

## **Optimizing Social Media Marketing Strategies to Improve The Business Sustainability of MSMEs**

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### **Abstract**

Social media marketing strategies are a key element in maintaining and improving the sustainability of Micro, Small, and Medium Enterprises (MSMEs) businesses. The research, in the form of a Systematic Literature Review (SLR) PRISMA, used a Boolean search using PICO and SPIDER and identified 2446 initial articles from international journals (Scopus, ScienceDirect, Springer, Wiley, IEEE, Web of Science, and Google Scholar). The data was omitted, so that the final results were 32 journals. Bibliomatrix analysis, in the form of Vos Viewer, along with Inclusion, Exclusion, and Quality Criteria. Research shows that social media marketing strategies significantly improve MSME sustainability through customer engagement, relevant content, and the integration of adaptive digital technologies. The theoretical benefits of formulating social media relationships, which are helpful in the academic world, and the practical benefits of this approach as a digital strategy for MSME actors, as well as its implications for government and policy, for transformation recommendations.

**Keywords:** *business sustainability, social media marketing, MSMEs, digital marketing, social media.*

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## **INTRODUCTION**

Social media marketing strategies are a key element in maintaining and improving the Sustainability of Micro, Small, and Medium Enterprises (MSMEs) in the era of digital transformation. MSMEs can illustrate the economic empowerment of the world's Internet users, who number 5.04 billion, with around 4.8 billion actively using social media (Datareportal, 2024). Social media users in Indonesia number around 170 million, or approximately 60% of the total population. This phenomenon creates opportunities for MSMEs to expand their market reach, build customer engagement, and improve the image and competitiveness of sustainable businesses.

However, economic disruption and global challenges such as the climate crisis, social inequality, and MSMEs are expected to adapt to digitalization,

technological developments, and contribute to the Sustainable Development Goals (SDGs), goal 8 (Decent Work and Economic Growth), goal 9 (Industry, Innovation, and Infrastructure), and goal 12 (Responsible Consumption and Production). The right social media marketing strategy is the driving force in supporting the financial, social, and environmental Sustainability of MSMEs in the era of Net-Zero Emissions and the transition to a green economy.

MSMEs account for more than 97% of employment and 60% of Gross Domestic Product (GDP) (Vasani & Abdulkareem, 2024). Few systematic studies have evaluated the in-depth relationship between social media marketing strategies and the Sustainability of MSMEs (Munawar et al., 2024). Therefore, this study aims to fill the gap by identifying and assessing the latest findings from the global literature. The adoption of MSME social media marketing strategies is increasing, but their implementation still faces structural and technological challenges (Harsanto et al., 2024). Limited human resources, digital access inequality, low digital literacy, and geographical and cultural diversity all contribute to suboptimal adoption of this strategy. However, technological advances such as big data, Artificial Intelligence (AI), and social listening tools open up new opportunities to optimize social media marketing strategies with greater precision (Herath Pathirannehelage et al., 2025). There is a push for governments and global policies to support the digital transformation of MSMEs, especially through digital literacy programs and technology-inclusion-based financing (Febriansyah et al., 2024).

Previous research has highlighted the role of social media marketing strategies in enhancing brand visibility, customer engagement, and revenue growth for MSMEs (Dewarani & Alversia, 2023). Other research focuses on the influence of social media marketing strategies on customer loyalty (Haupt et al., 2025). The effectiveness of digital content and the adoption of platform-based marketing technologies such as Instagram and TikTok (Sujaya & Kusuma Negara, 2024). Some systematic reviews focus only on platforms (e.g., Facebook vs. Twitter), regions (e.g., developed countries), or specific sectors without exploring the linkages between strategy dimensions and sustainability outcomes (Sheehy & Farneti, 2021; Syväri et al., 2025)

The exploration of the temporal dynamics of social media marketing strategies, the integration of sustainability models such as the triple/quadruple bottom line, and the influence of technological mediation is still minimal (Siswanti et al., 2024). This study comprehensively and contextually fills the gap. Social media marketing strategies that impact the Sustainability of MSMEs are increasingly urgent and require systematic study amid the dynamics of consumer preferences, digital disruption, and global pressures (Shoukat et al., 2025). Researchers, business practitioners, and policymakers still lack scientific references (de Paulo & Santos, 2023). This research serves as the foundation for building a theoretical framework, providing a basis for informed decision-making, and laying out a roadmap for future research (Bollinger & Burger-Helmchen, 2021). This research aims to address the complexity of needs within the MSME-strengthening ecosystem through sustainability-oriented digital marketing optimization (Wickramaarachchige et al., 2024).

## METHODOLOGY

PRISMA is used to systematically examine the implementation of social media marketing strategies in MSMEs, using Boolean Search search queries: ("business sustainability" OR "sustainable business" OR "sustainability performance") AND ("social media marketing" OR "digital marketing" OR "online marketing") AND ("MSMEs" OR "SMEs" OR "MSMEs"). Moreover, ("Indonesia" OR "developing countries" OR "emerging economies")(Spörl-Wang et al., 2025). "Business sustainability" AND "social media marketing" AND ("SMEs" OR "MSMEs" OR "UMKM") AND "Indonesia". TITLE-ABS-KEY ("business sustainability" AND "social media marketing" AND ("SMEs" OR "MSMEs" OR "UMKM") AND "Indonesia"). ("Business sustainability" OR "sustainable performance"). AND ("social media marketing" OR "digital promotion"). AND ("micro and small enterprises" OR "SMEs" OR "MSMEs" OR "MSMEs"). AND ("Indonesia") (Am et al., 2020). The selection of keywords was carefully carried out to ensure that the literature was relevant, focused, and supported by the study of MSME resilience during a crisis (Musa et al., 2023) (Golova, 2024). This research aims to answer the following MSME questions:

- RQ1:** *How effective is the use of social media marketing in improving the Sustainability of MSME businesses?*
- RQ2:** *What social media marketing strategies contribute the most to the financial, social, and environmental Sustainability of MSMEs?*
- RQ3:** *To what extent does customer engagement through social media affect the loyalty and business continuity of MSMEs?*
- RQ4:** *How does innovation ability mediate the relationship between social media marketing and MSME business sustainability?*

This research focuses on the Sustainability of MSMEs and social media marketing, aiming to produce high-quality literature by selecting an appropriate database and comprehensively representing the research scope (Sheehy & Farneti, 2021). Search databases such as Scopus, ScienceDirect, Springer, Wiley, SAGE, IEEE, Web of Science, and Google Scholar (Barczak et al., 2022). The study's investigation used the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) Methodology. The topic of business sustainability and social media marketing is discussed from 1999 to 2025 (Dwivedi et al., 2021; Barczak et al., 2022). The initial article count was 2446. The journal was deleted because it was not suitable, and the duplicate was removed, resulting in 131 articles. The selection was then reduced to 50 articles, and the final count was 32. PRISMA, PICO, SPIDER, and Boolean Search methods, as well as inclusion, exclusion, and quality criteria (Saura, 2021). You can see Table 1. Business Sustainability Prism:

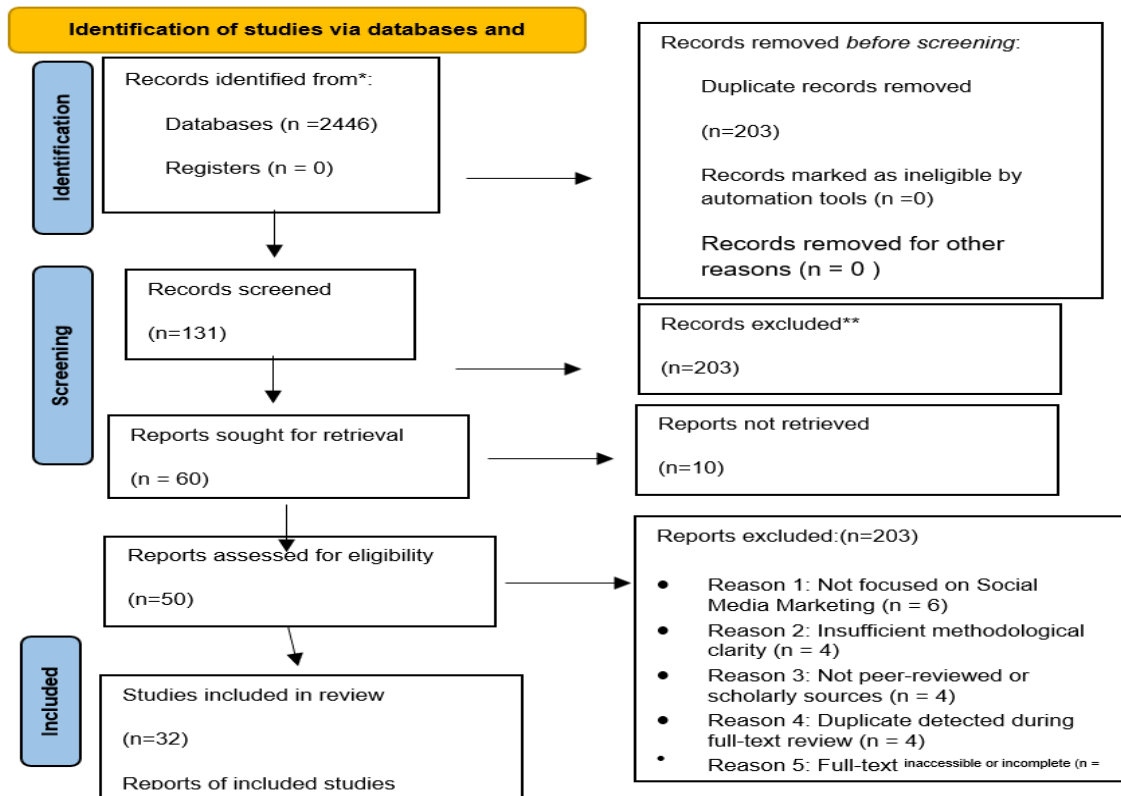


Table 1. PRISMA Business Sustainability

## RESULTS AND DISCUSSION

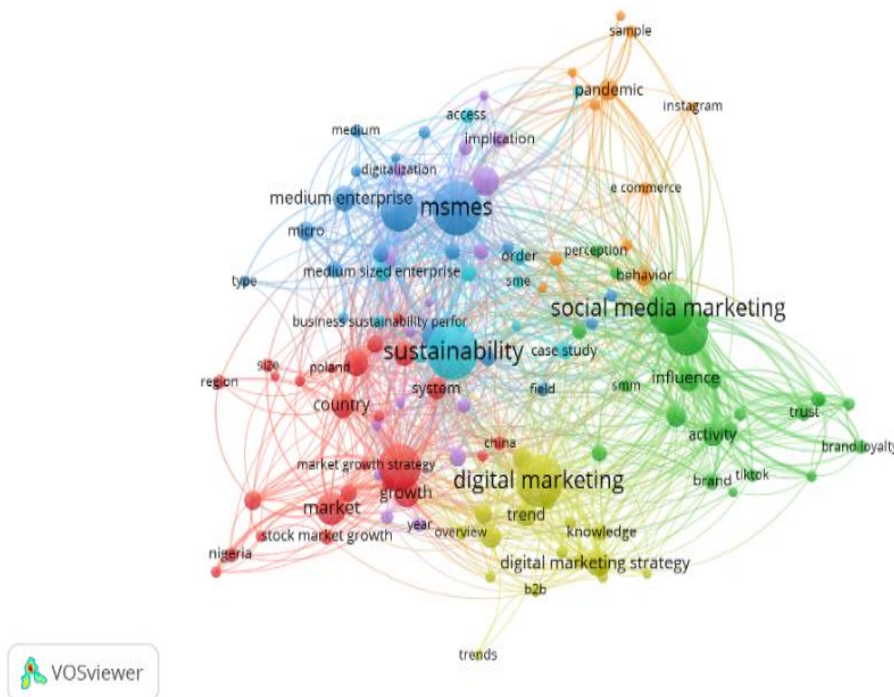


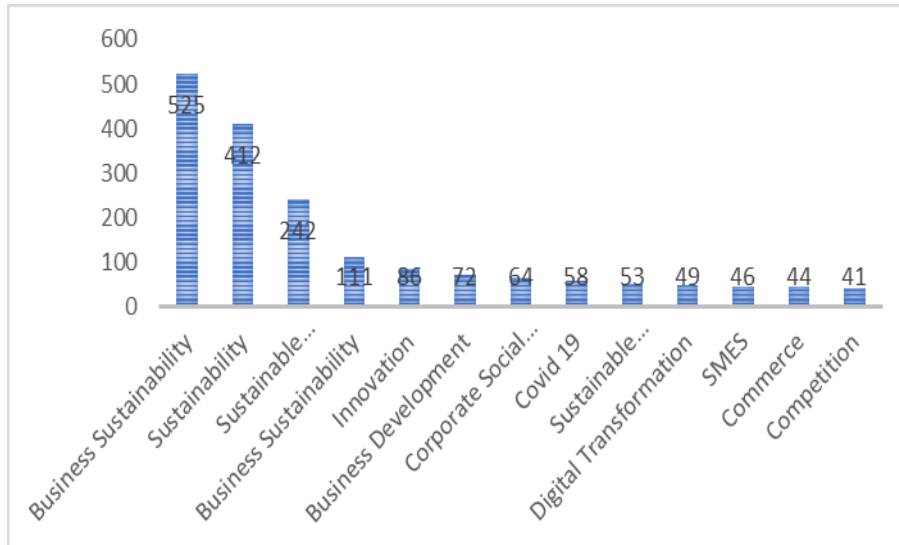
Figure 1. Bibliometrik VOSviewer

Figure 1. The VOSviewer Network shows a close relationship between social media marketing and MSME sustainability (Mori & Zhang, 2024). This visual supports the research focus on integrating social media marketing for MSMEs to enhance their adaptation and performance (Khan & Uddin, 2023). The image from VOSviewer shows four main clusters that are interconnected: growth (red), Digital Marketing (yellow), MSME business sustainability (blue), and social media marketing (green) (Saura, 2021; Cuijten et al., 2024). The next step is to use the Inclusion and Exclusion Criteria as follows:

**Table 2. Inclusion and Exclusion Criteria**

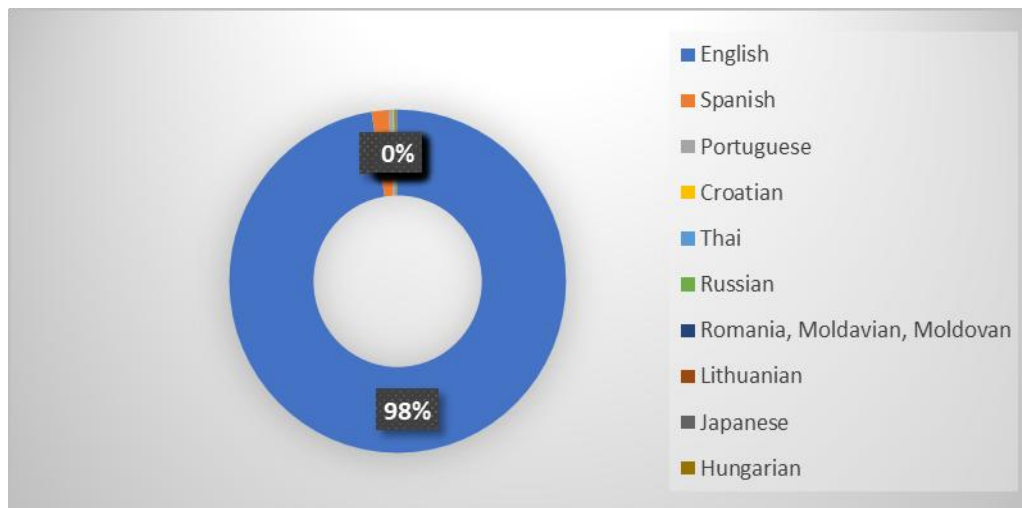
Inclusion Criteria	Exclusion Criteria
1. Topic/Subject. The study discusses social media marketing and the Sustainability of MSME businesses.	The study focuses on large companies and state-owned enterprises.
2. Intervention. The study explores and analyzes social media marketing, including its types and the Sustainability of the business.	Studies that do not involve social media marketing and the Sustainability of MSME businesses.
3. Populasi. Micro, Small, and Medium Enterprises	A population study of individuals (not businesses) or large-scale organizations.
4. Outcome A study that assesses the increase in social media marketing on the Sustainability of MSME businesses	A study that only evaluates financial performance without measuring the increase in social media marketing on the Sustainability of MSME businesses
5. Type of Study. Empirical studies (quantitative, qualitative, mixed methods), conceptual frameworks relevant, PICO, SPIDER	opinion papers, book reviews, theoretical papers, tanpa data empiris, Editorial, commentary, or purely
6. Year of Publication 1999–2025 from different countries	Studies before 1999 (unless the relevance is extreme) or not, due to the development of social media marketing and the Sustainability of MSME businesses
7. English	Studies other than English
8. Accessibility & Journals <i>Scopus, ScienceDirect, Springer, Wiley, Sage, IEEE, Web of Science, and Google Scholar (full text)</i>	Abstract-only papers or <i>non-full-text</i> .

Table 2. Using the Inclusion and Exclusion Criteria systematically ensures that the selected study is relevant, the method is excellent, and its reliability is tested (Herrada-Lores et al., 2025). Focusing on social media marketing and the Sustainability of MSMEs, journals from 1999 to 2025 were reviewed, with the exclusion criteria applied, resulting in 32 final journals (Gündüzyeli, 2025).



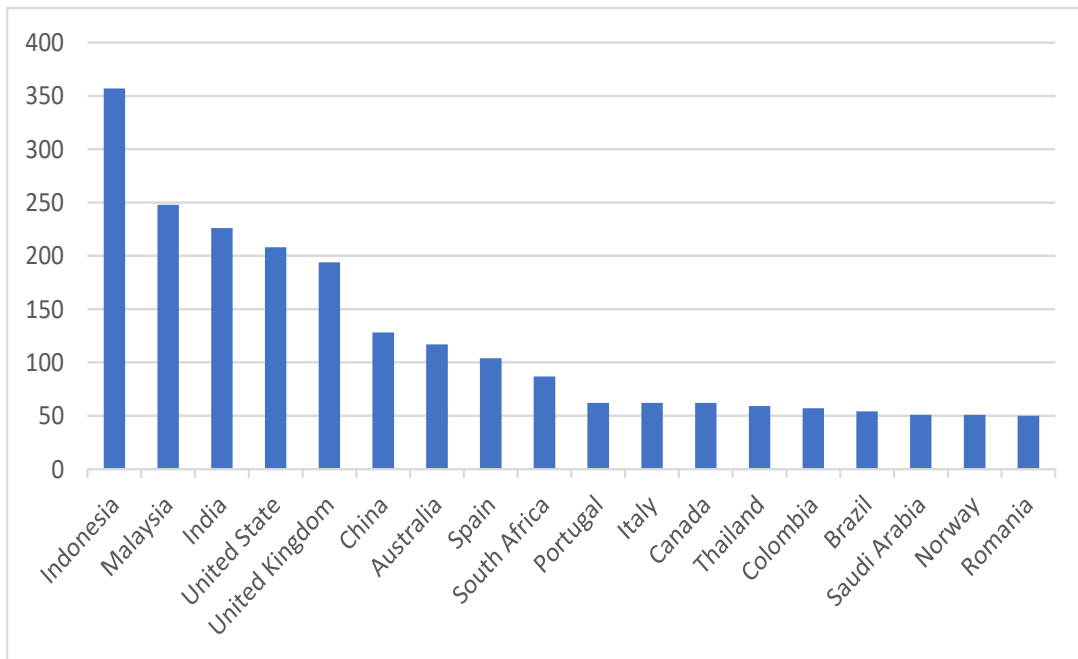
**Figure 2. Keywords**

Figure 2. Showing data on the use of the top 13 keywords that have high value include: Business Sustainability (525), Sustainability (412), Sustainable Development (242), Business Sustainability (111), Innovation (85), Business Development (72), Corporate Social (64), Sustainable Development (53), Digital Transformation (49), SMES (46), Commerce (44), Competition (41), and other keywords values below the numbers mentioned above (McGarvey et al., 2025; Wang & Lyu, 2025).



**Figure 3. Language**

Figure 3. The languages used in this study were selected from the top 10, including English (2,395), Spanish (40), Portuguese (10), Croatian (2), Thai (1), Russian (1), Romanian, Moldavian, and Hungarian.



**Figure 4. Researcher Country**

Figure 4. Showing research countries on business sustainability and social media marketing include: Indonesia ranked 1st (357 researchers), Malaysia (248), India (226), United States (208), United Kingdom (194), Australia (117), Spain (104), South Africa (87), Portugal (62), Italy (62), Canada (62), Thailand (59), Colombia (57), Brazil (54), Saudi Arabia (51), Norway (51), Romania (50).

## CONCLUSION

**RQ1:** The use of social media marketing has proven to be effective in increasing the Sustainability of MSMEs' businesses, proven to be able to reach a broader market, with low costs, increase customer interaction, and strengthen loyalty through engaging content (Spörl-Wang et al., 2025). MSMEs conduct promotions in real time, understand consumer behavior through analytical data and algorithms, and adjust to market needs (Djamhari et al., 2024). Social media plays a crucial role in building brand awareness, strengthening community relationships, and supporting sustainability principles (Ramli et al., 2022). This includes selecting the right platform, managing engaging content, and segmenting the market effectively.

**RQ2:** Social media marketing strategies, especially value-based content, contribute to financial, social, and environmental Sustainability. This strategy can increase customer trust and loyalty, which directly impacts sales and more efficient promotional spending, thereby strengthening the social relationship between MSMEs and customers through interaction (Chavan et al., 2025). The platform can be used on TikTok, Instagram, Reels, Live, and in collaboration with Micro-Influencers (Maghraoui & Khrouf, 2025).

**RQ3:** Customer engagement through social media affects the loyalty and balance of MSMEs because there is an emotional bond between customers and brands (Obiegbu & Larsen, 2025). Likes, comments, and shares can increase engagement on social media accounts and have a lasting impact on loyalty (Dewarani & Alversia, 2023).

**RQ4:** Innovation can mediate the relationship between social media marketing and MSME sustainability by strengthening the effectiveness of digital strategies in creating added value and adapting to change (Ćirović et al., 2025). Strong Innovation: messages conveyed on social media are more relevant, personal, and impactful, enabling loyalty, effectiveness, and competitiveness (Bracio & Szarucki, 2020; Jorzik et al., 2024).

Based on the four research questions, it was concluded that social media marketing significantly supports the Sustainability of MSMEs, particularly when implemented through value-based strategies and customer engagement (Hanaysha & Alhyasat, 2025). The strategy also has a financial impact and strengthens the social and environmental dimensions through close relationships between MSMEs and consumers (Ratnawati et al., 2025). Customer engagement has been shown to increase loyalty, but the effectiveness of social media marketing still depends on MSMEs' innovation capabilities. A combination of digital strategy, Innovation, and customer involvement is needed to improve the Sustainability of MSME businesses (Pusung et al., 2023).

MSMEs are expected to be more proactive in developing social media marketing strategies that not only promote but also build long-term relationships through customer engagement and the creation of valuable content. MSMEs need to innovate and improve their digital literacy. The government and MSME support institutions can provide integrated training that combines digital marketing and innovation management. This research can serve as the basis for policies that encourage a digital and sustainable ecosystem for MSMEs, opening up opportunities to develop new digital, innovative business models relevant to transformation and the green economy.

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