence of pride by consumers so that posting or stories on their personal social media is a cheap and free promotion because it does not cost anything at all, only from the pride of consumers for the products they buy.

Using social media makes promotional costs low because there is no need to pay for newspaper advertisements, no need to hire a media company to buy airtime on radio and TV, all now can exploit opportunities to promote via social media without having to incur any costs or want to use paid advertising, social media facilitates starting costs that are relatively cheap, of course this is suitable for SMEs.

The second prospects obtained by MSME actors in using social media as a digital marketing tool is to make it easier for MSME entrepreneurs to attract consumers to come buy products they sell. Respondents stated that the use of social media can attract consumers to visit to buy their products, because of the ease of use of social media just by posting so that other social media users can see and make consumers interested to try it, with good visualization packaging in posting to social media can lure social media users to visit profiles and finally try and buy products of SMEs in Sungguminasa City.

Following the development of the digital era where social media users have greatly increased, from the results of the SMEs using social media in attracting consumers, is still in a pattern that involves consumers in attracting consumers to buy, consumers can come only by seeing posts on social media, both from his social media or social media consumers who have visited and taken photoshoots, so that other social media users can see it through the social media of visitors who have visited. This is also supported by the existence of social media accounts that are well known to the public and posting or reposting on his social media, especially Instagram social media, whose users are from millennials who are targeted by SMEs to hook them, and researchers have found social media accounts on Instagram that have been known to the public posting on one of the participant's cafe. The process of reposting or posting back from Instagram social media users, because an interesting place and visualization makes the owner of a known social media account repost on their social media, this repost process sometimes involves selebgram, where selebgram is the term Instagram social media account users who are famous on the social network, selebgram itself provides varied prices for SMEs if they want their products to be reposted or posted on social media accounts of the selebgram, the price is usually influenced by the number of followers on each social media account.

The next prospects that social media presents in its use as a medium for digital marketing is to expand to gain consumers, or expand the market of SMEs in targeting consumers from various regions, with the use of social media increasing dramatically from year to year, and social media that have evolved rather just a medium of communication means but has become a marketing medium that has been used by various groups. MSMEs in the use of social media can make it easier to target consumers from various regions because social media has no geographical restrictions on accessing social media. Dissemination of information on social media can be said to be the widest world of mouth media because there are no regional boundaries and access in the use of social media, the world of mouth container has been recognized by MSMEs as the most effective media for spreading promotions. Consumers easily believe and decide to buy something after hearing from relatives, friends or family or favorite program, on social media itself, consumers are very easy to leave comments and recommendations in the form of comments in the social media comment column or through social media stories.

Make it easier for consumers to do the marketing, with the presence of Grab and the presence of a local courier in Gowa Regency by becoming a third party between MSMEs and consumers in making orders is one of the prospectss presented by social media, just by looking at the MSME actors menu in the Grab application or seeing product posts of MSME actors on social media making consumers can easily place an order because just by looking at it consumers can immediately choose and order online without having to come back to the selling place of SMEs. The ease of making can occur without having to come directly to the seller's place or SMEs, because only with social media transactions can occur.

Ease of accessing social media is the main strength of MSMEs in attracting consumers to become regular customers, aside from paying attention to product brands to maintain product quality so that consumers can survive and become regular customers, the transformation of today's society into a digital society with increasing social media users from year on year is the best reason for MSMEs to use social media as a means of digital marketing in attracting consumers to become regular customers.

The number of activities on social media encourages MSMEs to maximize their social media in getting regular customers, because consumers spend a lot of time accessing social media so that it becomes an opportunity for MSMEs to market their products to be more known to the wider community to attract consumers to become permanent customers.

The SMEs in the City of Sungguminasa from interviews with researchers also revealed that the use of social media as a means of digital marketing has not been maximized as much as possible, because there are still many marketing features found on social media such as Facebook, Instagram, and WhatsApp that have not been used, such as the Facebook ads feature found on social media Facebook, or Instagram Ads on social media Instagram, even though they have used Instagram Bisnis from the researchers' watch. Though these features are inherited from social media to be used to market social media accounts, this is because they have not been fully informed of the use of these features, from the recognition of participants to researchers from interviews with researchers.

Training in the use of digital marketing must be done to MSME actors in Sungguminasa City, so that these MSMEs can know all the functions of these features so that they can be used to maximize the function of social media as a means of digital marketing. Digital marketing training or digital marketing has been held by the Office of Cooperatives and SMEs in Gowa Regency, but this training has not been targeted at SMEs in the City of Sungguminasa because this training only targets business people engaged in the traditional food and traditional crafts of the Regency. Gowa, where the business is located in the villages of Gowa Regency, is not in the City of Sungguminasa.

Entering the digital era at this time, of course, MSMEs are demanded to be able to adapt to the times, so that MSMEs can compete, digital marketing must be better known and mastered, because digital marketing can be the main strength of MSMEs to survive in this globalization era. Also the magnitude of the role of MSMEs on the economy must certainly be a concern of the government both regional or central to pay more attention to MSMEs, by making use of digital marketing to MSMEs so that they can be controlled and maximized as many features as possible provided by social media for digital marketing. Because from the research of researchers in the city of Sungguminasa, MSME actors have not maximized the various features provided by social media, although it has had an impact on MSME actors, but those features need to be known by MSME actors in order to further maximize the social media accounts of MSME actors so they can compete in this globalization era.

5. CONCLUSION AND LIMITATION

5.1. Conclusion

The Based on the findings of the researchers' data to the participants, both MSMEs, local government officials and expert experts interviewed by researchers, the conclusion are:

1. The first prospects that is gained by MSME actors in Sungguminasa City in using social media as a digital marketing tool is the ease of doing promotions, only by posting or making stories on social media accounts of MSME actors whether Facebook, Instagram or WhatsApp, then social media users can easily see it and access it
2. The second prospects obtained from the use of social media as a digital marketing tool by SMEs is the ease in attracting consumers, after the promotion is carried out,

consumers will be interested to come either directly or order online, with the use of local couriers in the City of Sungguminasa.

3. The third prospects obtained is that social media can gain consumers widely, due to the absence of geographical restrictions, so users from outside the City of Sungguminasa can see the products of SMEs in the City of Sungguminasa so that they can attract consumers from outside.
4. The fourth prospects obtained is to make it easier for consumers to place an order, because consumers do not have to come back to the SMEs, consumers can place orders through their social media by utilizing local couriers in Sungguminasa City to be delivered to the customer's address or can place orders through Grab
5. The fifth prospects obtained is that it can find regular customers through social media, customers obtained through social media can become regular customers, because of the ease of ordering obtained through social media that can provide flexible time in making orders.
6. The sixth prospects obtained by MSMEs in Sungguminasa City in using social media as a digital marketing tool is the effectiveness in using social media as a digital marketing tool, because most of the customers obtained are through social media, so social media is the key to SMEs in attracting customers.

5.2. Limitations

Time limitations for interviewing informants obtained by researchers when conducting this research. Several informants had to be visited three times in order can be interviewed. Limited time provided for researchers, may decrease the quality of information collected for the study.

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