Analyzing the Use of Social-Media as a Marketing Strategy to Promote the Growth of Micro, Small, and Medium-Sized Enterprises (MSMEs) in the Food and Beverage Sector

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Abstract

This study aims to analyze the use of social media as a marketing strategy in developing food and beverage MSMEs in Indonesia. Using a qualitative approach with a literature review method, the study examines relevant journals and scientific articles. The findings indicate that social media is effective in expanding market reach, strengthening customer interaction, and building brand image, although its effectiveness depends on content consistency, target market selection, customer engagement, and continuous evaluation of marketing performance.

Keywords: *Social-Media, Marketing Strategy, MSMEs, Food and Beverage, Literature Review.*

A. INTRODUCTION

Micro, Small, and Medium-Sized Enterprises (MSMEs) play a vital role in Indonesia's economy, making substantial contributions to Gross Domestic Product (GDP) and employment. MSMEs account for approximately 99% of all business units in Indonesia, contribute around 60.51% of national GDP, and absorb nearly 97% of the country's total workforce. These substantial contributions highlight the importance of strengthening MSME competitiveness amid an increasingly dynamic business environment (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2024).

The advancement of digital technology has created new opportunities for MSMEs to expand their market reach and enhance marketing effectiveness. The widespread use of the internet in Indonesia, which reached 221.56 million users in 2024, representing a penetration rate of 79.5%, demonstrates the substantial potential of the digital market for business actors (APJII, 2024). Social media is one of the platforms that MSMEs can leverage, as it enables them to promote their products, communicate with consumers, and build stronger customer relationships in a more flexible and accessible manner.

The use of social media has become increasingly relevant for MSMEs in the food and beverage sector, as food and beverage products are closely associated with visual appeal, emerging trends, and consumer recommendations. Through photos, videos, promotional campaigns, and customer interactions, social media can serve as

an effective tool for increasing brand awareness and fostering consumer engagement. A study conducted by Aryani and Tuti (2023) on food and beverage MSMEs in the Greater Jakarta area (Jabodetabek) demonstrated an association between social media marketing activities, digital content, and MSME business performance.

Research by Tatik and Setiawan (2024) also demonstrates that social media marketing has a significant effect on MSME performance in Indonesia. Meanwhile, studies of small and medium-sized enterprises in the food and beverage sector indicate that information shared through social media can strengthen brand equity and improve business performance by facilitating information sharing and interaction with consumers.

Nevertheless, the presence of social media does not automatically guarantee marketing success. Its effectiveness depends on several factors, including content quality, communication consistency, target market selection, customer engagement, and business owners' ability to evaluate their marketing strategies. Therefore, this study aims to analyze the use of social media as a marketing strategy for supporting the development of MSMEs in the food and beverage sector, particularly in terms of expanding market reach, increasing consumer engagement, building brand image, and supporting business growth.

B. METHOD

This study adopts a qualitative approach using a literature review method. According to Habsy (2017), a literature review involves collecting data from various sources relevant to the research topic. The purpose of employing this method is to gain a deeper understanding of how social media can be utilized as a marketing strategy to support the development of MSMEs in the food and beverage sector.

Data were collected from various reference sources, including scholarly journals, articles, books, and other academic publications relevant to the use of social media in MSME marketing. The sources consulted in this study include Karmila (2023), which discusses the use of social media in fashion MSMEs; Fauzia et al. (2025), which examines social media marketing strategies; Putri and Thohiri (2025), which investigates the influence of social media on MSME marketing and sales strategies; and Poetra et al. (2025), which explores social media utilization among MSMEs at the Central Market of Gorontalo City.

The literature review process was conducted in several stages. First, relevant sources were identified by searching for journals and articles discussing social media, digital marketing, and MSMEs. Second, the sources were selected based on their relevance to the research focus, clarity of methodology, and recency of publication. Third, each selected source was carefully reviewed, and its key findings were documented. Fourth, the data were analyzed thematically by grouping the findings into three main areas of discussion: the role of social media in MSME development, strategies for utilizing social media, and content strategies employed by food and

beverage MSMEs. Finally, the findings were synthesized to formulate conclusions and recommendations.

C. RESULTS AND DISCUSSION

1. The Role of Social Media in MSME Development

Social media plays an important role in the development of Micro, Small, and Medium-Sized Enterprises (MSMEs), particularly by expanding market reach, transforming patterns of consumer interaction, increasing product awareness, supporting sales, and creating opportunities for business growth. Through platforms such as Instagram, Facebook, TikTok, and WhatsApp, MSME owners can market their products to a broader audience without incurring substantial costs associated with establishing physical stores or conducting conventional promotional activities. Social media also enables business owners to communicate directly with consumers through comments and private messages, allowing questions, criticisms, and suggestions to be received and addressed more promptly.

Furthermore, product photographs, promotional videos, and customer testimonials can help consumers recognize and remember the brands being offered. In terms of supporting sales, social media facilitates the dissemination of information about prices, product variations, and ordering procedures. Poetra et al. (2025) examined social media use among MSMEs at the Central Market of Gorontalo City and found a positive and significant effect on sales. Thus, social media can provide MSMEs with opportunities to reach new markets, build customer relationships, and expand their businesses, provided that it is used consistently and in alignment with their target markets.

In expanding their market reach, social media also provides MSMEs with opportunities to target more diverse consumer groups. Business owners can use features such as hashtags and location tags, as well as share content with other users, to make their products more discoverable to potential customers. For example, an MSME that initially sells food products only to people living near its business premises can promote its products through Instagram or TikTok, thereby attracting the attention of consumers from other areas. This strategy enables small businesses to compete in reaching a broader customer base without having to incur substantial costs to open additional stores.

Nevertheless, a broad marketing reach does not necessarily translate into immediate purchases. Therefore, MSME owners need to ensure that product information is clearly presented, content is relevant to their target consumers, and the ordering process is straightforward. This indicates that the success of market expansion depends on business owners' ability to convert consumer attention into purchase intention.

Social media has transformed interactions between MSME owners and consumers, making them more direct and immediate. Consumers can ask questions about prices, product quality, availability, and ordering procedures through comment sections or private messages. Conversely, business owners can receive criticism,

suggestions, and feedback from consumers to improve their products and services. Research by Safrida et al. (2025) indicates that Instagram and TikTok are widely used for visual content-based marketing, while Facebook and WhatsApp also play important roles in communication and transactions. Such interactions can help foster stronger customer relationships and build consumer trust when conducted responsively and consistently.

Changes in social media interactions also enable two-way communication. Consumers are not merely recipients of information provided by sellers; they can also post reviews, express complaints, and share their experiences after purchasing products. Such feedback can help MSME owners identify shortcomings in their products or services that need improvement. For example, if consumers frequently comment that product packaging is inconvenient, business owners can consider modifying the packaging to better meet market needs. Furthermore, prompt and courteous responses can enhance consumer trust by making customers feel that their concerns are valued. Social media interactions also require business owners to maintain consistent service quality. Delayed responses to messages, inaccurate information, or poor complaint handling can negatively affect consumers' perceptions of the business. Thus, social media serves not only as a communication tool but also as a means of building long-term customer relationships.

Social media helps MSMEs enhance brand awareness through engaging and consistent content. Business owners can showcase product photographs, videos of the production process, information about product benefits, and distinctive product features to attract potential consumers. Mufidda (2026) found that creative content, active engagement, paid advertising, and collaborations with influencers can contribute to increased brand awareness and consumer engagement. Thus, social media serves not only as a platform for promoting products but also as a means of establishing brand identity and differentiating MSME products from those of competitors.

Product awareness can be enhanced through social media by repeatedly presenting information in various content formats. MSME owners can upload product photographs, videos demonstrating product use, production process footage, customer testimonials, and information highlighting product advantages. Engaging content presentation helps consumers recognize a brand's characteristics and the value it offers. Furthermore, consistent use of the brand name, logo, colors, and communication style can help establish a distinctive business identity that is easily remembered. Product awareness can also increase when consumers share posts or recommend products to others.

However, a high number of views or followers on social media accounts does not necessarily indicate that consumers genuinely recognize and remember a brand. Therefore, MSME owners need to pay attention to consumer feedback, the questions raised by consumers, and changes in interest in their products. Through these strategies, social media can help MSMEs gradually build brand awareness and strengthen their market position amid increasing competition.

Social media can support sales by facilitating the dissemination of product information, promotional offers, and ordering procedures. Consumers can browse products, inquire about prices, and contact sellers without having to visit business premises in person. A study by Sulistiyowati and Rahmawati (2024), involving 67 MSME owners in Sidoarjo Subdistrict, found that the strategic use of social media and appropriate promotional activities had a significant effect on MSME sales. However, increased sales do not depend solely on social media utilization but also on product quality, pricing, customer service, and the effectiveness of marketing strategies.

In addition to serving as a promotional tool, social media can streamline the purchasing process by allowing consumers to contact sellers directly after viewing the products offered. MSME owners can also provide information about prices, product variations, stock availability, payment methods, and delivery options through their business accounts. Special offers, limited-time discounts, and promotions for new products can be used to attract consumer attention and encourage purchases.

Furthermore, analytics features available on several platforms enable business owners to identify the types of content that attract greater attention from users. This information can serve as a basis for evaluating and determining subsequent promotional strategies. However, increased engagement and the number of people viewing promotional content do not necessarily correspond to higher sales. Before making a purchase, consumers still consider product quality, price, delivery costs, and their level of trust in the seller. Therefore, social media utilization needs to be supported by effective order management, product availability, and satisfactory customer service to ensure that sales opportunities can be maximized.

Social media utilization creates opportunities for MSMEs to develop their businesses through more flexible marketing approaches, relatively affordable promotional activities, and collaboration with customers and other business owners. It also enables MSME owners to monitor consumer feedback and adjust their strategies in response to market needs. Safrida et al. (2025) explain that local business networks can facilitate information exchange and marketing collaboration. Nevertheless, business development through social media continues to face several challenges, including limited digital skills, the time required to manage content, and changes in platform algorithms. Therefore, MSME owners need to strengthen their digital competencies and manage their social media accounts consistently to ensure that these opportunities can be leveraged sustainably.

Opportunities for business development through social media are also reflected in the ease with which MSME owners can experiment with new marketing strategies in response to changing consumer needs. Business owners can test different types of content, organize promotional campaigns during specific periods, or collaborate with content creators to introduce their products to more targeted consumer groups. Furthermore, social media can be used to monitor market trends, identify products that are currently in demand, and examine the promotional strategies employed by competitors. Such information can help MSME owners make

informed decisions about product development and improve their marketing approaches.

Although social media offers considerable opportunities for business development, its effective utilization requires adequate planning and management capabilities. Business owners need to establish marketing objectives, select appropriate platforms, maintain content quality, and regularly evaluate promotional outcomes. With consistent management, social media can serve as an effective means of strengthening business competitiveness, retaining customers, and creating opportunities for long-term business growth.

In the digital era, social media has experienced rapid growth and is no longer used solely as a means of personal communication but has also become an effective and strategic platform for marketing activities (Fauzia et al., 2025). Platforms such as Instagram, TikTok, Twitter, and Facebook are now widely utilized by various types of businesses to market and promote their products. The use of social media for promotional activities is supported by its extensive reach, which enables businesses to target not only domestic consumers but also audiences across different parts of the world and from diverse demographic backgrounds.

Instagram is one of the social media platforms widely used by MSME owners for marketing activities. Its use can help businesses expand their market reach effectively. To optimize its potential, business owners need to update information consistently through the Stories feature and present creative and engaging content. In addition, maintaining a well-organized and aesthetically appealing feed is important, as it can create a pleasant visual impression while increasing visitors' interest in the business account. The Reels feature also provides MSMEs with opportunities to reach a broader audience through short-form video content. Using trending audio can further help increase content visibility. Furthermore, the live-streaming feature can be utilized to establish direct interactions with consumers, thereby strengthening customer trust in the products and businesses being offered.

To develop their businesses through social media, MSME owners can implement several strategies to expand their market reach. One such strategy is maintaining consistency in marketing activities. Consistency is essential because even well-planned marketing strategies may not produce optimal results if they are not implemented continuously. In addition to serving as a promotional medium, social media can also facilitate online sales transactions. Consumers can place orders through the direct message (DM) feature or contact the phone number listed on the MSME's social media profile.

The use of social media in marketing activities offers various benefits for MSMEs, particularly in reaching a wider consumer base, increasing brand awareness, and facilitating interactive communication between business owners and customers. Various available features, such as digital catalogs, paid advertising, and live selling, provide MSMEs with opportunities to expand their markets at relatively affordable costs. Furthermore, consistent and responsive communication through social media can help business owners establish closer relationships with consumers. Ultimately,

these relationships can strengthen consumer trust and foster customer loyalty toward the products offered.

The effectiveness of social media as a marketing strategy has also been demonstrated through various studies and business practices. According to data from the Ministry of Cooperatives and SMEs (2021), MSMEs that actively utilize social media have the potential to grow two to three times faster than those that rely solely on conventional marketing methods. In addition to increasing sales and expanding market reach, the use of social media can also help strengthen brand positioning in consumers' perceptions. In terms of cost efficiency, social media can serve as a relatively more economical promotional alternative compared to conventional media, such as print and television. Therefore, social media utilization can serve as a strategic approach to helping MSMEs expand their markets, enhance consumer engagement, and strengthen brand presence amid intensifying business competition in the digital era.

2. Social Media Marketing Strategies for Food and Beverage MSMEs

Content creation is an essential component of social media marketing strategies for MSMEs in the food and beverage (F&B) sector. The characteristics of food and beverage products, which rely heavily on taste, visual presentation, and consumption experiences, make digital content an effective medium for attracting consumer attention while providing an overview of the products offered. Engaging content serves not only as a promotional tool but also helps establish brand identity and increase consumer interest in the products.

Content creation strategies can involve the use of high-quality product photographs, videos showcasing food preparation processes, product presentation, customer reviews, and information about product ingredients and unique selling points. For example, an MSME selling coffee beverages can create short videos featuring the coffee-making process, the texture of the beverage, and its attractive presentation. Such content can provide potential consumers with a visual experience of the product before making a purchase. Furthermore, the use of informative narratives, consistent designs, and language tailored to the characteristics of the target market can help strengthen brand identity.

Aryani and Tuti (2023), in their study of 272 food and beverage MSMEs in the Greater Jakarta area (Jabodetabek), found that digital content marketing activities had stronger direct effects on entrepreneurial orientation and business performance than general social media marketing. These findings indicate that simply maintaining a social media account is insufficient; it must be accompanied by well-planned digital content creation activities that are aligned with consumer needs.

In addition to visual quality, MSME owners need to consider content relevance and consistency. Content can be organized into several categories, including product information, consumer education, promotional materials, customer testimonials, and behind-the-scenes activities related to the production process. This variety aims to ensure that business accounts do not focus solely on sales offers but also provide

valuable information to consumers. MSME owners can also incorporate relevant trends on Instagram Reels or TikTok, provided that these trends align with their brand characteristics and do not compromise the clarity of product information.

Therefore, an effective content creation strategy should integrate visual appeal, clear information, creativity, relevance to the target audience, and consistent publication. Evaluating metrics such as reach, impressions, comments, content saves, profile visits, and incoming messages can help identify the types of content that generate positive consumer responses. The evaluation results can then serve as a basis for continuously improving content strategies.

Social media promotional strategies involve efforts to introduce products, stimulate purchase intention, and increase the likelihood of actual transactions. For food and beverage (F&B) MSMEs, promotional activities can include price discounts, product bundle offers, free product incentives, quantity-based purchasing promotions, limited-time offers, and special deals on particular days or occasions. These strategies can be communicated through social media posts, Instagram Stories, short-form videos, and live-streaming sessions.

One strategy that can be implemented is product bundling, which involves combining several products into a single package at a price designed to be more attractive than purchasing each item separately. For example, an MSME selling snacks can offer a food and beverage package to increase the average purchase value per consumer. In addition, limited-time promotions can be used to encourage consumers to make purchasing decisions. However, such offers must be aligned with production capacity, profit margins, and service capabilities to ensure that an increase in orders does not result in business losses.

Promotional strategies can also incorporate customer testimonials and reviews. Consumers who have purchased a product can be invited to provide feedback voluntarily, which can then be republished with their permission. Testimonials can help potential consumers gain insights into the experiences of previous buyers. In the context of food and beverage (F&B) MSMEs, information regarding taste, portion size, packaging, and the consistency between the actual product and its promotional images can serve as important considerations before making a purchase.

Rahmawati (2023), in a study involving 146 respondents from food and beverage (F&B) businesses across several major cities in Indonesia, found that social media engagement and the influence of food influencers had significant effects on marketing performance. These findings indicate that digital promotion can be developed not only through price-based offers but also through activities that encourage consumer engagement and expand product awareness.

Furthermore, collaborations with food influencers or local content creators can serve as an alternative promotional strategy for MSMEs seeking to reach consumers in specific geographic areas. Influencer selection should consider audience alignment, followers' geographic distribution, engagement rates, credibility, and collaboration costs rather than relying solely on the number of followers. For businesses with

limited promotional budgets, collaborating with smaller-scale local creators may be a viable option, provided that their audiences align with the intended target market.

The success of promotional activities should not be measured solely by the number of likes or comments received. MSME owners need to evaluate the number of product inquiries, the use of promotional codes, orders generated through specific campaigns, transaction values, and profits after deducting promotional costs. In this way, promotional activities can be directed not only toward increasing product popularity but also toward supporting sales performance and business sustainability.

Social media offers various features that MSMEs can utilize to expand their marketing reach and facilitate communication with consumers. The selection of these features should be tailored to product characteristics, marketing objectives, account management capabilities, and business budgets. The planned and strategic use of these features can help MSMEs reach potential consumers beyond the scope of conventional marketing channels.

First, short-form video features such as Instagram Reels and TikTok can be used to introduce products to a broader audience. Content featuring cooking processes, food presentation, order packaging, and customer reviews can be presented in short, informative videos. The use of keywords, business location tags, relevant hashtags, and engaging video openings can help make content more discoverable to potential consumers. Nevertheless, content reach remains dependent on various factors, including content relevance, audience responses, and the platform's recommendation algorithms.

Second, Instagram Stories and WhatsApp Status can be utilized to share timely information, such as daily menus, stock availability, operating hours, price changes, and limited-time promotions. Meanwhile, Instagram Highlights can be used to organize and preserve important information, including menus, price lists, business locations, ordering procedures, and customer testimonials. These features can help consumers access relevant information without having to repeatedly ask the same questions.

Third, paid advertising features enable MSME owners to promote content to specific audience segments based on characteristics such as geographic location, age, and interests, as supported by the platform. For example, an MSME selling food products near a university can test advertisements targeting potential consumers in the surrounding area. Allocating the advertising budget gradually allows business owners to compare different advertising materials before increasing their promotional expenditure. Performance can be evaluated using several indicators, including reach, number of clicks, incoming messages, cost per result, and the transactions generated.

Fourth, communication and transaction features such as direct messages (DMs), WhatsApp Business, product catalogs, and ordering links can be utilized to connect promotional activities with the purchasing process. Consumers who become interested after viewing promotional content can immediately contact sellers to inquire about prices, product availability, payment options, and delivery services.

Thus, social media serves not only as a medium for product awareness but also as an integral part of marketing channels and customer service.

Shandy et al. (2023), in a study involving 232 food and beverage (F&B) MSMEs in Indonesia, found that information richness provided through social media was associated with brand equity and business performance. Social media platforms that provide comprehensive product information can help consumers recognize brands, obtain relevant information, and interact with business owners. These findings highlight the importance of utilizing social media features in an integrated manner rather than merely uploading content without providing the information consumers need.

Therefore, the use of social media features should be tailored to the intended marketing objectives. Short-form videos can be used to increase product awareness, Stories to provide updated information, paid advertising to reach targeted audiences, and direct messages (DMs) and product catalogs to facilitate communication and ordering. These features should be combined strategically and evaluated regularly to ensure that the time and financial resources allocated to marketing remain aligned with the operational capacity of MSMEs.

The success of social media marketing is determined not only by MSMEs' ability to attract new consumers but also by their ability to maintain relationships with existing customers. Strong customer relationships can foster consumer trust, encourage repeat purchases, generate electronic word-of-mouth (e-WOM) recommendations, and ultimately strengthen brand loyalty.

One approach is to provide prompt, courteous, and informative responses to consumer inquiries. Business owners need to ensure that information regarding prices, product ingredients, portion sizes, operating hours, payment methods, and delivery services is communicated clearly. In the food and beverage (F&B) sector, prompt responses are particularly important because consumers often require confirmation of menu availability and delivery times before making a purchase decision.

In addition to providing good responses, MSME owners can encourage engagement through polls, question-and-answer sessions, simple quizzes, requests for menu suggestions, and reposting customer-generated content with the creators' permission. These activities provide consumers with opportunities to express their preferences and feel involved in the business development process. Consumer feedback can also serve as a basis for evaluating and improving product taste, packaging, menu variety, and customer service.

Maintaining consumer relationships requires consistent product quality and ensuring that promotional information accurately reflects the products delivered. Attractive product photographs should provide a realistic representation of the actual products. When complaints arise, business owners should respond professionally, provide clarification, and offer appropriate solutions. Transparent complaint handling can help maintain consumer trust while providing valuable insights into aspects of customer service that need improvement.

Rafiana et al. (2021), in their study of organic processed food MSMEs, found that the use of social media for marketing purposes and information accessibility had direct effects on business success. However, the use of social media for customer relationship management and customer service did not demonstrate a significant direct effect on business success in their study. These findings indicate that consumer interactions need to be understood within their specific business context. High levels of engagement do not necessarily translate into increased sales unless they are supported by product quality, accessible ordering channels, and appropriate marketing strategies.

Therefore, MSMEs need to evaluate their customer relationships using indicators such as response time, the number of inquiries converted into orders, customer reviews, resolved complaints, repeat purchase rates, and customer referrals. Sustained customer relationship management enables business owners to better understand market needs while establishing a strong foundation for long.

3. Challenges in Using Social Media as a Marketing Tool

Although social media offers various opportunities, its use as a marketing tool for food and beverage (F&B) MSMEs also presents several challenges. These challenges may arise from limitations in human resources, financial resources, content creation capabilities, digital competition, changing trends, and difficulties in measuring marketing outcomes. Understanding these challenges is essential to ensure that the strategies implemented are aligned with the operational capacity and specific needs of each business.

First, limited digital knowledge and skills. Some MSME owners may lack adequate capabilities in creating content, managing business accounts, utilizing paid advertising, and interpreting analytics data. As a result, social media use is often limited to uploading product photographs without a clear marketing plan. Nurqamarani et al. (2024), through a qualitative study involving six owners or managers of micro and small culinary businesses in West Java and East Kalimantan, identified interaction, awareness of emerging trends, consistency, curiosity, and an entrepreneurial mindset as important factors contributing to the successful adoption of social media marketing.

These challenges can be addressed through digital marketing training, the use of user-friendly content editing applications, the development of content calendars, and basic training in social media analytics. MSME owners can also delegate account management responsibilities to team members with relevant digital skills, depending on the resources available.

Second, limited time and financial resources. In micro-scale businesses, owners are often responsible for production, customer service, raw material procurement, financial management, and marketing simultaneously. These circumstances can hinder consistent content publication and timely responses to consumers. Furthermore, the costs of content production, influencer collaborations, and paid

advertising can become a financial burden if they are not aligned with the business budget.

To address these challenges, MSME owners can create multiple pieces of content in advance for use over a specific period, utilize content scheduling features, and prioritize the channels that best align with their target consumers. Advertising expenditure should also begin with a manageable budget and be evaluated based on sales outcomes rather than merely the number of impressions.

Third, intense competition and changing digital trends. The large number of businesses offering similar products exposes consumers to various promotional contents simultaneously. As a result, an MSME's content may become difficult to distinguish from that of its competitors. Changes in digital trends and platform recommendation algorithms also make content reach less predictable. Aryani and Tuti (2023) emphasize the importance of digital content marketing activities and entrepreneurial orientation in supporting the business performance of food and beverage (F&B) MSMEs.

MSME owners can address these challenges by developing unique product characteristics, showcasing authentic production processes, sharing their business stories, and tailoring content to consumer preferences. Following digital trends can be a useful strategy; however, it is not necessary to adopt every trend, particularly when it does not align with the brand identity.

Fourth, difficulties in measuring marketing effectiveness. The number of followers, likes, views, and comments does not always reflect sales performance. Content with a high reach does not necessarily generate transactions, whereas content with a more limited reach may attract customers who closely match the target market. Noviaristanti et al. (2023), in a study involving 300 MSMEs across various business sectors in West Java, found that social media utilization had a positive and significant effect on business performance. However, this finding does not imply that every social media activity automatically increases sales; rather, the outcomes depend on how social media is utilized within business operations.

To address this challenge, MSMEs need to establish clear marketing objectives and measurable evaluation indicators. If the objective is to increase brand awareness, relevant indicators may include reach, impressions, and profile visits. If the objective is to increase sales, the indicators may include the number of orders, conversion rates, transaction values, customer acquisition costs, and profits after deducting promotional expenses.

Fifth, reputational risks and consumer trust. Inaccurate information, delayed responses, unresolved complaints, or inconsistencies between actual products and promotional content can undermine consumer trust. Furthermore, using customer photographs or sharing personal information without permission may raise privacy concerns. Therefore, MSMEs need to maintain transparent communication, protect consumer data confidentiality, obtain permission before using customer testimonials, and establish clear complaint-handling procedures.

Overall, the challenges associated with social media marketing need to be addressed through the enhancement of digital skills, effective time and budget management, product differentiation, data-driven evaluation, and consistent customer service. Social media can support the development of food and beverage (F&B) MSMEs when utilized as part of a well-planned marketing strategy that is integrated with product quality, operational capabilities, and market needs.

D. CONCLUSIONS

Based on the findings of the literature review, it can be concluded that social media plays an important role in supporting the development of food and beverage (F&B) MSMEs, particularly in marketing activities in the digital era. The use of platforms such as Instagram, TikTok, Facebook, and WhatsApp provides business owners with opportunities to introduce their products to a wider consumer base, enhance customer engagement, strengthen brand image, and support increased sales. The advantages of social media lie in its accessibility, flexibility, and relatively affordable promotional costs compared to conventional marketing methods.

The success of social media utilization as a marketing strategy is determined not merely by how actively business owners upload content but also by the quality of information, creativity in product presentation, consistency in publication, accuracy in identifying target markets, and the ability to establish effective communication with consumers. The use of visual content, digital promotions, interactive features, and collaborations with content creators can serve as alternative approaches to enhancing product appeal and strengthening customer relationships. On the other hand, MSME owners continue to face several challenges, including limited digital skills, human resources, time, marketing budgets, business competition, and changes in social media trends and algorithms.

Therefore, social media utilization should be implemented through well-directed marketing planning and regular evaluation to ensure that the outcomes align with business objectives. MSME owners also need to integrate digital marketing with product quality, customer service, and effective operational management. Thus, social media serves not merely as a promotional medium but also as a strategic instrument for strengthening competitiveness and supporting the sustainability of F&B MSMEs. Future research is recommended to adopt an empirical approach by collecting primary data directly from MSME owners to examine more specifically the relationship between social media utilization and business performance development.

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